

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

1. Theis the simplest form of business organization-one person in business on his own.
a. partnership b. sole trader c. shareholder d. investment
2. The ownership and control of a limited company arein the shareholders and the directors.
a. eliminated b. deteriorated c. vested d. persuaded
3. 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
4. You have broken theon the worker's rights.
a. price b. productivity c. option d. agreement
5. All of the products in the world have a brand name or **designation** of some kind.
a. client b. title c. obligation d. contract
6.is the process of communicating persuasive information about a product.
a. Pricing b. Distribution c. Advertising d. Instruction
7. Hehis time to improve the communication between managers in the organization.
a. devotes b. inspires c. evolve d. surpasses
8.means: an increasing in speed.
a. Survival b. Impediment c. Transmission d. Acceleration
9. Many producers their products directly to homes in our area.
a. distribute b. confer c. complicate d. delve
10. Our manager will continue his to meet the highest quality of the products.
a. expenditure b. conferring c. striving d. comprehension
11. He must overcome histo our new technology.
a. resistance b. orientation c. execution d. operation
12. 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 incentivesa 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