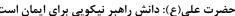
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4. advertising

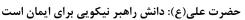
| | هبر نیکویی برای ایمان است | حضرت علی(ع): دانش را | 0 | |
|---|--|---|--|--|
| سری سوال : یک ۱ | زمان آزمون (دقیقه) : تستی : ۷۵٪ تشریحی: ۰ | | ، سوالات: تستى: 27 تشريحى: . | |
| | ت دولتی (چندبخشی)۱۲۳۴۰۳۱ | گانی (چندبخشی) ۱۲۱۲۱۷۵ – ، مدیر یا | ــوان درس: زبان تخصصی ۱ ه تحصیلی/کد درس: مدیریت بازر [*] | |
| 1-The manager showed competotors."Craftsm | · | during presentation amon | g the | |
| 1. کارایی | 2. مها _ر ت | مديريت .3 | 4. سودده <i>ي</i> | |
| 2-The termperson who does not | | money paid regularely by | the government to a | |
| 1. salary | 2. price | 3. pention | ^{4.} severance | |
| 3-The human resource <u>function</u> plays a vital role in an organization. "Function" does <u>NOT</u> mean | | | | |
| 1. نقش | وظيفه 2. | 3. مجموعه | عملكرد 4. | |
| • | y has decided to develpo of management training | e <u>dynamic</u> mangement , t . "Dynamic" means | his emphasis is not the | |
| رو به افزایش .1 | 2. پويا | 3. _{مراقب} | توسعه بخش ٤٠ | |
| 5-A clever manger shoul means | ld diagnose the possible p | problems at firs before any | action."diagnose" | |
| 1. consider | 2. concern | 3. recognize | ^{4.} operate | |
| 6-Her knowledge encom | npasses all aspests of the | business."Encompass" me | eans | |
| 1. make less clear | ^{2.} cause danger | ^{3.} include | ^{4.} cure | |
| 7- The term "" i | is referred to the ability, | power or right to control | and command. | |
| 1. coordinate | | 2. regulation | | |
| ^{3.} policy | | ^{4.} authority | | |
| 8-We should decentrali | ze the industrial centers | to small cities. | | |
| تمر کززدایی کردن 1. | نظر دادن 2. | تخصص پيدا کردن 3. | مقرر کردن .4 | |
| 9-If you are planning to | build a new section, you | shouldsome new | staff. | |
| 1. facilitate | ^{2.} hire | 3. fire | ^{4.} explain | |
| 10-Mr. Lewis is the mana | ger of a company which . | car parts. | | |
| 1. stores | ^{2.} exposes | 3. inhibits | ^{4.} manufactures | |
| 11-The company needs so | ome moreto int | roduce its new goods. | | |

3. context

1. craftsmanship 2. chairman

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کار شناسی





تعداد سوالات: تستى: 27 تشريحي: . سرى سوال: يك ١ زمان آزمون (دقیقه): تستی: ۷۵ تشریحی: ۰ **ـوان درس:** زبان تخصصی ۱ رشته تحصیلی/کد درس: مدیریت بازرگانی (چندبخشی) ۱۲۱۲۱۷۵ - ، مدیریت دولتی (چندبخشی) ۱۲۳۴۰۳۱ 12-The factory needs to return to profitability extremely soon. They have to pay for expenses. **1.** توزيع 2. موددهي انتخاب 3. 13-Everybody isto pass the traffic light when red. 2. lost 1. found 3. changed 4. inhibited 14-To separate the different elements from oil, we need toit. 1. refine 2. hide 3. stop 4. find 15-Lack of trust between couples is a very destructive factor through which they may decide to divorce. سالم .1 مخ, ب عملياتي 3. نظامي 4. 16-Computers are used to store and.....information efficiently. 2. generate 4. hide 17-To have a better result, the manager called to a 2. worker 1. consumer 3. consultant 4. speaker 18-A large business firm that controls the production of goods of very different kinds is 2. job rotation 3. company 4. conglomerate 1. chairman 19-He gets his at the end of the month. **1.** pay 3. committee 4. severance 2. labor 20-My father is retired. He receives hisfrom government . 1. wage 2. severance 3. pension 4. payroll 21-They have tried to take the <u>risk</u> in dealing with the problem. No one else has done it before.. 1. initiative 2. danger 3. stability 4. performance 22- I will leave the factory in 2 days. Theis getting worse. 1. recruitment 2. breakthrough 3. working condition 4. viable



كارشناسي



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

| سری سوال: یک ۱ | (دقیقه): تستی: ۷۵٪ تشریحی: ۰ | زمان آزمون | اد سوالات: تستى: 27٪ تشريحي: ٠ | |
|--|-------------------------------|--------------------------------|---------------------------------------|--|
| | | | ۔۔۔وان درس: زبان تخصصی ۱ | |
| | .یریت دولتی (چندبخشی)۱۲۳۴۰۳۱ | گانی (چندبخشی) ۱۲۱۲۱۷۵ - ، مد | شته تحصیلی/کد درس: مدیریت بازر | |
| 23-I needed some soap to wash the things .When going to the store, the shopkeeper said that he was | | | | |
| 1. fresh out of | ^{2.} longevity | ^{3.} convinced | ^{4.} merged | |
| 24-The termis meant" lack of development or growth". | | | | |
| 1. global | ^{2.} diagnose | 3. stagnation | 4. retirement | |
| 25-According to the experts, can be asked as a useful training for every organization. | | | | |
| 1. task assignment | | ^{2.} operation | | |
| 3. sensitivity training | | ^{4.} education | | |
| 26-You can feel relaxed if you have ajob . | | | | |
| 1. permanent | ^{2.} hierarchical | ^{3.} useless | ^{4.} effective | |
| 27- The lack of jobs in this a | area means that the work | force is easily | | |
| 1. diagnostically | ^{2.} exploitable | ^{3.} operation | ^{4.} diagnosis | |