

- \* دانشجوی گرامی: لطفاً، گزینه ۱ را در قسمت کد سری سؤال برگه پاسخنامه خود، علامت بزنید.  
بدیهی است، مسئولیت این امر بر عهده شما خواهد بود.  
\*\* استفاده از فرهنگ لغت مجاز نیست.  
\*\*\* این آزمون نمره منفی ندارد.

Choose the best choice ( a, b, c or d).

- The various directors ..... their marketing departments.  
a. sue                      b. run                      c. incur                      d. subsist
- Legal requirements and judicial interpretations make ..... public.  
a. organizations      b. partnerships      c. standards      d. behaviors
- In order to get a better condition , all the workers ..... yesterday.  
a. operated              b. sued                      c. struck                      d. preserved
- The act of bringing goods to public notice in order to increase sales in the market is called .....  
a. branding              b. packaging              c. negotiation              d. promotion
- His company's goods are ..... and sold world-wide.  
a. directed                      b. pinpointed                      c. oriented                      d. distributed
- The distribution of part of the earning of a company to its shareholders is called .....  
a. property                      b. expense                      c. dividend                      d. strategy
- He details the costs expenses ..... by him in attending the meeting.  
a. incurred                      b. raised                      c. expected                      d. produced

8. The government is ..... this new project.  
a. branding                      b. consuming                      c. endowing                      d. financing
9. The needs of customers is concerned in a ..... oriented organization.  
a. product                      b. public                      c. business                      d. market
10. Their computerized stock control system is now .....  
a. operative                      b. distributive                      c. competent                      d. objective
11. His official ..... is commercial buyers.  
a. conviction                      b. designation                      c. intermediary                      d. expense
12. Fierce storms have been ..... rescue efforts and there is now little chance of finding more survivors.  
a. hampering                      b. induced                      c. surpassed                      d. packaging
13. Their ..... is only about 10% of Europeans countries.  
a. dearth                      b. discontent                      c. ventilation                      d. productivity
14. His good leadership is his greatest ..... to their management policy.  
a. security                      b. contribution                      c. incentive                      d. maintenance
15. An official rule that limits or controls what people can do or what is allowed to happen is called .....  
a. retaliation                      b. tariff                      c. restriction                      d. merger
16. He likes to work by himself within a clearly defined ..... of responsibility.  
a. sphere                      b. franchise                      c. patent                      d. cash

17. It is said to the amount of stock, including raw materials, supplies and finished goods that a company has at a particular time.

- a. expenditure                      b. inventory                      c. revenue                      d. productivity

18. They need an advertising ..... for the new campaign.

- a. survey                      b. slogan                      c. guarantee                      d. augmentation

19. Products produced in high volumes are called .....

- a. market segment                      b. entire market                      c. integration                      d. mass product

20. The ..... impact of these small changes was considerable.

- a. quantitative                      b. cumulative                      c. supplement                      d. shortfall

21. A ..... is one organization which sells to a second organization the rights to a patent, or a brand name.

- a. licensor                      b. licensee                      c. producer                      d. license

22. The sum of money left of a company's profit after paying of taxes and interests is called .....

- a. budgetary control                      b. internal auditing  
c. retained earnings                      d. track record

23. The ..... deals with the top most level of ownership involvement and control of international operations.

- a. licensing                      b. franchising                      c. direct investment                      d. joint venture

24. A product which enhances the expected product by adding more value is called ..... product.

- a. generic                      b. desirable                      c. augmented                      d. satisfied

25. The purchase and sales of goods and services are called .....
- a. functions                      b. regulations                      c. careers                      d. transactions
26. Direct investment allows the organization to gain more control over operations. "Allows" should mean .....
- a. enter                      b. let                      c. respond                      d. risk
27. They need to find some way of ..... their income.
- a. delegating                      b. associating                      c. decreasing                      d. anticipating
28. The day after tomorrow will be sunny in the south, but there will be ..... rain in the north.
- a. loan                      b. software                      c. deal                      d. intermittent
29. In many countries the family unit is still the ..... of society.
- a. gap                      b. transition                      c. inventory                      d. cornerstone
30. There's fierce ..... for the job.
- a. share                      b. rivalry                      c. entity                      d. revenue