

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

- Theis the simplest form of business organization-one person in business on his own.
a. partnership b. sole trader c. shareholder d. investment
- The ownership and control of a limited company arein the shareholders and the directors.
a. eliminated b. deteriorated c. vested d. persuaded
- Organizations that adopt the marketing concept also tend to see marketing as a very **diffuse** activity.
a. spread out b. feasible c. commercial d. delicate
- You have broken theon the worker's rights.
a. price b. productivity c. option d. agreement
- All of the products in the world have a brand name or **designation** of some kind.
a. client b. title c. obligation d. contract
-is the process of communicating persuasive information about a product.
a. Pricing b. Distribution c. Advertising d. Instruction
- Hehis time to improve the communication between managers in the organization.
a. devotes b. inspires c. evolve d. surpasses
-means: an increasing in speed.
a. Survival b. Impediment c. Transmission d. Acceleration
- Many producers their products directly to homes in our area.
a. distribute b. confer c. complicate d. delve
- Our manager will continue his to meet the highest quality of the products.
a. expenditure b. conferring c. striving d. comprehension
- He must overcome histo our new technology.
a. resistance b. orientation c. execution d. operation
- Factors like lighting, ventilation, color and **layout** of plant influence the workers to a great extent.
a. association b. arrangement c. contribution d. planning

13. The industrial psychology has proved that incentives a great influence on employees.

- a. wield b. hinder c. hamper d. esteem

14. The government.....to stabilize the price.

- a. promoted b. supplied c. intervened d. subsisted

15.can be defined as the work of keeping something in proper condition.

- a. Resistance b. Hierarchy c. Self-realization d. Maintenance

16. Most managers try to involve in less competitive situations in order to **enhance** their profits.

- a. avoid b. delay c. threat d. improve

17. Our company might decide to.....international business activities in order to achieve one or more objectives.

- a. pursue b. accuse c. frustrate d. account

18. He performs numerous....., such as the purchase and sale of goods and services in our company.

- a. transportations b. loans c. transactions d. tariffs

19. Budgeting is the process that.....organizational resources to units within the organization in order to support its plans.

- a. heads b. obeys c. installs d. allocates

20. I'm looking for a manager with a sense ofto the job.

- a. commitment b. discontent c. loss d. target

21. Direct investment allows the organization tomore control over operations.

- a. gain b. deliver c. eliminate d. exacerbate

22. Our fast food business has expanded all over the world through the sale of

- a. ledger b. market segments c. licensor d. franchises

23. The first and last measure of customer satisfaction is whether a product **lives up to** customer expectations or not.

- a. investigate b. eliminate c. to achieve d. generate

24. When customers receive unsatisfactory responses to their complaints, they to competitors.

- a. encompass b. defect c. delay d. extend

25. I try tomy income by writing many articles for this newspaper.

- a. hit b. tighten c. augment d. trade off

26.is a difference between the amount that you have and the larger amount you need or expect.

- a. Asset b. short fall c. Retained earning d. Differentiation

27. Our manager has helped us to **outperform** our plans.

- a. to do well b. to pursue c. to delegate d. to extend

28. If an industry has high barriers, competition from newmay be a minor concern in strategy formulation.

- a. labor b. presence c. entrants d. rivalry

29. The lack ofresults from customers not paying bills on time.

- a. data processing b. book keeping c. cash flow d. cost accounting

30. He assured us that our objectives are certainly

- a. intermittent b. attainable c. off-shore d. pampered