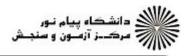
17:40

كارشناسي

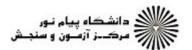


<b>سری سوال:</b> یک ۱	ستى: ۵۰ تشر <b>يح</b> ى: ٠	زمان آزمون (دقيقه) : ت	تعداد سوالات: تستى : 20 تشريحي : 0		
			عنـــوان درس: زبان تخصصی ۳		
		ی ۱۲۱۲۱۶۹	<b>رشته تحصیلی/کد درس:</b> مدیریت بازرگان		
1-The company has become large and <u>diffuse</u> . The word " Diffuse " means					
<b>1.</b> ظریف	2. ميعهد	3. <sub>جامع</sub>	پراکنده 4.		
2-His job is designing and	making <u>advertisem</u>	nent . The word " Advertisem	nent " means		
	2. <sub>معامله</sub>	وساطت .3	4. کاربرد		
3-The overwhelming majority of people agree with him. The word "Overwhelming " means					
	0	2	4		
بی <sub>طر</sub> ف <b>.1</b>	متحمل 2.	3. <sub>بسیار</sub>	همفکر 4.		
4-He made a very positive contribution to the project. The word "Contribution "means					
 1. <sub>غوف</sub> ن	2. سهم	3. <sub>صنعت</sub>	تقویت .4		
نفود	M	صنعت ٥٠٠	تقویت ۱۰۰		
5-The country's economy	has been <u>deteriora</u>	ting for some time . The wor	d " Deteriorate" means		
د <sub>ست یافتن</sub> <b>.1</b>	بهبود يافتن 2.	راكد ماندن 3.	بدتر شدن 4۰		
6-According to the manag		control the prices. The word	l " Possible " is the closest		
1. interchangeable		<sup>3.</sup> mutual	4. reasonable		
7-A relationship subsists between persons to carry on a business together is called a					
1. memorandum	<sup>2.</sup> publicity	3. partnership	4. succession		
8-The <u>solicitor</u> prepared le	egal documents for	the sale of the company. The	e word " Solicitor " means		
1. owner	<sup>2.</sup> trader	3. supervisor	<sup>4.</sup> lawyer		
9-The consumer of their p	oroducts	about their quality and p	orice.		
1. complained	2. caused	3. surpassed	<sup>4.</sup> intervened		
10- <b>The</b> is t	he simplest form of	f business organization.			
1. investment		2. sole trader			
3. share holder		4. product oriental	tion		
		F - 1 × 2 2 2			



14:40

## كارشناسي



<b>سری سوال :</b> یک ۱	قیقه): تستی : ۵۰٪ تشریحی: ۰	زمان آزمون (د	نعداد سوالات: تستی: ۲۰ تشریحی: ۰ عنـــوان درس: زبان تخصصی ۳
		نی ۱۲۱۲۱۶۹	<b>رشته تحصیلی/کد درس:</b> مدیریت بازرگان
11refers t	o the range of activities inv	olved in identifying den	nand for goods or services.
<b>1.</b> Planning	<sup>2.</sup> Manufacturing	3. Pricing	4. Marketing
12-The most important	share holders in the organi	zation are the	•••••
1. producers	2. managers	3. consumers	4. businessmen
13-A computer firm ha	shim to be in	charge of its publicity.	
1. persuaded	2. promoted	3. appointed	<sup>4.</sup> established
14-The two business cli	nched the deal quickly. The	e word " Clinch" means	
1. confine	<sup>2.</sup> offer	3. confirm	4. oppose
15-Packaging provides p the point of sale attr	protection for the product, raction to the buyer.	neanwhile it can	the brand image and
1. monitor	<sup>2.</sup> return	<sup>3.</sup> reinforce	<sup>4.</sup> levey
16-Communication is the	ne vehicle that allows mana	gers to fulfill each mana	gement
1. function	<sup>2.</sup> behaviour	3. expression	4. resource
17-He is very	expert to deal with e	very case.	
1. operational	<sup>2.</sup> oriented	3. competent	4. sympathetic
18-The demonstration i	s aof dissatist	action among the work	cers.
1. firm	2. resistance	<sup>3.</sup> destructiion	4. symptom
19-Management of the or failure of the syst	implementation process of em.	the MIS can determine	theprocess
1. economic	<sup>2.</sup> ultimate	3. financial	4. required
	ygreat deal of worker has to perform his f		environment and work
1. acquires	2. summarizes	3. devotes	4. expresses