



1. Some companies try to give their complete satisfaction.
 - a. clients
 - b. investments
 - c. ownerships
 - d. credits
2. The distribution of part of the earning of a company to its shareholders is called
 - a. investment
 - b. dividend
 - c. enterprise
 - d. liability
3. The company the manager for some action which caused damages on the products.
 - a. accepted
 - b. praised
 - c. sued
 - d. approved
4. They encouraged employees to share in the firm.
 - a. delve
 - b. convince
 - c. purchase
 - d. consume
5. The only thing that distinguishes a non-business organization from a business organization is
 - a. making a profit
 - b. employing staff
 - c. working in collaboration
 - d. providing goods
6. Two companies have reached a(n)to divide the money into equal parts.
 - a. market
 - b. ventilation
 - c. agreement
 - d. operation
7. He's hoping for a career in or public relations.
 - a. marketing
 - b. supervisor
 - c. self-esteem
 - d. setting



8. The land and buildings owned by someone specially by a company are called
- stakes
 - unions
 - shares
 - premises
9. The manager will have to ask the accounts department about invoices that's not his
- property
 - fatigue
 - impression
 - preserve
10. Production efficiency, distribution and cost are concentrated in in order to attract customer attention.
- sales orientation
 - corporate planning
 - market orientation
 - production orientation
11. The activities associated with publicizing and promoting a product, service, or company are called
- branding
 - packaging
 - advertising
 - bargain
12. People must limit the of oil, water, and gas seriously.
- consumption
 - promotion
 - competition
 - commerce
13. The two businesses clinched the deal quickly.
- confirmed
 - designated
 - geared
 - adopted

14. From the way the manager spoke, you could tell he was speaking from
- conviction
 - promotion
 - negotiation
 - consumption
15. Applying the organization's "signature" to its product by the use of special names, signs or symbols is called
- suspension design
 - marketing mix
 - accountancy services
 - branching product
16. There is some in the rate of economic growth in our country.
- subordination
 - transmission
 - acceleration
 - communication
17. The manager was **contemplating** the important decision he had to make.
- taking away
 - dedicating
 - changing severely
 - thinking deeply
18. He was always friendly to his because they were not in the same social position.
- managers
 - duties
 - subordinates
 - officials
19. Such goods are presented without however they can affect the good prices.
- adoption
 - emotion
 - status
 - intermediary
20. They established the workers in order to defend their views.
- union
 - supplier
 - issue
 - customer

21. A large system consisting of many similar parts that are connected together to allow movement is named
- framework
 - union
 - network
 - component
22. A person or business that gives money for somebody's training is
- manager
 - operator
 - sponsor
 - worker
23. Computer programmers are examples of individuals.
- management
 - responsible
 - non management
 - illegal
24. The good salary gave him a(n) and he worked twice as hard.
- incentive
 - implication
 - differentiation
 - feature
25. Something is wrong with our plan but we have not the trouble yet.
- pinpointed
 - directed
 - oriented
 - distributed
26. With all these foreign imports their product has lost its advantage over other products.
- executive
 - operational
 - basic
 - competitive
27. A company which is under the same ownership as another is called
- affiliate company
 - main company
 - industrial company
 - product company

28. He was **eliminated** after the third round of the competition.

- a. awarded
- b. granted
- c. praised
- d. removed

29. The invention of computer is a in the history of mankind.

- a. ladder
- b. landmark
- c. layout
- d. rank

30. The workers look after the machines.

- a. shelter
- b. layout
- c. stake
- d. maintenance

TRANSLATE THE FOLLOWING TEXTS INTO PERSIAN. (1POINT EACH)

31. A business organization, in contrast to a public service organization or charity, exists to provide goods or services at a profit.
32. The marketing concept takes the view that the most important stakeholders in the organization are the customers. This does not necessarily mean that the customer is always right, but it does mean that the customer forms the starting point for the organization's corporate strategy.
33. If we agree that customers are buying the benefits of a product, then equally organizations are selling the benefits of that product. The selling effort is not just confined to the promotion element in the marketing mix. It begins by being designed into the product itself.
34. Communication is more than simply talking, writing, reading and listening. Effective communication is the key to successful management. It allows managers to share goals with stockholders both inside and outside the company.
35. In simple terms, a management information system (MIS) is a network established within an organization to provide managers with information that will assist them in decision making.