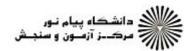
### WWW.PLC20.IR

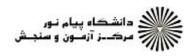
### كارشناسي



| <b>سری سوال:</b> یک ۱                                                                     | زمان آزمون (دقیقه): تستی: ۶۰٪ تشری <del>ح</del> ی: ۰ |                              | تعداد سوالات: تستى: 30٪ تشريحي    |  |  |  |
|-------------------------------------------------------------------------------------------|------------------------------------------------------|------------------------------|-----------------------------------|--|--|--|
|                                                                                           |                                                      |                              | عنـــوان درس: زبان تخصصی ۲        |  |  |  |
|                                                                                           |                                                      | ، بازرگانی (چندبخشی )۱۲۱۲۱۷۶ | <b>رشته تحصیلی/کد درس:</b> مدیریت |  |  |  |
| 1-All the company¢s cheques have to be signed by two                                      |                                                      |                              |                                   |  |  |  |
| 1. consumers                                                                              | 2. clients                                           | <sup>3.</sup> workers        | 4. directors                      |  |  |  |
| 2-Various forms of debt or                                                                | obligation owed are                                  | •••••                        |                                   |  |  |  |
| 1. profits                                                                                | 2. liabilities                                       | 3. gains                     | 4. retarns                        |  |  |  |
| 3-safety officer or safety er persian                                                     | ngineer is qulified to look s                        | safety measures."qulified    | " means in                        |  |  |  |
| منطقی 1.                                                                                  | واجد شرايط .2                                        | 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                                                                  | e large and <u>diffuse</u> .                         |                              |                                   |  |  |  |
| 1. specific                                                                               | 2. old                                               | 3. modern                    | 4. spread                         |  |  |  |
| 6-He is the <u>representative</u> of all the workers in this factory.                     |                                                      |                              |                                   |  |  |  |
| 1. instructor                                                                             | 2. agent                                             | <sup>3.</sup> manager        | <sup>4.</sup> customer            |  |  |  |
| 7-All his energies are                                                                    | upon his studies and he                              | seems to have little time    | for anything else.                |  |  |  |
| 1. produced                                                                               | <sup>2.</sup> broken                                 | 3. focused                   | <sup>4.</sup> 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. dividens                                                                               | 2. profits                                           | 3. expenses                  | 4. gains                          |  |  |  |
| 10-Some of the factories¢ machinery equipment are made of delicate pieces of instruments. |                                                      |                              |                                   |  |  |  |
| 1. fine                                                                                   | <sup>2.</sup> complex                                | <sup>3.</sup> detailed       | <sup>4.</sup> cheap               |  |  |  |
| 11-Advertising, personal selling and publicity are some of the principal methods of       |                                                      |                              |                                   |  |  |  |
| 1. bargain                                                                                | 2. sales                                             | 3. competitors               | <sup>4.</sup> promotion           |  |  |  |
| 12-Radio and television are important means of                                            |                                                      |                              |                                   |  |  |  |
| 1. production                                                                             | 2. work                                              | 3. communication             | <sup>4.</sup> play                |  |  |  |
| 13-The <u>overwhelming</u> major                                                          | ity of people agree with h                           | im.                          |                                   |  |  |  |
| 1. very great                                                                             | 2. very little                                       | 3. feasible                  | 4. friendly                       |  |  |  |

## WWW.PLC20.IR

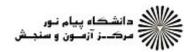
#### **کارشناسی**



| سر <b>ی سوال:</b> یک ۱                                    | زمان آزمون (دقیقه) : تستی : ۶۰٪ تشریحی : ۰ |                                      | عداد سوالات: تستى : ٣٠ تشريحي : ٠        |
|-----------------------------------------------------------|--------------------------------------------|--------------------------------------|------------------------------------------|
|                                                           |                                            |                                      | <b>عنــــوان درس:</b> زبان تخصصی ۲       |
|                                                           |                                            | نی (چندبخشی )۱۲۱۲۱۷۶                 | <b>رشته تحصیلی/کد درس:</b> مدیریت بازرگا |
| 14-Which one of the follow                                | ving does <u>not</u> refer to th           | e communication proces               | ss?                                      |
| 1. enterpreting facts                                     |                                            | <sup>2.</sup> transmitting idea      | IS                                       |
| <sup>3.</sup> creating opinion                            |                                            | <ol> <li>chairing meeting</li> </ol> |                                          |
| 15-He is the chairman of th                               | ne on technolog                            | gy and communication.                |                                          |
| 1. committee                                              | <sup>2.</sup> manufacturer                 | <sup>3.</sup> transmission           | <sup>4.</sup> acceleration               |
| 16-Something that is made there, is called a (n)          | •                                          | ught into another, usual             | ly in order to be sold                   |
| 1. good                                                   | <sup>2.</sup> export                       | 3. import                            | <sup>4.</sup> item                       |
| 17-The <u>merger</u> between sir expenses of one of the l |                                            | area should enable them              | n to eliminate 40% of the                |
| 1. separation                                             | <sup>2.</sup> join                         | <sup>3.</sup> division               | <sup>4.</sup> conflict                   |
| 18-There are some countri                                 | ies which don¢t1                           | the rules of international           | l laws.                                  |
| 1. obey                                                   | 2. ask                                     | 3. read                              | <sup>4.</sup> interpret                  |
| 19-The work of keeping a country business deals refer to  |                                            | ords, recording its income           | e and expenses and its                   |
| 1. managing                                               | <sup>2.</sup> teaching                     | 3. trading                           | 4. accounting                            |
| 20-The purchase and sales                                 | of goods- and services a                   | are called                           |                                          |
| 1. functions                                              | <sup>2.</sup> regulations                  | 3. careers                           | <sup>4.</sup> transactions               |
| 21-There is a trade off betw                              | ween doing the job accu                    | rately and doing it quick            | ly.                                      |
| 1. <sub>loan</sub>                                        | <sup>2.</sup> balance                      | 3. loss                              | 4. slogan                                |
| 22-he is accountable for wl                               | hat happens in this com                    | pany ."accountable" me               | ans in persian                           |
| <b>1.</b> حسابدار                                         | 2. منشى                                    | 3. مسئول                             | حسابرس 4.                                |
| 23-The magazine will be pu                                | ublished <u>quarterly</u> .                |                                      |                                          |
| 1. yearly                                                 |                                            | <sup>2.</sup> four times a year      |                                          |
| <sup>3.</sup> montly                                      |                                            | <sup>4.</sup> weekly                 |                                          |
| 24-When you buy stocks, s                                 | hares, property in order                   | to make a profit, in fact            | you are                                  |
| 1. investing                                              | <sup>2.</sup> budgeting                    | 3. advertising                       | 4. paying                                |
| 25-Robats are replacing all                               | the manual on                              | the factory floor.                   |                                          |
| 1. reports                                                | 2. hand books                              | <sup>3.</sup> labour                 | <sup>4.</sup> catalogue                  |

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#### **کارشناسی**



| <b>سری سوال:</b> یک ۱                                                                                           | ن (دقیقه) : تستی : ۶۰ تشریحی : ۰ | ،: ·                        | تعداد سوالات: تستى: 30 تشريحي     |  |  |  |
|-----------------------------------------------------------------------------------------------------------------|----------------------------------|-----------------------------|-----------------------------------|--|--|--|
|                                                                                                                 |                                  |                             | عنـــوان درس: زبان تخصصی ۲        |  |  |  |
|                                                                                                                 |                                  | ، بازرگانی (چندبخشی ۱۲۱۲۱۷۶ | <b>رشته تحصیلی/کد درس:</b> مدیریت |  |  |  |
| 26-Their local shop has very <u>convenient</u> opening hours.                                                   |                                  |                             |                                   |  |  |  |
| 1. late                                                                                                         | <sup>2.</sup> suitable           | 3. soon                     | <sup>4.</sup> 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- <u>integrative bargaining</u> is of a problem losing in nature ."integrative bargaining" meaans             |                                  |                             |                                   |  |  |  |
| <b>1.</b> معامله صوری                                                                                           | معامله مختلط 2.                  | معامله پایاپای 3.           | معامله نقدی 4.                    |  |  |  |
| 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                          | <sup>3.</sup> shape         | <sup>4.</sup> ratio               |  |  |  |
|                                                                                                                 |                                  |                             |                                   |  |  |  |
|                                                                                                                 |                                  |                             |                                   |  |  |  |
|                                                                                                                 |                                  |                             |                                   |  |  |  |
|                                                                                                                 |                                  |                             |                                   |  |  |  |