



زمان آزمون (دقیقه): تستی: ۶۰ تشریحی: ۰

تعداد سوالات: تستی: ۳۰ تشریحی: ۰

عنوان درس: زبان تخصصی ۲

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

1-All the company's cheques have to be signed by two.....

- |              |            |            |              |
|--------------|------------|------------|--------------|
| 1. consumers | 2. clients | 3. workers | 4. directors |
|--------------|------------|------------|--------------|

2-Various forms of debt or obligation owed are.....

- |            |                |          |            |
|------------|----------------|----------|------------|
| 1. profits | 2. liabilities | 3. gains | 4. returns |
|------------|----------------|----------|------------|

3-safety officer or safety engineer is qualified to look safety measures."qualified" means in persian.....

- |          |               |                    |         |
|----------|---------------|--------------------|---------|
| 1. منطقی | 2. واجد شرایط | 3. روان شناس صنعتی | 4. مسلط |
|----------|---------------|--------------------|---------|

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

- |            |         |             |             |
|------------|---------|-------------|-------------|
| 1. discuss | 2. sign | 3. transfer | 4. struggle |
|------------|---------|-------------|-------------|

5-The company has become large and diffuse.

- |             |        |           |           |
|-------------|--------|-----------|-----------|
| 1. specific | 2. old | 3. modern | 4. spread |
|-------------|--------|-----------|-----------|

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

- |               |          |            |             |
|---------------|----------|------------|-------------|
| 1. instructor | 2. agent | 3. manager | 4. customer |
|---------------|----------|------------|-------------|

7-All his energies are..... upon his studies and he seems to have little time for anything else.

- |             |           |            |          |
|-------------|-----------|------------|----------|
| 1. produced | 2. broken | 3. focused | 4. known |
|-------------|-----------|------------|----------|

8-He paid a considerable ..... for buying a car.

- |          |          |             |           |
|----------|----------|-------------|-----------|
| 1. price | 2. share | 3. contract | 4. option |
|----------|----------|-------------|-----------|

9-The company needs to save money by cutting down its.....

- |              |            |             |          |
|--------------|------------|-------------|----------|
| 1. dividends | 2. profits | 3. expenses | 4. gains |
|--------------|------------|-------------|----------|

10-Some of the factories' machinery equipment are made of delicate pieces of instruments.

- |         |            |             |          |
|---------|------------|-------------|----------|
| 1. fine | 2. complex | 3. detailed | 4. cheap |
|---------|------------|-------------|----------|

11-Advertising, personal selling and publicity are some of the principal methods of.....

- |            |          |                |              |
|------------|----------|----------------|--------------|
| 1. bargain | 2. sales | 3. competitors | 4. promotion |
|------------|----------|----------------|--------------|

12-Radio and television are important means of.....

- |               |         |                  |         |
|---------------|---------|------------------|---------|
| 1. production | 2. work | 3. communication | 4. play |
|---------------|---------|------------------|---------|

13-The overwhelming majority of people agree with him.

- |               |                |             |             |
|---------------|----------------|-------------|-------------|
| 1. very great | 2. very little | 3. feasible | 4. friendly |
|---------------|----------------|-------------|-------------|



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14- Which one of the following does not refer to the communication process?

- |                       |                       |
|-----------------------|-----------------------|
| 1. interpreting facts | 2. transmitting ideas |
| 3. creating opinion   | 4. chairing meeting   |

15- He is the chairman of the..... on technology and communication.

- |              |                 |                 |                 |
|--------------|-----------------|-----------------|-----------------|
| 1. committee | 2. manufacturer | 3. transmission | 4. acceleration |
|--------------|-----------------|-----------------|-----------------|

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

- |         |           |           |         |
|---------|-----------|-----------|---------|
| 1. good | 2. export | 3. import | 4. item |
|---------|-----------|-----------|---------|

17- The merger between similar banks in the same area should enable them to eliminate 40% of the expenses of one of the banks.

- |               |         |             |             |
|---------------|---------|-------------|-------------|
| 1. separation | 2. join | 3. division | 4. conflict |
|---------------|---------|-------------|-------------|

18- There are some countries which don't..... the rules of international laws.

- |         |        |         |              |
|---------|--------|---------|--------------|
| 1. obey | 2. ask | 3. read | 4. interpret |
|---------|--------|---------|--------------|

19- The work of keeping a company's financial records, recording its income and expenses and its business deals refer to.....

- |             |             |            |               |
|-------------|-------------|------------|---------------|
| 1. managing | 2. teaching | 3. trading | 4. accounting |
|-------------|-------------|------------|---------------|

20- The purchase and sales of goods- and services are called.....

- |              |                |            |                 |
|--------------|----------------|------------|-----------------|
| 1. functions | 2. regulations | 3. careers | 4. transactions |
|--------------|----------------|------------|-----------------|

21- There is a trade off between doing the job accurately and doing it quickly.

- |         |            |         |           |
|---------|------------|---------|-----------|
| 1. loan | 2. balance | 3. loss | 4. slogan |
|---------|------------|---------|-----------|

22- he is accountable for what happens in this company. "accountable" means in persian.....

- |            |         |          |           |
|------------|---------|----------|-----------|
| 1. حسابدار | 2. منشی | 3. مسئول | 4. حسابرس |
|------------|---------|----------|-----------|

23- The magazine will be published quarterly.

- |           |                      |
|-----------|----------------------|
| 1. yearly | 2. four times a year |
| 3. montly | 4. weekly            |

24- When you buy stocks, shares, property in order to make a profit, in fact you are.....

- |              |              |                |           |
|--------------|--------------|----------------|-----------|
| 1. investing | 2. budgeting | 3. advertising | 4. paying |
|--------------|--------------|----------------|-----------|

25- Robats are replacing all the manual..... on the factory floor.

- |            |               |           |              |
|------------|---------------|-----------|--------------|
| 1. reports | 2. hand books | 3. labour | 4. catalogue |
|------------|---------------|-----------|--------------|



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26- Their local shop has very convenient opening hours.

1. late                                      2. suitable                                      3. soon                                      4. unsuitable

27- An organization which sells to a second organization the rights to a patent, or a brand name is.....

1. licensor                                      2. licensee                                      3. producer                                      4. license

28- integrative bargaining is of a problem losing in nature . "integrative bargaining" means.....

1. معامله صوری                                      2. معامله مختلط                                      3. معامله پایاپای                                      4. معامله نقدی

29- A short phrase that is easy to remember and is used by an advertiser, organization, or other group is called.....

1. slogan                                      2. proverb                                      3. sentence                                      4. mark

30- The..... of girls to boys in the society is two to one.

1. physiology                                      2. size                                      3. shape                                      4. ratio