



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-The sole traders are liable for their contracts.

1. affiliated 2. responsible 3. dominated 4. viable

2-Organizations that adopt the marketing concept also tend to see marketing as a very diffuse activity.

1. spread 2. small 3. vivid 4. clear

3-All of the products in the world have a brand name or designation of some kind.

1. یادگاری 2. نام گذاری 3. اتحاد 4. اختراع

4-The.....increases our company's income.

1. pricing 2. instruction 3. sales promotion 4. costs

5-Managers must understand what barriers can impede communication.

1. جلوگیری کردن 2. اعتصاب کردن 3. متمرکز شدن 4. رفع کردن

6-The industry is heavily.....towards export markets.

1. complicated 2. stopped 3. oriented 4. hidden

7-Application forms vary greatly in.....and length.

1. layout 2. landmark 3. rank 4. premise

8-Involvement in the international arena makes continued growth and lower operating costs.

1. تعهد 2. محدودیت 3. بودجه 4. عرصه

9-Keeping informed about competitors in two or more countries is simply harder than staying abreast of developments in a single nation.

1. پرکار 2. همزمان 3. کنار هم 4. بیکار

10-Thefor rooms and meals was pinned to the door of the hotel.

1. tariff 2. business 3. inflation 4. profitability

11-A firm might decide to pursue international business activities in order to achieve one or more of its objectives.

1. exacerbate 2. continue 3. delegate 4. pinpoint

12-Safety measures were carried out in compliance with paragraph 6 of the building regulations.

1. متعارف 2. طبق 3. توسعه 4. ستایش



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13-The word "....." can be defined as something of great importance which everything depends on.

1. Alliance 2. Asset 3. Guarantee 4. Cornerstone

14-All sale transactions involving the purchase of inventory must be grouped together and classified as purchases.

1. موجودی 2. تخطی 3. سرمایه 4. بازرگانی

15-There is a(n).....between doing the job accurately and doing it quickly.

1. pay off 2. trade off 3. infrastructure 4. deal

16-By defining responsibility centres, top managers are delegating responsibility for middle and low-level managers.

1. hiding 2. giving 3. stopping 4. starting

17-.....is the right to carry out a particular business activity,given or sold to a company by a government or other public organization.

1. Confiscation 2. Joint venture 3. Differentiation 4. Concession

18-.....is an official document giving you permission to own or do something for a period of time.

1. License 2. Licensing 3. Licensee 4. Licensor

19-We were aware of certain.....in our dealing with exporting and importing activities.

1. constraints 2. expropriations 3. insurrection 4. inflation

20-.....is essentially a strategy of segmentating markets and appealing to only one or a few groups of consumers.

1. Expropriation 2. promise 3. Integration 4. Focus

21-Communication is an activity to which managers devote an overwhelming proportion of their time.

1. reasonable 2. feasible 3. operation 4. very great

22-Henry Fayol attached importance to the human organization which surpasses material organization.

1. uses 2. prevents 3. persuades 4. is better than

23-Which verb is related to the following definition?

" To give money,property,etc.to provide a regular income for a company,school,etc."

1. deal 2. levy 3. endow 4. exploit



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24- Which word refers to a share or a financial involvement in something such as a business?

1. sponsor 2. supplier 3. shareholder 4. stake

25- Which definition is related to the verb "make up"?

1. to demand 2. to prepare 3. to induce 4. to be real

26- which word can be a good equivalent for the adverb "inevitably"?

1. at the same time 2. at first appearance
3. certainly to happen 4. all at once

-۲۷ most managers are deficient in the art of human relation.

- ۰.۱ متعهد ۰.۲ ناکارآمد ۰.۳ مبتکر ۰.۴ منطقی

28- At some point in an organization's existence, sheer size and diversity of products make servicing by functional departments too unwidely.

1. مقدار کم و تنوع محصولات 2. مقدار تقریبی و تنوع تولیدات
3. میزان قطعی و پیچیدگی محصولات 4. اندازه واقعی و تنوع محصولات

-۲۹ This accepted restriction in the channels of communication has its advantages, such as keeping higher-level managers from getting bogged down in information.

- ۰.۱ در جریان قرار ندادن مدیران سطح بالا از اطلاعاتی که باعث پیشی گرفتن آنها از دیگران می شود.
۰.۲ حذف مدیران سطح بالا از تبادل نظر کردن در خصوص اطلاعاتی که منجر به تصمیم نادرست می شود.
۰.۳ در جریان قرار ندادن مدیران سطح بالا از اطلاعاتی که باعث اتلاف وقت آنها می شود.
۰.۴ مداخله مدیران سطح بال در اطلاعاتی که منجر به قضاوت نادرست از آن می شود.

-۳۰ The phenomenon of accidents makes it imperative for every establishment to have a unit to constantly devise ways to ensure implementation of safety measures.

- ۰.۱ پدیده سوانح این موضوع را تحت تاثیر قرار می دهد. ۰.۲ پدیده سوانح این موضوع را ضرورت را ایجاد می کند.
۰.۳ پدیده سوانح این موضوع را ترغیب می کند. ۰.۴ پدیده سوانح این نارضایتی را بوجود می آورد.