

نام درس: زبان تخصصی (۳)

رشته تحصیلی و کد درس: مدیریت بازرگانی

۱۲۱۲۱۶۹

کد سری سؤال: یک (۱)

استفاده از: —

مجاز است.

زمان آزمون: تستی: ۴۵ تشریحی: ۴۵ دقیقه

آزمون نمره منفی دارد ○ ندارد ⊗

امام علی<sup>(ع)</sup>: برتری مردم به یکدیگر، به دانش‌ها و خردهاست؛ نه به ثروت‌ها و تبارها.

A. Choose the best one (a, b, c or d).

1. Ultimate user of economic goods and services is called .....

- a. client                      b. shareholder                      c. consumer                      d. creditor

2. The government decides to ..... a higher tax on import products.

- a. endow                      b. levy                      c. run                      d. vest

3. One who is owed money; a heading in financial accounts indicating to whom money is owed is called .....

- a. director                      b. creditor                      c. liable                      d. ownership

4. A relationship which subsists between persons to carry on a business together is called a partnership.

"Subsist" means .....

- a. control                      b. focus                      c. exist                      d. clinch

5. From his reply the director drew the ..... that he had already seen the documents.

- a. inference                      b. preserve                      c. strategy                      d. agreement

6. The basic physical and psychological drives arising from being human are defined as .....

- a. wants                      b. needs                      c. desires                      d. satisfaction

7. The manager will have to ask the accounts department about invoices that's not his .....

- a. preserve                      b. share                      c. inference                      d. option

8. .... products are the opposite of mass- products.

- a. commercial                      b. delicate                      c. custom-built                      d. operational

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9. He devoted his efforts to his managerial task. "Devote" means .....

- a. clinch                      b. transmit                      c. impede                      d. dedicate

10. He always tries to act in accordance with his .....

- a. conviction                      b. adoption                      c. inference                      d. contribution

11. The most important medium, in terms of total expenditure on advertising and sales promotion, is the .....

- a. press                      b. price                      c. promotion                      d. conviction

12. Such goods are presented without ..... however they can affect the good prices.

- a. intermediary                      b. publicity                      c. acceleration                      d. trading

13. That's a feasible plan to open a big store in downtown.

- a. overwhelming                      b. practicable                      c. unstable                      d. functional

14. Having no plan ..... his decision.

- a. intervenes                      b. induces                      c. impedes                      d. contemplates

15. He is a very ..... expert to deal with every case.

- a. resistance                      b. competent                      c. oriented                      d. competitive

16. Although the original idea was good, its ..... has produced a disappointing result.

- a. distribution                      b. network                      c. operational                      d. execution

17. He made a very positive ..... to the project.

- a. contribution                      b. incentive                      c. emotion                      d. affiliation

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18. The characteristic of one who has devoted himself to his own interest and advancement is called .....

- a. emotion                      b. egoistic                      c. moral                      d. affiliation

19. Application forms vary greatly in layout and length. "Layout" means .....

- a. arrangement                      b. premise                      c. landmark                      d. moral

20. A stock exchange transaction; a form of agreement or any advantageous purchase is called .....

- a. expense                      b. cost                      c. negotiation                      d. bargain

21. The director has really ..... himself with his new project.

- a. hampered                      b. surpassed                      c. induced                      d. eliminate

22. To prepare or arrange something by putting different things together, is called .....

- a. make up                      b. pinpoint                      c. distribute                      d. strive

23. She ..... a lot of power as an executive director.

- a. wields                      b. surpasses                      c. intervenes                      d. delves

24. The right to acquire specific goods or services at a fixed price within agreed restraints is called .....

- a. pricing                      b. marketing                      c. option                      d. negotiation

25. He needs the company's ..... for computer training.

- a. sponsor                      b. network                      c. succession                      d. virtue

## B. Translation

1. The key feature of a "limited" company is that, if it fails, it can only require its members (shareholders) to meet its debts up to the limit of the nominal value of their shares. (1 point)

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2. Publicity is news about the organization or its products reported in the press and other media without charge to the organization. Although the publicity itself may be free, there are obvious costs in setting up a publicity programme. (1.25 points)
3. A bargain price may well attract considerable sales and at the time discourage competitors. Price is important in determining the relative standing of one product or product line vis-à-vis another within the product mix. (1.25 points)
4. Although data processing equipment is normally an important ingredient of management information system, designing of an MIS should not begin with a comparative analysis o the types of such equipment available. (1.5 point)
5. Information appropriateness is defined in terms of how relevant the information is to the decision-making situation faced by the manager. (1 point)