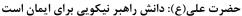
### **کار شناسی**





تعداد سوالات: تستى: 30 تشريحى: . سرى سوال: يك ١ **زمان آزمون (دقیقه) : تستی : ۶۰ تشریحی: ۰ وان درس:** زبان تخصصی ۲ رشته تحصیلی/کد درس: مدیریت بازرگانی (چندبخشی) ۱۲۱۲۱۷۶ 1-Construction lending has been badly hit by ...... on loans. 2. restriction 3. executive 4. transportation **1.** mission 2-This attack will..... the already tense relations between the two companies. 1. assume 2. anticipate 3. exacerbate 3-A firm can increase continued growth in relation to its competitors by ..... 1. involving in less competitive situations. 2. doing business in the domestic area. 3. making easy the accounting process. 4. its involvement in an international sphere. 4-The work of keeping a company's financial records, recording its income and expenses and its business deals is known as ..... 2. accounting 3. data processing 4. expenditure **1.** franchising 5-Following the many detailed and specific rules of the taxing authorities in preparing tax returns is called..... 2. internal auditing 1. tax accounting 3. tax planning 4. tax compliance 6-A(n)..... is a responsibility center whose performance is based on control over spending. 2. expense center revenue center 4. decision making 3. budgetary control 7-This company has ...... agreements that allow it to use some of the Computer Associates' Sotfware. 2. licenses 3. licensing 1. licensors 4. licensee 8-..... are independent firms that share control over the joint venture . 1. Parent firms 2. Direct investors 3. Off-shore producers 4. Tough negotiators 9-Training employees to handle every service situaion is what a(n)...... may involve. **1.** infrastructure 2. franchising 3. competition 4. investment 10-.....focuses on rivalry among existing competitors and on the formulation of strategies to outperform other firms in the industry. <sup>2.</sup> Consumption 1. Expropriation 3. Capital investment 4. Competitive analysis

#### کارشناسی

مضرت علی(ع): دانش راهبر نیکویی برای ایمان است

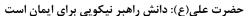


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تعداد سوالات: تستى: ٣٠ تشريحى: . سرى سوال: يك ١ **زمان آزمون (دقیقه) : تستی : ۶۰ تشریحی: ۰ وان درس:** زبان تخصصی ۲ رشته تحصیلی/کد درس: مدیریت بازرگانی (چندبخشی) ۱۲۱۲۱۷۶ 11-Both international and ...... marketing will be affected by the economic crisis. 2. structural 3. internal 4. domestic 1. organizational 12-The accounting process can be made easier by...... 1. involving in the sales. 2. improvement in comunication. 4. imposing tarrifs on vital materials. 3. a single monetary system. 13-Designing forms for recording business activities is one of the tasks of a(n)..... 2. data processor 3. auditor 4. expropriation 1. accountant 14-It is the responsibility of the ...... to provide management with relevant information to help achieve soe control over cost. 2. private accountant 1. operational auditor 3. cost accountant 4. data processor 15-A financial plan that allocates resources to responsibility centers in order to support organizational plans and strategies is called a(n)..... 2. budgetary control 1. internal revenue 3. retained earning 4. operating budgets 16-When a manager has no responsibility for generating revenues, a(n)..... is appropriate. 2. expense center 1. operating budget 3. revenue center 4. capital expenditure 17-..... allow the organization to gain more control over operations and to avoid many problematic trade barriers. 1. Cost accounting 2. Direct investment 3. Joint ventures 4. Operating budget 18-.....is the ultimate goal of any organization's performance. It depends on the relationship between quality and productivity. 1. Customers' expectation 2. Customer satisfaction 4. Retained earning 3. Budgetary control 19-..... is a vital strategy for earning above-average returns in an industry because it creates a defensible position for coping with the 5 competitive forces. 1. Differentiation 2. Expenditure 4. Augmented product 3. Expropriation

**= صفحه 12; 4 :** 

### **کار شناسی**





تعداد سوالات: تستى: ٣٠ تشريحى: . سرى سوال: يك ١ زمان آزمون (دقیقه): تستی: ۶۰ تشریحی: ۰ **ــوان درس:** زبان تخصصی ۲ رشته تحصیلی/کد درس: مدیریت بازرگانی (چندبخشی) ۱۲۱۲۱۷۶ 20-Television is booming in India, and there is potential for.....by film companies. 2. backward integration 1. incompatible confiscation 4. cooperative development 3. forward integration 21-Your employer's...... does not cover accidents that you have on your way to work. 2. succession 3. solicitor 4. liability 1. enterprise 22-A(n).....is a document setting out the basic reasons for establishing a company and identifying the amount and type of share capital involved. 1. acceleration 2. memorandum 3. cardiovascular 4. orientation 23-The primary concern of...... is to find out what its customers needs and wants are so as to meet them with the highest level of customer satisfaction. 2. production oriented company 1. sales oriented company 4. market oriented company 3. product oriented company 24-The auditor will conduct regular checks on all financial ...... which consist of all payments or the process of making them. 3. compliances 2. cornerstones 1. transactions 4. investigations 25-The process of communicating persuasive information about a product to target markets by means of the written and spoken word and by virtual material is called..... 2. marketing 3. publicity 4. advertising **1.** distribution 26-According to the manager, it is ...... to control the prices although it is very difficult. 2. mutual 3. bargain 4. inference 1. feasible 27-The company aims eventually to..... its products throughout the world. 2. comply 3. distribute 1. negotiate 4. execute 28-According to Maslow's Need Hierarchy Theory, ...... needs are at the lowest of hierarchy. 3. physiological 4. psychological 2. esteem 1. security 29-.....states that the foundation of all human activities and emotional reactions that come into play in the working of human groups is psychological rather than physical, dynamic or static. 2. Henry Favol 1. Herzberg's Theory 3. Mary Parker Follet 4. Meclland's Theory



**کارشناسی** حضرت علی(ع): دانش راهبر نیکویی برای ایمان است

<b>سری سوال:</b> یک ۱	زمان آزمون (دقیقه) : تستی : ۶۰ تشریحی : ۰		تعداد سوالات: تستى : 30 تشريحي
		بازرگانی (چندبخشی )۱۲۱۲۱۷۶	عنـــوان درس: زبان تخصصی ۲ رشته تحصیلی/کد درس:مدیریت
30-Many researchers have for a greater understanding of the process which occures inside the company.			
1. oriented	2. striven	<sup>3.</sup> impeded	<sup>4.</sup> confined

= تابستان 1393 ----