

زمان آزمون (دقیقه): ۹۰ : تستی : ۹۰ : تشریحی : ۰

تعداد سوالات : تستی : ۳۰ : تشریحی : ۰

عنوان درس : زبان تخصصی ۲

رشته تحصیلی / کد درس : مدیریت بازرگانی ۱۳۱۲۱۷۶

1-The key feature of a 'limited' company is that,if it fails,it can only require its members (shareholders)to meet its.....up to the limit of the nominal value of their shares.

1. partnership                      2. debts                      3. deals                      4. contract

2-As with a sole trader,the members of a partnership are owners of its property and.....for its contracts.

1. liable                      2. legal                      3. unstable                      4. persuasive

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

1. overcomes                      2. evolves                      3. dominates                      4. focuses on

4-The manager will have to ask the accounts department about invoices that's not his.....

1. operation                      2. option                      3. preserve                      4. inference

5-The legalities required to set up a partnership are minimal,although it is advisable to have a formal partnership agreement drawn up by a solicitor."required " means.....

1. reject                      2. finish                      3. need                      4. prevent

6-In.....,the dominant concept is that people will not buy until they are persuaded to buy by positive selling.

1. production orientation                      2. product orientation  
3. market orientation                      4. sales orientation

7-Organizations that adopt the marketing concept also tend to see marketing as a very .....activity.

1. vivid                      2. operational                      3. diffuse                      4. overwhelming

8-When a limited company is formed,it is said to have become incorporated ,ie endowed..... a separated body,or person.

1. with                      2. at                      3. from                      4. on

9-Advertising creates the interest and the desire,but personal selling.....the deal.

1. clinches                      2. deteriorates                      3. welds                      4. intervenes

10-Data collection and.....must be matched appropriately in opening the MIS.

1. making decision                      2. needed information  
3. specific decision                      4. alternative evaluation

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- 11-It is said to someone or(sometimes a group)in a high position,especially in business who makes decisions and acts according to them:.....
1. colleague                      2. resistance                      3. personel                      4. executive
- 12-Designated data are gathered,analyzed as planned,and.....to appropriate managers within the organization.
1. vested                      2. issued                      3. distributed                      4. devoted
- 13-A business organization provides mainly .....
1. charity                      2. profitable goods                      3. public services                      4. private club
- 14-Firms try to involve in less competitive situation in order to .....their sales and profits.
1. refuse                      2. decrease                      3. enhance                      4. avoid
- 15-The amount of stock,including raw materials,supplies and finished goods,that a company has at a particular time is called.....
1. deal                      2. quality                      3. sale                      4. inventory
- 16-If motivation is the budgetary goal,targets should be difficult but.....and fairly rigid.
1. cumulative                      2. chief                      3. attainable                      4. incompatible
- 17-A revenue budget is an operating budget that projects anticipated revenue for the coming period."revenue " means.....
1. درآمد                      2. سرمایه                      3. وضعیت                      4. عملکرد
- 18-The right to carry out a particular business activity,given or sold to a company by a government or other public organization is called.....
1. franchise                      2. concession                      3. joint venture                      4. patent
- 19-When business want to miniaize their investment and avoid the costs and the risks of maintaining in other countries they choose.....
1. licensing                      2. capital investment                      3. exporting                      4. importing
- 20-They tried to retain customers who might defect to a credit card with a lower interest rate."retain" means.....
1. حفظ کردن                      2. حذف کردن                      3. افزایش دادن                      4. کاهش دادن
- 21-The office used to suffer from a dearth of facilities for employees."facilities" means.....
1. صادرات                      2. محصولات                      3. کارکنان                      4. امکانات

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22- There is a whole host of reasons why he didn't get the job.

1. track record      2. attribute      3. discontent      4. large number

23- If everything goes smoothly, we should arrive by ten.

1. regularly      2. inevitably      3. carefully      4. proactively

24- The government decides to levy a higher tax on import products.

1. تجربه کردن      2. مدیریت کردن      3. آزاد کردن      4. وضع کردن

25- communication is the process by which managers accomplish the function of planning, organizing, leading, and controlling. "accomplish" means.....

1. طفره رفتن      2. انجام دادن      3. توزیع کردن      4. تطبیق دادن

26- Maslow's Theory proceeds on the premise that an individual has a variety of needs.

1. ویژگی      2. فرض      3. تناسب      4. وظیفه

27- Integrative bargaining is of a problem losing in nature. "problem losing" means.....

1. تنش زایی      2. ماهیت مسئله      3. راه حل      4. مشکل آفرینی

28- International marketing differs from domestic marketing mainly in that it involves different macro and task environment. "domestic marketing" means.....

1. بازار داخلی      2. بازار خارجی      3. رونق بازار      4. رکود بازار

29- To assure users that financial statements are fairly and honestly presented, the CPA performs an independent audit of the economic entity.

1. نهاد اقتصادی      2. وضعیت مالی      3. حسابداری خبره      4. حسابرسی مستقل

30- Rather than performing limited tasks, employees are encouraged to monitor their own work activities "task" means.....

1. وظایف      2. ذخایر      3. منافع      4. خدمات