

پیامبر اعظم ص : آنکه در جست و جوی دانش بیرون رود، در راه خداست تا آنگاه که باز گردد.

Choose the best one . a, b, c or d.

1. The ownership and control of a limited company are .....with the shareholders and directors.

- a. convinced                      b. vested                      c. exploited                      d. financed

2. The sole traders are liable for their contracts.

- a. responsible                      b. representative                      c. shareholder                      d. negotiator

3. A..... is a relationship which subsists between persons carrying on a business in common with a view to profit.

- a. dividend                      b. partnership                      c. charity                      d. achievement

4. Truthfulness and kindness are the best .....of our director.

- a. inferences                      b. markets                      c. virtues                      d. premises

5. .... can be defined as an obligation to another person which is usually financial.

- a. Contract                      b. Designation                      c. Investment                      d. Debt

6. A market - oriented organization is one which .....on the needs of its customers.

- a. focuses                      b. confines                      c. esteems                      d. abandons

7. He regards negotiating prices with customers as his special preserve.

- a. bargain                      b. symptom                      c. activity                      d. network

8. Organizations that adopt the marketing concept also tend to see marketing as a very diffuse activity.

- a. landmark                      b. spread out                      c. mutual                      d. persuasive

9. The marketing concept takes the view that the most important .....in the organization are the customers.

- a. expenses                      b. accountants                      c. subordinates                      d. stakeholders

10. They have reached a/an. ....to divide their lands.

- a. agreement                      b. feature                      c. union                      d. setting

11. All of the products in the world have a brand name or designation of some kind.

- a. title                      b. quality                      c. ladder                      d. operation

12. There are a number of .....between original producer and eventual buyer in an indirect channel of distribution.  
a. clients                      b. consumers                      c. intermediaries                      d. creditors
13. Advertising creates the interest and the desire, but personal selling **clinches** the deal.  
a. gears                      b. confirms                      c. eliminates                      d. hinders
14. ....can be defined as the act of bringing goods to public notice in order to increase sales.  
a. productivity                      b. option                      c. promotion                      d. pricing
15. The reinforcement of the brand image and the point-of-sale attraction to the buyer is provided by.....  
a. branding                      b. branching                      c. packaging                      d. arranging
16. there are many complicated .....between the workers and managers.  
a. impediments                      b. capitals                      c. goals                      d. devotion
17. He **devoted** his time to improve the communication between managers in the organization.  
**Devote** means:  
a. confer                      b. dedicate                      c. distribute                      d. exercise
18. The **overwhelming** majority of people agreed with me.  
a. reasonable                      b. legal                      c. feasible                      d. very great
19. Our supervisor treats.....well but expect them to work hard.  
a. stakes                      b. succession                      c. sustained                      d. subordinates
20. He always **contemplates** the important decision he has to make. **Contemplate** means:  
a. proceed                      b. think deeply                      c. implement                      d. supply
21. Something is wrong with their research but they haven't .....the trouble yet.  
a. pinpointed                      b. inspired                      c. financed                      d. evolved
22. They **make up** the most raw materials in the country.  
a. hamper                      b. dominate                      c. prepare                      d. endow

23. The new director of this company is likely to make major changes in personnel.  
a. division                      b. colleague                      c. committee                      d. staff
24. Industrial psychology is that branch of psychology which .....into study of human behavior in industrial organization.  
a. exercises                      b. delves                      c. impedes                      d. impresses
25. If your relation with employees deteriorates, it will..... in the form of strikes.  
a. levy                      b. culminate                      c. overcome                      d. persuade
26. Factors like lighting, ventilation, color and layout of plant influence the workers to a great extent.  
a. conviction                      b. network                      c. arrangement                      d. purchase
27. You can make another .....to our work rather than just money.  
a. production                      b. wage                      c. contribution                      d. sponsor
28. The need for .....arises out of desire of individual to interact socially with the people.  
a. affiliation                      b. resistance                      c. emotion                      d. strategy
29. The command for higher respect and prestige in society are examples ..... needs.  
a. ownership                      b. association                      c. discontent                      d. egoistic
30. Fayol attached importance to the human organization which .....material organization.  
a. distributes                      b. surpasses                      c. deteriorates                      d. wields

Translation

1. Profit objective may not be wholly consistent with the marketing objectives of increasing the market share which may involve improvement in quality and reducing the product prices.
2. At some point in an organization existence, sheer size and diversity of products make servicing by functional departments too unwidely.
3. Publicity usually comes under the heading of public relations, which is concerned with the mutual understanding between an organization and its public.
4. The formal channels of communication cover an ever-widening distance as organizations develop and grow and they inhibit the free flow of information between organizational levels.
5. Perhaps the most significant factor producing poor-quality information is data contamination. an issue like inaccurate data gathering can result in information that is of very low quality- a poor representation of reality.