



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- Construction lending has been badly hit by ..... on loans.

1. mission                                      2. restriction                                      3. executive                                      4. transportation

2- This attack will..... the already tense relations between the two companies.

1. assume                                      2. anticipate                                      3. exacerbate                                      4. anticipated

3- A firm can increase continued growth in relation to its competitors by .....

1. involving in less competitive situations.                                      2. doing business in the domestic area.  
3. making easy the accounting process.                                      4. its involvement in an international sphere.

4- The work of keeping a company's financial records, recording its income and expenses and its business deals is known as .....

1. franchising                                      2. accounting                                      3. data processing                                      4. expenditure

5- Following the many detailed and specific rules of the taxing authorities in preparing tax returns is called.....

1. tax accounting                                      2. internal auditing                                      3. tax planning                                      4. tax compliance

6- A(n)..... is a responsibility center whose performance is based on control over spending.

1. revenue center                                      2. expense center  
3. budgetary control                                      4. decision making

7- This company has ..... agreements that allow it to use some of the Computer Associates' Software.

1. licensors                                      2. licenses                                      3. licensing                                      4. licensee

8- ..... are independent firms that share control over the joint venture .

1. Parent firms                                      2. Direct investors  
3. Off-shore producers                                      4. Tough negotiators

9- Training employees to handle every service situation is what a(n)..... may involve.

1. infrastructure                                      2. franchising                                      3. competition                                      4. investment

10- ..... focuses on rivalry among existing competitors and on the formulation of strategies to outperform other firms in the industry.

1. Expropriation                                      2. Consumption  
3. Capital investment                                      4. Competitive analysis



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

11-Both international and ..... marketing will be affected by the economic crisis.

1. organizational                      2. structural                      3. internal                      4. domestic

12-The accounting process can be made easier by.....

1. involving in the sales.                      2. improvement in communication.  
3. a single monetary system.                      4. imposing tarrifs on vital materials.

13-Designing forms for recording business activities is one of the tasks of a(n).....

1. accountant                      2. data processor                      3. auditor                      4. expropriation

14-It is the responsibility of the ..... to provide management with relevant information to help achieve soe control over cost.

1. operational auditor                      2. private accountant  
3. cost accountant                      4. data processor

15-A financial plan that allocates resources to responsibility centers in order to support organizational plans and strategies is called a(n).....

1. internal revenue                      2. budgetary control  
3. retained earning                      4. operating budgets

16-When a manager has no responsibility for generating revenues, a(n)..... is appropriate.

1. operating budget                      2. expense center  
3. revenue center                      4. capital expenditure

17-..... allow the organization to gain more control over operations and to avoid many problematic trade barriers.

1. Cost accounting                      2. Direct investment  
3. Joint ventures                      4. Operating budget

18-.....is the ultimate goal of any organization's performance. It depends on the relationship between quality and productivity.

1. Customers' expectation                      2. Customer satisfaction  
3. Budgetary control                      4. Retained earning

19-..... is a vital strategy for earning above-average returns in an industry because it creates a defensible position for coping with the 5 competitive forces.

1. Differentiation                      2. Expenditure  
3. Expropriation                      4. Augmented product



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

20- Television is booming in India, and there is potential for.....by film companies.

- |                              |                            |
|------------------------------|----------------------------|
| 1. incompatible confiscation | 2. backward integration    |
| 3. forward integration       | 4. cooperative development |

21-Your employer's..... does not cover accidents that you have on your way to work.

- |               |               |              |              |
|---------------|---------------|--------------|--------------|
| 1. enterprise | 2. succession | 3. solicitor | 4. liability |
|---------------|---------------|--------------|--------------|

22- A(n).....is a document setting out the basic reasons for establishing a company and identifying the amount and type of share capital involved.

- |                 |               |                   |                |
|-----------------|---------------|-------------------|----------------|
| 1. acceleration | 2. memorandum | 3. cardiovascular | 4. orientation |
|-----------------|---------------|-------------------|----------------|

23- The primary concern of..... is to find out what its customers needs and wants are so as to meet them with the highest level of customer satisfaction.

- |                             |                                |
|-----------------------------|--------------------------------|
| 1. sales oriented company   | 2. production oriented company |
| 3. product oriented company | 4. market oriented company     |

24- The auditor will conduct regular checks on all financial ..... which consist of all payments or the process of making them.

- |                 |                 |                |                   |
|-----------------|-----------------|----------------|-------------------|
| 1. transactions | 2. cornerstones | 3. compliances | 4. investiagtions |
|-----------------|-----------------|----------------|-------------------|

25- The process of communicating persuasive information about a product to target markets by means of the written and spoken word and by virtual material is called.....

- |                 |              |              |                |
|-----------------|--------------|--------------|----------------|
| 1. distribution | 2. marketing | 3. publicity | 4. advertising |
|-----------------|--------------|--------------|----------------|

26- According to the manager, it is ..... to control the prices although it is very difficult.

- |             |           |            |              |
|-------------|-----------|------------|--------------|
| 1. feasible | 2. mutual | 3. bargain | 4. inference |
|-------------|-----------|------------|--------------|

27- The company aims eventually to..... its products throughout the world.

- |              |           |               |            |
|--------------|-----------|---------------|------------|
| 1. negotiate | 2. comply | 3. distribute | 4. execute |
|--------------|-----------|---------------|------------|

28- According to Maslow's Need Hierarchy Theory, ..... needs are at the lowest of hierarchy.

- |             |           |                  |                  |
|-------------|-----------|------------------|------------------|
| 1. security | 2. esteem | 3. physiological | 4. psychological |
|-------------|-----------|------------------|------------------|

29- .....states that the foundation of all human activities and emotional reactions that come into play in the working of human groups is psychological rather than physical, dynamic or static.

- |                       |                      |
|-----------------------|----------------------|
| 1. Herzberg's Theory  | 2. Henry Fayol       |
| 3. Mary Parker Follet | 4. Meclland's Theory |



تعداد سوالات: تستی: ۳۰ تشریحی: ۰

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

سری سوال: یک ۱

عنوان درس: زبان تخصصی ۲

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

30- Many researchers have..... for a greater understanding of the process which occurs inside the company.

1. oriented

2. striven

3. impeded

4. confined