



تعداد سوالات: تستی: ۳۰ تشریحی: ۰

زمان آزمون (دقیقه): تستی: ۷۵ تشریحی: ۰

سری سوال: یک ۱

عنوان درس: زبان تخصصی ۲

رشته تحصیلی/کد درس: مدیریت بازرگانی (چندبخشی) ۱۲۱۲۱۷۶

1-You mustthe rules of international import and export laws.

1. associate 2. obey 3. impose 4. accuse

2-I like to work by myself within a clearly definedof responsibility. The range of responsibility must be clearly defined.

1. front 2. warning 3. presence 4. sphere

3-.....is a book in which items are regularly recorded, esp, business activities and money received or paid.

1. Ledger 2. Transaction 3. Certificate 4. Tax return

4-Corporations mustwith the requirements of the state, local and foreign tax laws.

1. complain 2. clamp 3. comply 4. extend

5-As their financial institution has givento me, I must pay some interests to them. I have borrowed some money a few times from them.

1. assets 2. loans 3. taxes 4. fees

6- A written statement of money paid for goods or services is called..... .

1. cash 2. capital 3. price 4. account

7-He canand operate your computer system.

1. tighten 2. anticipate 3. gravel 4. install

8-One of the international supplies forms, in which the licensor supplies a complete package of goods, services and materials , in return for some benefit, is called..... .

1. franchising 2. tightening 3. upgrading 4. warning

9-A product that is sold under the general name for a type of product, rather than a brand name is called.....product.

1. critical 2. generic 3. cumulative 4. global

10-Theof current assets to current liabilities in our company is 2 to 1.

1. focus 2. target 3. ratio 4. labor

11-Theof new entrants is among the competitive forces. They think something unpleasant will happen , unless a particular action is followed.

1. threat 2. trait 3. defection 4. inflation

12-The key tois obtaining a differential advantage that is readily perceived by the customer.

1. mass product 2. transaction 3. differentiation 4. infrastructure



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13- We try to involve in less competitive situation in order to enhance our profits. 'Enhance' means..... .

1. improve 2. clamp 3. decline 4. reduce

14- We decided to pursue international business activities so as to achieve more objectives. 'Pursue' means..... .

1. hit 2. suppress 3. continue 4. assume

15- Accountants enable the classifying process to work smoothly by designing the forms that record business activities. 'Smoothly' means..... .

1. slowly 2. simultaneously 3. regularly 4. inevitably

16- A partnership is a relationship which subsists between persons carrying on a business. 'Subsists' means..... .

1. exists 2. confines 3. culminates 4. impedes

17- You should ask the accounts department about this bill as your special preserve. 'Preserve' means..... .

1. negotiation 2. activity 3. contract 4. ownership

18- From the way he spoke, we can realize his conviction about value of these products. 'Conviction' means..... .

1. designation 2. communication 3. share 4. belief

19- Industrial psychology determines the human factors which hinder work from being done efficiently. 'Hinder' means..... .

1. raise 2. limit 3. accelerate 4. increase

20- I monitor my employees' performance through a modern TV screen. 'Monitor' means..... .

1. clinch 2. observe 3. contemplate 4. endow

21- You have a great.....in our international business. You have more than 30 per cent share in our business.

1. inference 2. negotiation 3. option 4. stake

22- I paid a considerable amount of money for buying a new factory. Itswas very high.

1. share 2. partnership 3. price 4. contract

23- It is better to report the news of your products in the press and other media by..... .

1. publicity 2. branding 3. pricing 4. dealing

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24- It has shown that proper selection of employees through scientific and vocational tests can add to the productivity. 'Vocational' means..... .

1. تخیلی 2. علمی 3. حرفه ای 4. هنری

25- We make up the most raw materials in the country. 'Raw materials' means..... .

1. مطالب مفید 2. مواد خام 3. مواد زاید 4. نیروهای مازاد

26- Productivity objectives may not be consistent with the objectives of maintaining industrial peace. 'Peace' means..... .

1. سرعت 2. رقابت 3. میزان 4. آرامش

27- Most managers are, however deficient in the art of human relations. 'Human relations' means..... .

1. انسان خلاق 2. روابط انسانی 3. کارکنان ماهر 4. تعهدات موجود

28- The management information system is becoming indispensable for planning, decision-making and control. 'Planning' means..... .

1. استقلال 2. اجتناب ناپذیری 3. نظارت 4. برنامه ریزی

29- A marketing manager may put his major trust in non-price competition.

1. همکاری 2. طرح 3. معامله 4. اعتماد

30- In an organization's existence , diversity of products make servicing by functional departments too unwidely. 'Diversity' means..... .

1. تنوع 2. یکسانی 3. انتقال 4. محدودیت