



سری سوال : یک ۱

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

تعداد سوالات : تستی : ۲۰ تشریحی : ۰

عنوان درس : زبان تخصصی ۴

رشته تحصیلی / کد درس : مدیریت بازرگانی ۱۲۱۲۱۶۷

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

1. commitment 2. restriction 3. budgeting 4. arena

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

1. proactively 2. simultaneously 3. abreast 4. smoothly

3-The.....for rooms and meals was pinned to the door of the hotel.

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

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

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

5-Tax.....means following the many detailed and specific rules of the taxing authorities in preparing tax returns.

1. appraisal 2. compliance 3. profitability 4. shortfall

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

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

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

1. inventory 2. track record 3. capital 4. stock

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

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

9-By defining responsibility centres,top managers areresponsibility for middle and lower-level managers.

1. associating 2. delegating 3. avoiding 4. investigating

10-.....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

11-.....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



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12- Rather than wait for dissatisfied customers to complain, managers canmeasure satisfaction and search their existing problems.

1. inevitably 2. passively 3. hardly 4. proactively

13-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

14- The two related paths to customer satisfaction are quality and..... .

1. vitality 2. productivity 3. flexibility 4. profitability

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

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

16- One of their task is to enable the classifying process to work smoothly.

1. hardly 2. inaccurately 3. regularly 4. slowly

17- It'll be difficult to live up to the standards set by our last manager.

1. to outstrip 2. to tighten 3. to achieve 4. to enhance

18- This is a critical time for small business, which faces a dearth of start up financing.

1. a particular occasion 2. a lack of something
3. a continuing increase 4. an agreement in business

19- Their decision will inevitably result in more products and profits.

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

20- Corporations must comply with the requirements of the Internal Revenue Service.

1. obey 2. anticipate 3. defect 4. clamp