

زمان آزمون (دقیقه): ۵۰ تشریحی: .

تعداد سوالات: ۲۰ تشریحی: .

عنوان درس: زبان تخصصی ۳

رشته تحصیلی/کد درس: مدیریت بازرگانی ۱۲۱۲۱۶۹

1-The strik was caused by the management's refusal to negotiate with the unions. The word " Negotiate " means

1. ارج نهادن 2. پیچیده تر کردن 3. مذاکره کردن 4. حمایت کردن

2-He has a speech impediment , and can't pronounce "s" properly. The word " Impediment" means.....

1. خستگی 2. اختلال 3. فهم 4. اشتباه

3-The maintenance of the factory's facilities costs a lot. The word" Maintenance" means.....

1. حفظ 2. تعمیر 3. احداث 4. تهیه

4-New tax incentives will be introduced in the hope of stimulating future

1. bargain 2. investment 3. consumption 4. publicity

5-An individual or organization which has bought or acquired a security in a company is called.....

1. solicitor 2. ownership 3. sole trader 4. share holder

6-The only thing thata non- business organization from a business organization is making a profit.

1. employs 2. distinguishes 3. adapts 4. confirms

7-The manager said he would befor any damage caused during the transportation.

1. liable 2. commercial 3. persuasive 4. intermediary

8-The workersfor higher wages but they didnot increase their wages.

1. supplied 2. promoted 3. preserved 4. struck

9-.....orientation focuses on the needs of customers.

1. Production 2. Market 3. Product 4. Sales

10-Human being have relatively few , but can generate an enormous number of wants

1. sales 2. qualities 3. customers 4. needs

11-Thebetween the members of two companies were successful.

1. promotion 2. negotiation 3. consumption 4. emotion

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12- We must reduce labor costs if we are to make a(n)

1. product 2. designation 3. advertisement 4. profit

13- The channels ofare the marketing institutions which facilitate the movement of goods and services from their points of production to their points of consumption.

1. publicity 2. distribution 3. promotion 4. personal selling

14- Radio and television are important means of

1. communication 2. transmission 3. promotion 4. product

15- The managerhis employees performance constantly through TV screen .

1. impedes 2. accelerates 3. monitors 4. defines

16- Communication is the vehicle that allows managers toeach management function.

1. fulfill 2. convince 3. accept 4. interrupt

17- The demonstration is a symptom ofamong the workers.

1. fatigue 2. impediment 3. equipment 4. dissatisfaction

18- The industry is heavilytowards exports markets.

1. productive 2. oriented 3. competitive 4. executive

19-means putting the planned for and designed MIS into operation.

1. Designing the MIS 2. Planning for the MIS
3. Implemention the MIS 4. EstablishIng an MIS

20- Industial psychologylots of attention to the work environment and work conditions in which worker has to perform his functions.

1. proves 2. devotes 3. removes 4. achieves

شماره سوال	پاسخ صحیح	وضعیت کلید
1	ج	عادی
2	ب	عادی
3	الف	عادی
4	ب	عادی
5	د	عادی
6	ب	عادی
7	الف	عادی
8	د	عادی
9	ب	عادی
10	د	عادی
11	ب	عادی
12	د	عادی
13	ب	عادی
14	الف	عادی
15	ج	عادی
16	الف	عادی
17	د	عادی
18	ب	عادی
19	ج	عادی
20	ب	عادی