



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

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| 1. رضایت | 2. بهره وری | 3. تعهد | 4. کیفیت |
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28- This investment promises a high rate of return.

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