



زمان آزمون (دقیقه): ۶۰ تشریحی: ۰

تعداد سوالات: تستی: ۲۵ تشریحی: ۰

عنوان درس: زبان تخصصی ۲

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

گزینه مناسب را در جای خالی قرار دهید:

1-The manager said he would be..... for any damage caused during the transportation.

1. competent                      2. legal                      3. diffuse                      4. liable

2-Every business or public organization has its ....., that is to say the group of existing and potential buyers or users of its goods and services.

1. union                      2. premises                      3. market                      4. option

3-Those companies can offer their goods to the consumer at a ..... price.

1. brand                      2. bargain                      3. deal                      4. fund

4-At the beginning of year, workers are ..... with a list of things they are expected to need.

1. monitored                      2. contemplated                      3. supplied                      4. devoted

5-Manual decision making has taken place by ..... information to managers

1. establishing                      2. transmitting                      3. maintaining                      4. implementing

6-The ..... of the factory's facilities costs a lot.

1. maintenance                      2. landmark                      3. layout                      4. premise

7-The unions and management have made a two-year pay and productivity .....

1. transaction                      2. deal                      3. front                      4. asset

8-The auditors will conduct regular checks on all financial .....

1. budgeting                      2. tax return                      3. inventories                      4. transactions

9-His company has a(n) ..... for being a tough negotiator.

1. concession                      2. reputation                      3. inventory                      4. inflation

مترادف مناسب کلمات برجسته را پیدا کنید:

10-Some companies try to give their clients complete satisfaction.

1. creditors                      2. customers                      3. sellers                      4. employees

11-Transmitting organizational objectives to employees refers to leading function.

1. goals                      2. factors                      3. processes                      4. decisions



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

1. companies                      2. groups                      3. plants                      4. hardships

13- The management information systems (MIS) are rapidly becoming indispensable for planning, decision making and control.

1. سامانه مدیریت اطلاعات                      2. مدیریت اطلاعات سامانه  
3. اطلاعات سامانه مدیریتی                      4. سامانه اطلاعات مدیریتی

14- He was eliminated after the third round of the competition.

1. culminated                      2. evolved                      3. removed                      4. induced

15- There are also several potential advantages of becoming involved in international operations.

1. goals                      2. points                      3. benefits                      4. tasks

16- In fact, customers buy goods and services that fulfill their needs.

1. sell                      2. achieve                      3. install                      4. purchase

معادل مناسب کلماتی را که زیر آن خط کشیده شده است، پیدا کنید:

۱۷- A business organization, in contrast to a public service organization or charity, exists to provide goods or services at a profit.

۱. کالا                      ۲. امور خوب                      ۳. مصالح                      ۴. کمک مالی

18- The manager gave his speech on the state of the union.

1. انجمن                      2. موسسه                      3. اتحادیه کارگری                      4. صنف

19- Packaging is an important factor in the presentation of a product to the market.

1. قیمت گذاری                      2. تبلیغات                      3. بسته بندی                      4. ضمانت

20- Pricing is a very flexible element in the marketing mix and enables firms to react swiftly to competitive behavior.

1. حیاتی                      2. تاثیرگذار                      3. احتمالی                      4. انعطاف پذیر

21- Management information system estimates the activities of the organization.

1. برآورد کردن                      2. افزایش دادن                      3. کاهش دادن                      4. تشریح کردن



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22- If a working environment is pleasant, productivity will increase.

1. محصول 2. بهره وری 3. تولید کننده 4. بهره برداری

23- While it is essential to know the cost of a product or service, it is even more important to control such assets.

1. سودمند 2. ضروری 3. بی اهمیت 4. بی فایده

24- This business was started with a capital of three million.

1. پایتخت 2. حرف بزرگ 3. کلان 4. سرمایه

25- In the past, producers ignored the potential 25% added value that could be gained from selling gold as jewelry.

1. ارزش اضافه 2. اضافه ارزش 3. ارزش افزوده 4. افزایش ارزش