



زمان آزمون (دقیقه): تستی: ۵۵ تشریحی: ۰

تعداد سوالات: تستی: ۲۰ تشریحی: ۰

درس: زبان تخصصی ۳

رشته تحصیلی/کد درس: مدیریت بازرگانی ۱۲۱۲۱۶۹

1-The sole traders are liable for their contracts and any debts incurred in running the business.

1. director 2. ownership 3. responsible 4. solicitor

2-.....is an individual or organization which has bought or acquired a security in a company.

1. Shareholder 2. Client 3. Creditor 4. Consumer

3-.....is the money received by a business as a result of its trading activity.

1. Debt 2. Retail 3. Property 4. Revenue

4-The activities of this company are very diffuse.

1. stable 2. spread out 3. feasible 4. legal

5-The basic function of.....is to protect its contents in transit, in storage and in use.

1. packaging 2. negotiation 3. designation 4. publicity

6-A.....product is a unique product or service designed to a customer's requirement.

1. custom-built 2. promotional 3. delicate 4. mass

7-According to our manager, it is feasible to control the price.

1. reasonable 2. practicable 3. commercial 4. egoistic

8-Theof our firm to this new technology is not rational.

1. business 2. option 3. entity 4. resistance



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9-This factory will make up the most valuable raw materials in our country.

1. pinpoint 2. strive 3. prepare 4. direct

10-Our products are eventuallythroughout the world.

1. affiliated 2. distribured 3. hindered 4. confered

11-Maslow's Theory proceeds on the premise that an individual has a variety of needs.

1. moral 2. status 3. behavior 4. idea

12-I have been vested with the power to implement changes in our company.

1. وجودداشتن 2. اجراکردن 3. نیازداشتن 4. مذاکره کردن

13-The manager asked the accounts department about invoices that was not his preserve.

1. وظیفه خاص 2. فروش خوب 3. بخش تجاری 4. سلسله مراتب

14-Advertising creates the interest, but personal selling clinches the deal.The verb "clinch" means.....

1. رهاکردن 2. تبادل نظرکردن 3. قطعی کردن 4. بررسی کردن

15-If employer maintains good relationship with employees, it will culminate in a good result.

1. پخش کردن 2. یادداشت کردن 3. منتهی شدن 4. همکاری کردن

16-Industrial psychology is that branch of psychology which deleves into study of human behaviour in industrial organizations.

1. بررسی کردن 2. جلوافتادن 3. تبلیغ کردن 4. مشاوره کردن



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17- Another important social function by marketing is that it provides employment to millions of people.

1. تفاوت اجتماعی 2. انگیزه اجتماعی 3. هدف اجتماعی 4. کارکرد اجتماعی

18- A marketing manager may seek to attract customers by reliability and quality in the product.

1. قانونمندی 2. اعتبار 3. تعهد 4. بهره وری

19- All managerial works rely on a steady stream of information.

1. با ثبات 2. دوطرفه 3. پیوسته 4. منظم

20- People are the most precious resource of an organization.

1. قبلی 2. مصرفی 3. قطعی 4. باارزش