



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 mustthe 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 definedof 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 mustwith the requirements of the state, local and foreign tax laws.

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

5-As their financial institution has givento 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 canand 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 product, rather than a brand name is called.....product.

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

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

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

11-Theof 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 tois 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. Itswas 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

