

سری سوال : یک ۱

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