



زمان آزمون (دقیقه): ۷۰ تشریحی: ۰

تعداد سوالات: تستی: ۳۰ تشریحی: ۰

درس: زبان تخصصی ۲

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

1- Many firms entering international markets start by exporting or importing.

1. general 2. global 3. financial 4. local

2- To work in this firm, I need employees withof loyalty and truthfulness.

1. virtues 2. fatigue 3. issue 4. operation

3- I have been.....with the power to implement changes in our company.

1. incurred 2. vested 3. subsisted 4. sued

4-is the money received by a business as a result of its trading activity.

1. Debt 2. Retail 3. Property 4. Revenue

5- The manager asked the accounts department about invoices that was not his.....

1. price 2. sale 3. preserve 4. market

6- The activities of this company are very diffuse.

1. stable 2. legal 3. spread out 4. feasible

7- The main function of.....is to protect its contents in transit, in storage and in use.

1. packaging 2. negotiation 3. designation 4. publicity

8- Aproduct is an unique product or service designed to a customer's requirements.

1. promotional 2. mass 3. delicate 4. custom-built

9- The top managers alwaysthe important decisions they have to make.

1. contemplate 2. refuse 3. strike 4. impede

10- There are many complicatedfor communicating successfully among us.

1. subordinates 2. impediments 3. goals 4. accounts

11- This factory will make up the most valuable raw materials in our country.

1. pinpoint 2. strive 3. prepare 4. reject

12- Our products eventuallythroughout the world.

1. impresses 2. conferred 3. hindered 4. distributed

13- If employer maintains good relationship with employees it willin a good result.

1. culminate 2. deteriorate 3. intervene 4. eliminate



زمان آزمون (دقیقه): تستی: ۷۰ تشریحی: ۰

تعداد سوالات: تستی: ۳۰ تشریحی: ۰

درس: زبان تخصصی ۲

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

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

1. behavior 2. status 3. moral 4. idea

15- Our association has with several international committees.

1. succession 2. proportion 3. ownership 4. affiliation

16- The agreement was signed in the of two managers.

1. fulfillment 2. presence 3. monitoring 4. task

17- Firms try to involve in less competitive situations in order to enhance their sales.

1. obey 2. clamp 3. improve 4. tighten

18- Wage control is the of the government's economic policy.

1. budget 2. assets 3. cornerstone 4. stubbornness

19- He was responsible for imposing on raw materials.

1. inventory 2. concession 3. investment 4. tariff

20- The factory was closed for failing to with government safety regulations.

1. tighten 2. augment 3. destroy 4. comply

21- This new accounting system enables the classifying process to work smoothly and efficiently.

1. regularly 2. differently 3. externally 4. inevitably

22- is the money involved in a business enterprise which is invested in goods, equipment or property used to produce wealth.

1. Taxes 2. Loan 3. Capital 4. Account

23- The manager has no more time. you should say the main points not

1. projects 2. details 3. trades 4. capitals

24- This strike may have been in retaliation for your recent behavior.

1. اعتصاب 2. ترفیع 3. تعرفه 4. اختار

25- The top manager is looking for a supervisor with a real sense of commitment .

1. محدودیت 2. تعهد 3. موازنه 4. توازن

26- Franchising is one of the fastest-growing forms of international

1. exporting 2. importing 3. distributing 4. licensing



زمان آزمون (دقیقه): ۷۰ تشریحی: ۰

تعداد سوالات: تستی: ۳۰ تشریحی: ۰

درس: زبان تخصصی ۲

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

27-The first and last measure of customer satisfaction is whether the products live up to customer expectations or not.

- | | | | |
|-----------------|----------------|-----------------|---------------|
| 1. برآورده کردن | 2. سردرگم کردن | 3. سرمایه گذاری | 4. تمديد کردن |
|-----------------|----------------|-----------------|---------------|

28-You need an advertisingfor your new products.

- | | | | |
|-------------|----------|-----------|--------|
| 1. gurantee | 2. ratio | 3. slogan | 4. gap |
|-------------|----------|-----------|--------|

29-His eagerness for hard working is one of his best

- | | | | |
|------------|------------|---------------|-----------|
| 1. failure | 2. threats | 3. shortfalls | 4. traits |
|------------|------------|---------------|-----------|

30-Firms can increase their profitability in industries if they have weak competitors and suppliers.

- | | | | |
|------------|-----------------|-----------------|-------------|
| 1. سود دهی | 2. موجودی انبار | 3. گواهی اختراع | 4. بهره وری |
|------------|-----------------|-----------------|-------------|