

نام درس: زبان تخصصی ۳

رشته تحصیلی، کد درس: مدیریت بازرگانی - ۱۲۱۲۱۶۹

زمان آزمون: تستی: ۴۵ تشریحی: ۳۰ دقیقه

آزمون نمره منفی دارد ○ ندارد ⊗

کد سری سؤال: یک (۱)

استفاده از: —

مجاز است.

امام علی^(ع): شرافت به خرد و ادب است نه به دارایی و نژاد.

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

- If you don't deliver the goods by Sunday we will be breaking the
a. liability b. contract c. bargain d. debt
- The companyheavy losses in its first year.
a. increased b. surpassed c. incurred d. subsisted
- In most countries the right to make new laws is in the people's representatives.
a. vested b. conferred c. confined d. proceeded
- The manager said he would befor any damage caused during the transportation.
a. owner b. contribution c. sponsor d. liable
- A business organization in which a business is carried on by twenty or fewer persons refers to
a. partnership b. enterprise c. corporation d. management
- The government has twoto reduce spending or to increase taxes.
a. operations b. options c. shares d. agreements
- We must give young people the feeling that they have a(n).....in the country's future.
a. inference b. entity c. layout d. stake
- Taxes on business.....are higher than those on private one.
a. union b. scales c. premises d. partnership
- The manager will have to ask the accounts department about invoices that 's not his.....
a. share b. focus c. preserve d. option
- The basic physical and psychological drives arising from being human are defined as.....
a. wants b. needs c. desires d. satisfaction
- Those companies can offer their goods to the consumer at a.....price.
a. bargain b. market c. promotional d. commercial
- I don't know how the government can justify theof the project.
a. deal b. account c. experience d. expense

13. He acted as anin this dispute between the employee and workers.
a. representative b. intermediary c. sympathetic d. shareholder
14. Please.....your remarks to the subject under discussion.
a. clinch b. overcome c. confine d. exercise
15. After the threat on his life , he was offered police
a. protection b. association c. negotiation d. status
16. We mustthe amount of products we make to the level of public demand .
a. adopt b. delve c. envelop d. gear
17. From the way the manager spoke , you could tell he was speaking from
a. delicacy b. conviction c. liability d. vision
18. A(n) in the rate of economic growth was very obvious in our country.
a. adaption b. hierarchy c. acceleration d. resistance
19. I don't think we should devote any more time to this question. Devote means :
a. to transmit b. to dedicate c. to issue d. to confer
20. The doctorthe difficult operation he had to perform.
a. contemplated b. constituted c. impeded d. expedited
21. He is a veryexpert to deal with every case.
a. delicate b. overwhelming c. competent d. sympathetic
22.can be defined as a person or business that gives money for somebody's training.
a. Creditor b. Consumer c. Investor d. Sponsor
- 23-The firm must overcome itsto new technology.
a. resistance b. orientation c. execution d. requirement
- 24-It gives you a sense ofif you actually run this business effectively.
a. affiliation b. achievement c. fatigue d. inspiration
- 25- He has made an importantto the company's success.
a. inducement b. contribution c. interpretation d. succession
- 26-Heinto the family archives looking for the facts.
a. delved b. dominated c. abandoned d. attended

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27-The governmentto stabilize the price.

- a. convinced b. interrupted c. intervened d. hampered

28- The police works on thethat an accused person is innocent until he's proved guilty.

- a. land mark b. inference c. layout d. premise

29- The director has reallyhimself with this new project.

- a. surpassed b. vested c. deteriorated d. oriented

30- Their organization is trying to train new members of their..... .

- a. personnel b. operator c. operation d. framework

ترجمه:

1. Product types , quality , features and design largely determine production and marketing cost , and consequently exercise a major influence on price.(1point)

2. Only with accurate and timely information can managers monitor progress toward their goals and turn plans into reality because all the managerial functions, planning ,organizing, leading and controlling rely on a steady stream of information.(2points)

3. According to Meclland three important needs are: needs for achievement (NA), need for affiliation (NAF)and need for power (NP). The need for achievement seeks situation where the pre-determined goals can be attained and values money as a measurement of performance.(1/75points)

4. Small groups of people who wish to setup business a long explicity democratic lines and with the benefit of limited liability, can choose to establish a cooperative business.(0/75 point)

5. Advertising is the process of communicating persuasive information about a product to target markets by means of the written and spoken word , and by visual material.(1point)