



تعداد سوالات: تستی: ۲۰ تشریحی: ۰

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

سری سوال: یک ۱

درس: زبان تخصصی ۴

رشته تحصیلی/کد درس: مدیریت بازرگانی ۱۲۱۲۱۶۷

1-You must .....the rules of international laws in this business.

1. obey                                      2. associate                                      3. exacerbate                                      4. focus

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

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

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

1. front                                      2. inventory                                      3. loss                                      4. tariff

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

1. regularly                                      2. simultaneously  
3. proactively                                      4. inevitably

5-A revenue budget is an operating budget that projects anticipated revenue for the coming period.

1. surveys                                      2. directs                                      3. delegates                                      4. assumes

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

1. Tax return                                      2. Loan                                      3. Capital                                      4. Account

7-The top manager is looking for a supervisor with a real sense of .....

1. restriction                                      2. commitment                                      3. dearth                                      4. warranty

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

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

9-Since many financial institutions have given.....to my company, I must pay some interests to them.

1. loans                                      2. assets                                      3. taxes                                      4. fees

10-Fortunately, the development of this company is a(n).....project which will be completed at the end of this year.

1. quarterly                                      2. spare                                      3. pampered                                      4. ongoing

11-When customers receive unsatisfactory responses from their complaints, they..... to competitors.

1. pursue                                      2. avoid                                      3. defect                                      4. eliminate



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

1. slogan                      2. presence                      3. ratio                      4. loss

13-A sudden rise in the raw materials costs has caused serious .....in our supply.

1. promises                      2. shortfalls                      3. effectiveness                      4. expropriation

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

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

15-.....is the amount of profit made from an investment.

1. Salary                      2. Inflation                      3. Return                      4. Export

16-Today is pretty sunny but there will be intermittent rain here the day after tomorrow.

1. حساس                      2. لطیف                      3. منطقی                      4. متناوب

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

1. نایل آمدن                      2. انجام دادن                      3. منصوب کردن                      4. توسعه دادن

18- Mission is a particular task done by a person or a group.

1. تملک                      2. سرمایه                      3. ماموریت                      4. امتیاز

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

1. سوددهی                      2. فاصله                      3. خرید                      4. بهره وری

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

1. مقابله به مثل                      2. اجرا عملیات                      3. نارضایتی                      4. معاملات