



تعداد سوالات: تستی: ۳۰ تشریحی: ۰

زمان آزمون (دقیقه): تستی: ۸۰ تشریحی: ۰

سری سوال: یک ۱

عنوان درس: زبان تخصصی ۲

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

1-The mechanisms involved in moving goods or services from the point of production to the point of consumption is called .....

1. enterprise                      2. dividened                      3. distribution                      4. investment

2-The simplest form of business organization is .....

1. firm                      2. sole trader                      3. company                      4. marketing mix

3-The three countries have ..... a memorandum in which they have agreed to work together.

1. signed                      2. refused                      3. balanced                      4. motivated

4-The strike was caused by the management's refusal to negotiate with the unions.

1. rejection                      2. function                      3. collaboration                      4. discussion

5-He is the representative of all the workers in this factory.

1. agent                      2. chief                      3. boss                      4. superior

6-The land and buildings owned by someone especially by a company or organization are .....

1. notes                      2. premises                      3. debts                      4. prices

7-A written or printed guarantee is called.....

1. quality                      2. share                      3. cancel                      4. warranty

8-The only element of the marketing mix which produces revenue refers to price.

1. outcome                      2. quality                      3. income                      4. quantity

9-The manager monitors his employees performance constantly through TV screen.

1. observes                      2. punishes                      3. criticizes                      4. records

10-He treats his ..... well but expect them to work hard.

1. subordinates                      2. superiors                      3. seniors                      4. barriers

11-His shop will lose ..... if his prices keep rising.

1. obstacle                      2. finance                      3. customers                      4. goods

12-He is very competent expert to deal with every case.

1. lazy                      2. skillful                      3. uneducated                      4. illiterate

13-The demonstration is a symptom of dissatisfaction among the workers.

1. size                      2. sponsor                      3. strike                      4. sign

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14-A company which is under the same ownership as another is called.....company.

1. developed                      2. mother                      3. affiliated                      4. central

15-There has always been a close association between these two companies.

1. connection                      2. seperation                      3. disagreement                      4. conflict

16-Something that is made in one country and brought into another usually in order to be sold there is called.....

1. good                      2. import                      3. export                      4. commodity

17-The performance of some workers should be enhanced by giving them extrinsic rewards.

1. monitor                      2. improve                      3. weaken                      4. reject

18-There are severe penalties for refusing to comply.

1. play                      2. command                      3. enhance                      4. obey

19-Manufacturers are keeping.....low because of the poor economic situations.

1. targets                      2. hosts                      3. inventories                      4. losses

20-The systematic recording of financial and economic transactions and other events is called.....

1. investing                      2. bookkeeping                      3. designing                      4. anticipating

21-A sum of money which is borrowed often from a bank and has to be paid back is called.....

1. labor                      2. boss                      3. fee                      4. loan

22-The magazine will be published quarterly.

1. monthly                      2. two times a year  
3. weekly                      4. four times a year

23-An official document giving you permission to own or do something for a period of time is termed license.

1. سند یا مدرک                      2. مال و دارایی                      3. اعتبار                      4. نقدینگی

24-A short phrase that is used by an advertiser, organization, or other group is named slogan.

1. هزینه                      2. مصرف                      3. شعار                      4. سهم

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25-One form of international licensing in which the licensor supplies a complete package of goods, services and materials to the licensee is franchising.

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|--------------------------|----------------------|
| 1. پرداختن هزینه عملیاتی | 2. توسعه دادن        |
| 3. محدود کردن            | 4. حق ویژه فروش دادن |

26-He augmented his income by writing many articles for the local newspaper. 'Augment'means.....

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|--------------|-----------|--------------|----------|
| 1. صادر کردن | 2. افزودن | 3. وارد کردن | 4. کاستن |
|--------------|-----------|--------------|----------|

27-Quality and productivity are two related paths to customer satisfaction.

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| 1. رضایت | 2. بهره وری | 3. تعهد | 4. کیفیت |
|----------|-------------|---------|----------|

28-This investment promises a high rate of return.

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|----------|-----------|---------|----------|
| 1. کمبود | 2. سرمایه | 3. زیان | 4. بازده |
|----------|-----------|---------|----------|

29-A company has backward integration when it obtains suppliers, or starts performing the same business activities as them.

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| 1. ادغام | 2. سهم | 3. تبلیغ | 4. فروش |
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30-Products produced in high volumes are called mass product.

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|----------------|---------------|-----------------|----------------|
| 1. تولید تجاری | 2. تولید خالص | 3. تولید ناخالص | 4. تولید انبوه |
|----------------|---------------|-----------------|----------------|