



زمان آزمون (دقیقه): تستی: ۷۵ تشریحی: ۰

تعداد سوالات: تستی: ۳۰ تشریحی: ۰

عنوان درس: زبان تخصصی ۲

رشته تحصیلی/کد درس: مدیریت بازرگانی (چندبخشی) ۱۲۱۲۱۷۶

1-You must .....the rules of international import and export laws.

1. associate                      2. obey                      3. impose                      4. accuse

2-I like to work by myself within a clearly defined .....of responsibility. The range of responsibility must be clearly defined.

1. front                      2. warning                      3. presence                      4. sphere

3-.....is a book in which items are regularly recorded, esp, business activities and money received or paid.

1. Ledger                      2. Transaction                      3. Certificate                      4. Tax return

4-Corporations must .....with the requirements of the state, local and foreign tax laws.

1. complain                      2. clamp                      3. comply                      4. extend

5-As their financial institution has given .....to me, I must pay some interests to them. I have borrowed some money a few times from them.

1. assets                      2. loans                      3. taxes                      4. fees

6- A written statement of money paid for goods or services is called..... .

1. cash                      2. capital                      3. price                      4. account

7-He can .....and operate your computer system.

1. tighten                      2. anticipate                      3. gravel                      4. install

8-One of the international supplies forms, in which the licensor supplies a complete package of goods, services and materials , in return for some benefit, is called..... .

1. franchising                      2. tightening                      3. upgrading                      4. warning

9-A product that is sold under the general name for a type of peoduct, rather than a brand name is called.....product.

1. critical                      2. generic                      3. cumulative                      4. global

10-The .....of current assets to current liabilities in our company is 2 to 1.

1. focus                      2. target                      3. ratio                      4. labor

11-The .....of new entrants is among the competitive forces. They think something unpleasant will happen , unless a particular action is followed.

1. threat                      2. trait                      3. defection                      4. inflation

12-The key to .....is obtaining a differential advantage that is readily perceived by the customer.

1. mass product                      2. transaction                      3. differentiation                      4. infrastructure



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13-We try to involve in less competitive situation in order to enhance our profits. 'Enhance' means..... .

1. improve                      2. clamp                      3. decline                      4. reduce

14-We decided to pursue international business activities so as to achieve more objectives. 'Pursue' means..... .

1. hit                      2. suppress                      3. continue                      4. assume

15-Accountants enable the classifying process to work smoothly by designing the forms that record business activities. 'Smoothly' means..... .

1. slowly                      2. simultaneously                      3. regularly                      4. inevitably

16-A partnership is a relationship which subsists between persons carrying on a business. 'Subsists' means..... .

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

17-You should ask the accounts department about this bill as your special preserve. 'Preserve' means..... .

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

18-From the way he spoke, we can realize his conviction about value of these products. 'Conviction' means..... .

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

19-Industrial psychology determines the human factors which hinder work from being done efficiently. 'Hinder' means..... .

1. raise                      2. limit                      3. accelerate                      4. increase

20-I monitor my employees' performance through a modern TV screen. 'Monitor' means..... .

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

21-You have a great.....in our international business. You have more than 30 per cent share in our business.

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

22-I paid a considerable amount of money for buying a new factory. Its .....was very high.

1. share                      2. partnership                      3. price                      4. contract

23-It is better to report the news of your products in the press and other media by..... .

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



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24- It has shown that proper selection of employees through scientific and vocational tests can add to the productivity. 'Vocational' means..... .

1. تخیلی 2. علمی 3. حرفه ای 4. هنری

25- We make up the most raw materials in the country. 'Raw materials' means..... .

1. مطالب مفید 2. مواد خام 3. مواد زاید 4. نیروهای مازاد

26- Productivity objectives may not be consistent with the objectives of maintaining industrial peace. 'Peace' means..... .

1. سرعت 2. رقابت 3. میزان 4. آرامش

27- Most managers are, however deficient in the art of human relations. 'Human relations' means..... .

1. انسان خلاق 2. روابط انسانی 3. کارکنان ماهر 4. تعهدات موجود

28- The management information system is becoming indispensable for planning, decision-making and control. 'Planning' means..... .

1. استقلال 2. اجتناب ناپذیری 3. نظارت 4. برنامه ریزی

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

1. همکاری 2. طرح 3. معامله 4. اعتماد

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

1. تنوع 2. یکسانی 3. انتقال 4. محدودیت