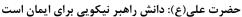
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متعارف .1

کارشناسی





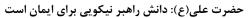
تعداد سوالات: تستى: ٣٠ تشريحي: ٠ سرى سوال: يك ١ زمان آزمون (دقیقه): تستی: ۶۰ تشریحی: ۰ **ــوان درس:** زبان تخصصی ۲ رشته تحصیلی/کد درس: مدیریت بازرگانی (چندبخشی) ۱۲۱۲۱۷۶ 1-The sole traders are <u>liable</u> for their contracts. 2. responsible 1. affiliated 3. dominated 4. viable 2-Organizations that adopt the marketing concept also tend to see marketing as a very diffuse activity. 2. small 3. vivid 4. clear 1. spread 3-All of the products in the world have a brand name or designation of some kind. نام گذاری .2 اتحاد .3 4-The.....increases our company's income. 2. instruction 3. sales promotion 4. costs 1. pricing 5-Managers must understand what barriers can impede communication. رفع كردن .4 جلوگیری کردن .1 اعتصاب کردن 2. 3. متمر کز شدن 6-The industry is heavily.....towards export markets. 2. stopped **1.** complicated 3. oriented 4. hidden 7-Application forms vary greatly in.....and lenght. 2. landmark 1. layout 3. rank 4. premise 8-Involvement in the international arena makes continued growth and lower operating costs. 3. _{بودجه} عرصه 4. تعهد 1. محدودیت .2 9-Keeping informed about competitors in two or more countries is simply harder than staying abreast of developments in a single nation. کنا, هم .3 همزمان 2. ىىكا, 4. ر کا_ر .1 10-Thefor rooms and meals was pinned to the door of the hotel. 1. tarrif 2. business 3. inflation 4. profitability 11-A firm might decide to <u>pursue</u> international business activities in order to achieve one or more of its objectives. 2. continue 3. delegate 1. exacerbate 4. pinpoint 12-Safety measures were carried out in compliance with paragraph 6 of the building regulations.

3. _{aewa}r

ستایش .4



کار شناسی

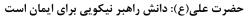




تعداد سوالات: تستى: 30 تشريحي: ٠ سرى سوال: يك ١ زمان آزمون (دقیقه): تستی: ۶۰ تشریحی: ۰ **وان درس:** زبان تخصصی ۲ **رشته تحصیلی/کد درس:** مدیریت بازرگانی (چندبخشی) ۱۲۱۲۱۷۶ 13-The word"....."can be defined as something of great importance which everything depends 3. Guarantee **1.** Alliance 2. Asset 4. Cornerstone 14-All sale transactions involving the purchase of inventory must be grouped together and classified as purchases. بازرگانی، 4. 2. تخطی سرمايه 3. **1.** موجودی 15-There is a(n).....between doing the job accurately and doing it quickly. 4. deal 2. trade off 3. infrastructure 1. pay off 16-By defining responsibility centres, top managers are delegating responsibility for middle and lowrlevel managers. 2. giving 3. stopping 1. hiding 4. starting 17-....is the right to carry out a particular business activity, given or sold to a company by a government or other public organization. 3. Differentiation 1. Confiscation 2. Joint venture 4. Concession 18-....is an official document giving you permission to own or do something for a period 2. Licensing 3. Licensee 4. Licensor 1. License 19-We were aware of certain.....in our dealing with exporting and importing activities. 1. constraints 2. expropriations 3. insurrection 4. inflation 20-.....is essentially a strategy of segmentating markets and appealing to only one or a few groups of consumers. 3. Integration 1. Expropriation 2. promise 4. Focus 21-Communication is an activity to which managers devote an overwhelming proportion of their time. **1.** reasonable 2. feasible 3. operation 22-Henry Fayol attached importance to the human organization which <u>surpasses</u> material organization. 2. prevents 1. uses 3. persuades 4. is better than 23-Which verb is related to the following definition? " To give money, property, etc. to provide a regular income for a company, school, etc." 1. deal 2. levv 3. endow 4. exploit



کار شناسی





سرى سوال: يك ١

زمان آزمون (دقیقه): تستی: ۶۰ تشریحی: ۰

تعداد سوالات: تستى: ٣٠ تشريحى: ٠

عنـــوان درس: زبان تخصصي ٢

رشته تحصیلی/کد درس:مدیریت بازرگانی (چندبخشی ۱۲۱۲۱۷۶

24-Which word refers to a share or a financial involv	vement in something such as a business?
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- 1. sponsor
- 2. supplier
- 3. shareholder
- 4. stake

25-Which definition is related to the verb "make up"?

- **1.** to demand
- 2. to prepare
- 3. to induce
- 4. to be real

26-which word can be a good equivalent for the adverb" inevitably"?

1. at the same time

2. at first appearance

3. certainly to happen

- 4. all at once
- -YV most managers are <u>deficient</u> in the art of human relation.
 - متعهد ١.

- ناکار آمد
- مىتكر ۳.

نطقی ۴۰

28-At some point in an organization's existence, sheer size and diversity of products make servicing by functional departments too unwidely.

مقدار کم و تنوع محصولات .1

مقدار تقریبی و تنوع تولیدات .2

میزان قطعی و پیچیدگی محصولات

اندازه واقعی و تنوع محصولات .4

- ^{Y 9} This accepted restriction in the channels of communication has its advantages, such as <u>keeping</u> <u>higher-level managers from getting bogged down in information.</u>

- در جریان قرار ندادن مدیران سطح بالا از اطلاعاتی که باعث پیشی گرفتن آنها از دیگران می شود. ۱
- حذف مدیران سطح بالا از تبادل نظر کردن در خصوص اطلاعاتی که منجر به تصمیم نادرست می شود. 7
- در جریان قرار ندادن مدیران سطح بالا از اطلاعاتی که باعث اتلاف وقت آنها می شود. $^{"}$.
- مداخله مدیران سطح بال در اطلاعاتی که منجر به قضاوت نادرست از آن می شود. *

- The phenomenon of accidents makes it imperative for every establishment to have a unit to constantly devise ways to ensure implementation of safety measures.

- پدیده سوانح این ضرورت را ایجاد می کند. ۱
- پدیده سوانح این موضوع را تحت تاثیر قرار می دهد. $^ extsf{Y}$
- پدیده سوانح این نارضایتی را بوجود می آورد. $^{"}$.
- پدیده سوانح این موضوع را ترغیب می کند. ^۴.