



سری سوال: یک ۱

زمان آزمون (دقیقه): تستی: ۹۰ تشریحی: ۰

تعداد سوالات: تستی: ۳۰ تشریحی: ۰

عنوان درس: زبان تخصصی اقتصاد و مدیریت

رشته تحصیلی / گد درس: حسابداری (چندبخشی)، علوم اقتصادی (نظری) چندبخشی، مدیریت بازرگانی (چندبخشی)، مدیریت صنعتی (چندبخشی)
مدیریت جهانگردی (چندبخشی)، مدیریت دولتی (چندبخشی) (۱۲۱۲۱۷۴)

1-An approach to the study of consumer behavior that emphasizes psychological limitations and complications that potentially interfere with rational decision making is called.....

- 1. normative economic
- 2. positive economic
- 3. behavioral economic
- 4. microeconomic

2-A key behavioral implication of the assumption is that people should use so-called rules of thumb .

- 1. unbounded rationality
- 2. bounded rationality
- 3. microeconomic
- 4. macroeconomic

3-Which one does not belong to macroeconomic?

- 1. inflation
- 2. business cycles
- 3. unemployment
- 4. industries

4-Which one does not belong to the basic categories of resources?

- 1. labor
- 2. training
- 3. capital
- 4. land

5-What is the meaning of "trade-off " in the following sentence?
When you think of any alternative , you are thinking of trade-offs.

- 1. deal
- 2. scarcity
- 3. satisfaction
- 4. fulfillment

6-The component of human resources that performs the functions of organizing ,managing and assembling the other factors of production to create and operate business ventures is called.....

- 1. physical capital
- 2. human capital
- 3. entrepreneurship
- 4. labor

7-Something which may cause consumer to want to purchase more of everything today's prices is called.....of a rise in income.

- 1. nominal value
- 2. substitutes
- 3. complement
- 4. expectation

8-What is the meaning of "goes up " in the following sentence?
When the price of a good goes up , people buy less of it .

- 1. decline
- 2. reduce
- 3. increase
- 4. enlargen

9-In a pure market system , competition generate economic only when individuals know and must bear the true opportunity cost of their action.

- 1. efficiency
- 2. externality
- 3. finance
- 4. competition



سری سوال: یک ۱

زمان آزمون (دقیقه): تستی: ۹۰ تشریحی: ۰

تعداد سوالات: تستی: ۳۰ تشریحی: ۰

عنوان درس: زبان تخصصی اقتصاد و مدیریت

رشته تحصیلی / گد درس: حسابداری (چندبخشی)، علوم اقتصادی (نظری) چندبخشی، مدیریت بازرگانی (چندبخشی)، مدیریت صنعتی (چندبخشی)
مدیریت جهانگردی (چندبخشی)، مدیریت دولتی (چندبخشی) (۱۲۱۲۱۷۴)

10-The principle ofdoes not apply to public goods which can be consumed jointly by many individuals simultaneously.

- 1. government -sponsored good
- 2. subsidize
- 3. redistribution
- 4. rival consumption

11-What is the meaning of " commencement" in the following sentence?
Department must reduce their spending before new term commencement.

- 1. goods
- 2. season
- 3. beginning
- 4. amount of money

12-In our country the governmenteducation.

- 1. inhibits
- 2. subsidizes
- 3. provides
- 4. sponsors

13-The inflation rate that we believe will occur; when it does , we are in a situation of fully

- 1. unanticipated inflation
- 2. anticipated inflation
- 3. restriction
- 4. interest rate

14-Unemployment due to fact that workers must search for appropriate job offers . This takes time , and so they remain temporary unemployed. This is called.....

- 1. cyclical unemployment
- 2. frictional unemployment
- 3. seasonal unemployment
- 4. structural unemployment

15-What is the meaning of "fired " in the following sentence?
Psychological researchers believe that being fired creates as much stress as the death of a close friend.

- 1. obligated to job
- 2. responsible
- 3. dismiss from a job
- 4. remain to a job

16-An individual who used to work full-time but left the labor force and has now reentered it looking for a job is called.....

- 1. new entrant
- 2. job loser
- 3. job leaver
- 4. reentrant

17-Unemployment resulting from a poor match of workers 'abilities and skills with current requirements of employers is called.....

- 1. structural unemployment
- 2. seasonal unemployment
- 3. frictional unemployment
- 4. cyclical unemployment



سری سوال : یک ۱

زمان آزمون (دقیقه): تستی : ۹۰ تشریحی : ۰

تعداد سوالات : تستی : ۳۰ تشریحی : ۰

عنوان درس : زبان تخصصی اقتصاد و مدیریت

رشته تحصیلی / گد درس : حسابداری (چندبخشی)، علوم اقتصادی (نظری) چندبخشی، مدیریت بازرگانی (چندبخشی)، مدیریت صنعتی (چندبخشی)
مدیریت جهانگردی (چندبخشی)، مدیریت دولتی (چندبخشی) (۱۲۱۲۱۷۴)

18- Goods used up entirely in the production of final goods is called.....

- 1. public goods
- 2. final goods
- 3. intermediate goods
- 4. gross domestic product

19- Britain's poor economiccaused to high rate of unemployment .

- 1. securities
- 2. services
- 3. performance
- 4. investment

20- Institutions that transfer funds between ultimate lenders and ultimate borrowers is called.....

- 1. liable departments
- 2. asymmetric information
- 3. financial intermediaries
- 4. transaction deposits

21- Money's attribute as the most readily tradable asset is called.....

- 1. deposits
- 2. loan
- 3. barter
- 4. liquidity

22- The largest component of Iranis paper bills.

- 1. approach
- 2. treasury
- 3. currency
- 4. traveler's check

23- An official or formal announcement that has been specially prepared for a particular occasion or situation is called.....

- 1. balance sheet
- 2. list
- 3. statement
- 4. withdrawal

24- A recession would reduce government tax

- 1. income
- 2. earned
- 3. salary
- 4. revenue

25- The financial statement designed to show a business entity's financial position -what it owns and what it owes-on a particular date is called.....

- 1. balance sheet
- 2. money report
- 3. total revenue statement
- 4. expenses record

26- Theis entitled to reasonable return on his money.

- 1. owner
- 2. official
- 3. investor
- 4. accountant

27- What is the meaning of "stable " in the following sentence?

Oil prices are stable for the first time in year.

- 1. temporary
- 2. unpermanent
- 3. low
- 4. steady

28- A(n)..... is an economic unit that engage in identifiable business activities.

- 1. principle
- 2. inflation
- 3. business entity
- 4. asset



سری سوال : یک ۱

زمان آزمون (دقیقه): تستی : ۹۰ تشریحی : ۰

تعداد سوالات : تستی : ۳۰ تشریحی : ۰

عنوان درس : زبان تخصصی اقتصاد و مدیریت

رشته تحصیلی / گد درس : حسابداری (چندبخشی)، علوم اقتصادی (نظری) چندبخشی، مدیریت بازرگانی (چندبخشی)، مدیریت صنعتی (چندبخشی)
مدیریت جهانگردی (چندبخشی)، مدیریت دولتی (چندبخشی) (۱۲۱۲۱۷۴)

29- Management as a subject is dynamic , so the term "profession " or "professional Manager " has got different

- 1. denotation
- 2. connotation
- 3. coordination
- 4. autocratic

30- Advertisement can increase consumerfor using a production.

- 1. organizing
- 2. prediction
- 3. profession
- 4. motivation



د	21
ج	22
ج	23
د	24
الف	25
ج	26
د	27
ج	28
ب	29
د	30

پاسخ صحیح	شماره سوال
ج	1
ب	2
د	3
ب	4
الف	5
ج	6
د	7
ج	8
الف	9
د	10
ج	11
ب	12
ب	13
ب	14
ج	15
د	16
الف	17
ج	18
ج	19
ج	20