



زمان آزمون (دقیقه): تستی: ۶۰ تشریحی: ۰

تعداد سوالات: تستی: ۲۰ تشریحی: ۰

عنوان درس: زبان تخصصی ۳

رشته تحصیلی/کد درس: مدیریت بازرگانی ۱۲۱۲۱۶۹

1-A partnership is a relationship which subsists between persons carrying on a business.

1. confines 2. exists 3. culminates 4. impedes

2-You should ask the accounts department about this bill as your special preserve.

1. negotiation 2. activity 3. share 4. ownership

3-From the way he spoke, we can realize his conviction about value of these products.

1. designation 2. communication 3. interest 4. belief

4-You can devote your efforts to your marketing task.

1. dedicate 2. wield 3. eliminate 4. proceed

5-I monitor my employees' performance through a modern TV screen.

1. clinch 2. observe 3. contemplate 4. endow

6-Industrial psychology determines the human factors which hinder work from being done efficiently.

1. abandon 2. limit 3. accelerate 4. progress

7-We have an extensive internationalsystem, so we can deliver your products easily.

1. distribution 2. dividend 3. transmission 4. instruction

8-You have been a greatin our international business.

1. inference 2. negotiation 3. option 4. stake

9-I paid a considerablefor buying a new factory.

1. ownership 2. deal 3. price 4. contract

10-You can report the news of your products in the press and other media by..... .

1. publicity 2. branding 3. pricing 4. investment

11-We expect the factory to be fullbecause of these repairs.

1. liable 2. vocational 3. operational 4. oriented

12-It has shown that proper selection of employees through scientific and.....tests can add to the productivity.

1. legal 2. vivid 3. inborn 4. vocational

13-.....is the amount of respect , admiration or importance given to a person.

1. Drive 2. Achievement 3. Status 4. Strategy



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14-Theof this factory isn't well. You must control it.

1. intervention 2. direction 3. hygiene 4. contemplation

15-Wethe most raw material in the country.

1. make up 2. convince 3. overcome 4. impress

16-In an organization's existence, diversity of products make servicing by functional departments too unwidely.

1. تنوع محصولات 2. کارایی محصولات 3. قیمت محصولات 4. همسانی محصولات

17-Most managers are, however deficient in the art of human relations.

1. کارآمد 2. همفکر 3. ناکارآمد 4. متعهد

18-The management information system (MIS) is becoming indispensable for planning, decision making and control.

1. راهبردی 2. اجتناب ناپذیر 3. واسطه 4. قانع کننده

19-A marketing manager may put his major trust in non-price competition.

1. همکاری 2. طرح 3. معامله 4. اعتماد

20-Perhaps the most significant factor producing poor-quality information is data contamination.

1. داده های نادرست 2. داده های نامحدود 3. داده های قطعی 4. داده های مازاد