

18. Our manager's generosity is one of his most pleasing

- a. alliances
b. restrictions
c. focuses
d. traits

19. We now expect serious in the company's profits because of the sudden rise in the cost of materials.

- a. effectiveness
b. expropriation
c. shortfalls
d. fee

20., taxes, transportation and payment arrangements have made export process expensive.

- a. Complaint
b. Assets
c. Tariffs
d. Acquisition

21. The responsibility that determines profitability for revenue-versus cost trade-off is given to

- a. managers
b. customers
c. decision makers
d. profit centers

22. Today will be mostly fine and sunny, with showers.

- a. delicate
b. intermittent
c. reasonable
d. pampered

23. We have attained unprecedentedly high living standards due to mass production.

- a. به طور بی سابقه
b. به طور متناوب
c. موقتاً
d. با قاطعیت

24. The phenomenon of accidents makes it imperative for every establishment to ensure implementation of safety measures.

- a. خسارت بار
b. ضروری
c. مانع
d. مقاوم

25. Price is important in determining the relative standing of one product.

- a. مخارج
b. موضوع
c. جایگاه
d. موفقیت

26. Management may attempt toward cutting costs through modernization and rationalization.

- a. قانون مندی
b. برنامه ریزی
c. دلیل تراشی
d. بهینه سازی

27. Standardizing a marketing mix worldwide is less costly than adapting to local markets.

- a. یکسان کردن
b. جهت یابی
c. تنظیم کردن
d. پیشی گرفتن

28. Control is the regulatory process that directs the activities of an organization to achieve anticipated goals.

- a. با ثبات
b. اثر گذار
c. منظم
d. محدود

29. It'll be difficult to live up to the standards set by our last manager.

- a. تأمین کردن
b. ادامه دادن
c. متقاعد کردن
d. پیروی کردن از

30. It is jeopardized if the parties perceive the situation in terms of a fixed pie, and adopt the distributive approach.

- a. خودپسندانه
b. مخاطره آمیز
c. پیچیده
d. غیر قابل قبول