

- \* دانشجوی گرامی: لطفاً، گزینه ۱ را در قسمت کد سری سؤال برگه پاسخنامه خود، علامت بزنید.  
بدیهی است، مسئولیت این امر برعهده شما خواهد بود.  
\*\* استفاده از فرهنگ لغت مجاز نیست.  
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**Part I: Multiple Choice Items.**

**Directions:** Choose the best choice ( a, b, c or d).

- The various directors ..... their marketing departments.  
a. sue                      b. incur                      c. run                      d. subsist
- In order to get a better condition, all the workers ..... yesterday.  
a. operated                      b. sued                      c. struck                      d. preserved
- His company's goods are ..... and sold world-wide.  
a. directed                      b. pinpointed                      c. oriented                      d. distributed
- His official ..... is commercial buyers.  
a. conviction                      b. designation                      c. intermediary                      d. deal
- Fierce storms have been ..... rescue efforts and there is now little chance of finding more survivors.  
a. hampering                      b. induced                      c. surpassed                      d. culminated
- His good leadership is his greatest ..... to their management policy.  
a. security                      b. contribution                      c. expense                      d. maintenance
- Any of the equal parts into which the ownership of a company maybe divided is called .....  
a. suit                      b. sale                      c. share                      d. scale

8. My sister has authority, but she doesn't try to .....
- a. exercise                      b. avoid                      c. dominate                      d. produce
9. Her duties ..... her to a company.
- a. warranty                      b. conviction                      c. clinch                      d. confine
10. There is a strong ..... that the controlling of the business is adequate.
- a. inference                      b. importance                      c. resistance                      d. requirement
11. The government has ..... three institutions to do research for each cancer diseases.
- a. allowed                      b. raised                      c. appointed                      d. endowed
12. Human beings have relatively few ....., but can generate an enormous number of wants.
- a. desires                      b. activities                      c. efforts                      d. needs
13. .... is one of the famous method in the trading world.
- a. Negotiation                      b. Branding                      c. Publicity                      d. Warranty
14. Their effort is ..... to a higher level of production.
- a. geared                      b. crashed                      c. clinched                      d. pressed
15. To provide and supply money for something or someone doing something refers to .....
- a. deal                      b. finance                      c. consume                      d. devote
16. There is no ..... to the two company's trading agreement.
- a. impediment                      b. proportion                      c. contemplate                      d. communication

17. He ..... his time to improve the communication between managers in the organization.  
a. contemplates                      b. devotes                      c. supplies                      d. impedes
18. Emergency workers at the site are still unable to ..... the cause of the destruction.  
a. distribute                      b. pinpoint                      c. orient                      d. execute
19. The inquiry will ..... very deeply into security arrangements at the conference.  
a. evolve                      b. eliminate                      c. delve                      d. esteem
20. The company he went to valued academic study above ..... education.  
a. survival                      b. induce                      c. proceed                      d. vocational
21. You shouldn't make a(n) ..... until you have studied its provisions carefully.  
a. contract                      b. creditor                      c. investment                      d. shareholder
22. Only those who are further up the company ladder are given a bonus. Ladder means .....  
a. share                      b. deal                      c. rank                      d. care
23. The company is under new .....  
a. succession                      b. ownership                      c. obligation                      d. contribution
24. Many researchers have ..... for a greater understanding of the process which occurs inside the computers.  
a. striven                      b. oriented                      c. executed                      d. given
25. The specific desires directed towards fulfilling the basic needs refers to .....  
a. drives                      b. wants                      c. demands                      d. needs

26. He regards negotiating prices with customers as his special .....
- a. agreement                      b. inference                      c. preserve                      d. ownership
27. The manager declared that he was not ..... for his employee's debts.
- a. creditor                      b. director                      c. partnership                      d. liable
28. Our worker's professional achievement equal, and in many cases ..... those of the workers in another company.
- a. surpass                      b. maintain                      c. induce                      d. exercise
29. The need of customers is concerned in a ..... oriented organization.
- a. product                      b. market                      c. public                      d. business
30. Their ..... is only about 10% Europeans countries.
- a. dearth                      b. discontent                      c. incentive                      d. productivity

## **Part II: Translation**

**Directions: Translate the following texts into fluent Persian.**

1. A business organization, in contrast to a public service organization or charity, exist to provide goods or services at a profit. Making a profit may not necessarily be the sole aim of a business, but it is certainly what distinguishes it from a non-business organization. (1.25 marks)
2. In production orientation, the organization concentrates its attention on production efficiency, distribution and cost, in order to attract customers to its products. This works well when demand is well ahead of supply, and where lower costs will encourage people to buy. (1.25 marks)
3. Every product needs to be promoted, that is to say it needs to be drawn to the attention of the market-place , and its benefits identified. The principal methods of promotion are: advertising, personal selling, sales promotion and publicity. (1.25 marks)

4. Maslow's theory proceeds on the premise that an individual has a variety of needs. These needs are unlimited, but the time is limited. Hence at a given point of time, some of the needs alone can be satisfied and others remain unsatisfied. Unsatisfied need is starting point in motivation. (1. 5 marks)
  
5. The Second primary factor that determines the value of information is information quality, the degree to which information represents reality. The more closely information represents reality, the higher the quality and the greater the value of the information. (1.25 marks)