

27. Forreasons everybody has to be searched.

- a. investment
- b. security
- c. market
- d. differentiation

Part two: Reading comprehension

Read the following passage carefully and answer the questions that follow.

Although we tend to use the terms data and information interchangeably, there is a distinction between the two concepts. Data are raw, unanalyzed numbers and facts about events, such as the number of computer disks produced per week or the inventory of computer disks at a local office supply store. Information, in contrast, results when data are organized or analyzed in some meaningful way. Thus, the operations manager at the disk manufacturer might compare one week's output to the previous week's or to production quotas as one way of monitoring and controlling performance. Similarly, managers at the software store could compare their inventory level of disks to industry standards as one way of assessing their performance.

28. Information is considered as a(n)..... .

- a. unanalyzed numbers
- b. raw facts
- c. meaningful organized data
- d. inventory of computer disks

29. The way of 'controlling and monitoring' refers to the concepts of

- a. data
- b. information
- c. performance
- d. assessing

30. Performance can be assessed through the comparison of

- a. inventory level of data
- b. manufacturer output
- c. local office supply
- d. number of computers

Part three: Translation

Translate the following sentences into Farsi.

1. Marketing is responsible for the continual improvement in our standards of living. We have attained unprecedentedly high living standards due to mass production, and mass production cannot take place without mass marketing. It is thus instrumental to the satisfaction of material needs of the society.
2. Product also acts as a determining factor in the choice of channel of distribution. If the product is a complex industrial machine or component part used by other manufacturer, it is likely to be sold directly by the manufacturer without using any middlemen.
3. The formal channels of communication inhibit the free flow of information between organizational levels. An assembly-line worker, for example, will almost always communicate problems to a supervisor rather than to the plant manager.
4. If managers cannot anticipate potential problems, develop the skills to recognize when corrections are necessary, and then make appropriate corrections or adjustment as they progress, their work may be both fruitless and costly.