



سری سوال: یک ۱

زمان آزمون (دقیقه): تستی: ۵۰ تشریحی: ۰

تعداد سوالات: تستی: ۲۰ تشریحی: ۰

عنوان درس: زبان تخصصی ۳

رشته تحصیلی/کد درس: مدیریت بازرگانی ۱۲۱۲۱۶۹

1-The company has become large and diffuse. The word " Diffuse " means

1. ظرفیت 2. متعهد 3. جامع 4. پراکنده

2- His job is designing and making advertisement . The word " Advertisement " means

.....

1. تبلیغ 2. معامله 3. وساطت 4. کاربرد

3- The overwhelming majority of people agree with him. The word " Overwhelming " means

.....

1. بی طرف 2. متحمل 3. بسیار 4. همفکر

4- He made a very positive contribution to the project. The word " Contribution " means

.....

1. نفوذ 2. سهم 3. صنعت 4. تقویت

5- The country's economy has been deteriorating for some time . The word " Deteriorate" means

.....

1. دست یافتن 2. بهبود یافتن 3. راکد ماندن 4. بدتر شدن

6- According to the manager , it is possible to control the prices. The word " Possible " is the closest in meaning to

1. interchangeable 2. feasible 3. mutual 4. reasonable

7- A relationship subsists between persons to carry on a business together is called a

.....

1. memorandum 2. publicity 3. partnership 4. succession

8- The solicitor prepared legal documents for the sale of the company. The word " Solicitor " means

.....

1. owner 2. trader 3. supervisor 4. lawyer

9- The consumer of their productsabout their quality and price.

1. complained 2. caused 3. surpassed 4. intervened

10- Theis the simplest form of business organization.

1. investment 2. sole trader
3. share holder 4. product orientation

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11-.....refers to the range of activities involved in identifying demand for goods or services.

1. Planning 2. Manufacturing 3. Pricing 4. Marketing

12-The most important share holders in the organization are the

1. producers 2. managers 3. consumers 4. businessmen

13-A computer firm hashim to be in charge of its publicity.

1. persuaded 2. promoted 3. appointed 4. established

14-The two business clinched the deal quickly. The word " Clinch" means

1. confine 2. offer 3. confirm 4. oppose

15-Packaging provides protection for the product, meanwhile it canthe brand image and the point of sale attraction to the buyer.

1. monitor 2. return 3. reinforce 4. levey

16-Communication is the vehicle that allows managers to fulfill each management

1. function 2. behaviour 3. expression 4. resource

17-He is veryexpert to deal with every case.

1. operational 2. oriented 3. competent 4. sympathetic

18-The demonstration is aof dissatisfaction among the workers.

1. firm 2. resistance 3. destructiion 4. symptom

19-Management of the implementation process of the MIS can determine theprocess or failure of the system.

1. economic 2. ultimate 3. financial 4. required

20-Industrial psychologygreat deal of attention to the work environment and work conditions in which worker has to perform his functions.

1. acquires 2. summarizes 3. devotes 4. expresses