



تعداد سوالات: تستی: ۳۰ تشریحی: ۰

زمان آزمون (دقیقه): تستی: ۷۰ تشریحی: ۰

سری سوال: یک ۱

درس: زبان تخصصی ۲

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

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

1. general                      2. global                      3. financial                      4. local

2- To work in this firm, I need employees with .....of loyalty and truthfulness.

1. virtues                      2. fatigue                      3. issue                      4. operation

3- I have been.....with the power to implement changes in our company.

1. incurred                      2. vested                      3. subsisted                      4. sued

4- .....is the money received by a business as a result of its trading activity.

1. Debt                      2. Retail                      3. Property                      4. Revenue

5- The manager asked the accounts department about invoices that was not his.....

1. price                      2. sale                      3. preserve                      4. market

6- The activities of this company are very diffuse.

1. stable                      2. legal                      3. spread out                      4. feasible

7- The main function of.....is to protect its contents in transit, in storage and in use.

1. packaging                      2. negotiation                      3. designation                      4. publicity

8- A .....product is an unique product or service designed to a customer's requirements.

1. promotional                      2. mass                      3. delicate                      4. custom-built

9- The top managers always .....the important decisions they have to make.

1. contemplate                      2. refuse                      3. strike                      4. impede

10- There are many complicated .....for communicating successfully among us.

1. subordinates                      2. impediments                      3. goals                      4. accounts

11- This factory will make up the most valuable raw materials in our country.

1. pinpoint                      2. strive                      3. prepare                      4. reject

12- Our products eventually .....throughout the world.

1. impresses                      2. conferred                      3. hindered                      4. distributed

13- If employer maintains good relationship with employees it will .....in a good result.

1. culminate                      2. deteriorate                      3. intervene                      4. eliminate



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14- Maslow's Theory proceeds on the premise that an individual has a variety of needs.

1. behavior                      2. status                      3. moral                      4. idea

15- Our association has ..... with several international committees.

1. succession                      2. proportion                      3. ownership                      4. affiliation

16- The agreement was signed in the .....of two managers.

1. fulfillment                      2. presence                      3. monitoring                      4. task

17- Firms try to involve in less competitive situations in order to enhance their sales.

1. obey                      2. clamp                      3. improve                      4. tighten

18- Wage control is the .....of the government's economic policy.

1. budget                      2. assets                      3. cornerstone                      4. stubbornness

19- He was responsible for imposing.....on raw materials.

1. inventory                      2. concession                      3. investment                      4. tariff

20- The factory was closed for failing to .....with government safety regulations.

1. tighten                      2. augment                      3. destroy                      4. comply

21- This new accounting system enables the classifying process to work smoothly and efficiently.

1. regularly                      2. differently                      3. externally                      4. inevitably

22- .....is the money involved in a business enterprise which is invested in goods, equipment or property used to produce wealth.

1. Taxes                      2. Loan                      3. Capital                      4. Account

23- The manager has no more time. you should say the main points not .....

1. projects                      2. details                      3. trades                      4. caritals

24- This strike may have been in retaliation for your recent behavior.

1. اعتصاب                      2. ترفیع                      3. تعرفه                      4. اخطار

25- The top manager is looking for a supervisor with a real senses of commitment .

1. محدودیت                      2. تعهد                      3. موازنه                      4. توازن

26- Franchising is one of the fastest-growing forms of international .....

1. exporting                      2. importing                      3. distributing                      4. licensing



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27-The first and last measure of customer satisfaction is whether the products live up to customer expectations or not.

1. برآورده کردن      2. سردرگم کردن      3. سرمایه گذاری      4. تمدید کردن

28-You need an advertising .....for your new products.

1. gurantee      2. ratio      3. slogan      4. gap

29-His eagerness for hard working is one of his best .....

1. failure      2. threats      3. shortfalls      4. traits

30-Firms can increase their profitability in industries if they have weak competitors and suppliers.

1. سود دهی      2. موجودی انبار      3. گواهی اختراع      4. بهره وری