



تعداد سوالات: تستی: ۲۰ تشریحی: ۰

زمان آزمون (دقیقه): تستی: ۵۵ تشریحی: ۰

سری سوال: یک ۱

درس: زبان تخصصی ۳

رشته تحصیلی/کد درس: مدیریت بازرگانی ۱۲۱۲۱۶۹

1-The sole traders are liable for their contracts and any debts incurred in running the business.

1. director                      2. ownership                      3. responsible                      4. solicitor

2- .....is an individual or organization which has bought or acquired a security in a company.

1. Shareholder                      2. Client                      3. Creditor                      4. Consumer

3- .....is the money received by a business as a result of its trading activity.

1. Debt                      2. Retail                      3. Property                      4. Revenue

4-The activities of this company are very diffuse.

1. stable                      2. spread out                      3. feasible                      4. legal

5-The basic function of.....is to protect its contents in transit, in storage and in use.

1. packaging                      2. negotiation                      3. designation                      4. publicity

6-A.....product is a unique product or service designed to a customer's requirement.

1. custom-built                      2. promotional                      3. delicate                      4. mass

7-According to our manager, it is feasible to control the price.

1. reasonable                      2. practicable                      3. commercial                      4. egoistic

8-The .....of our firm to this new technology is not rational.

1. business                      2. option                      3. entity                      4. resistance



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9-This factory will make up the most valuable raw materials in our country.

1. pinpoint                      2. strive                      3. prepare                      4. direct

10-Our products are eventually .....throughout the world.

1. affiliated                      2. distribured                      3. hindered                      4. confereed

11-Maslow's Theory proceeds on the premise that an individual has a variety of needs.

1. moral                      2. status                      3. behavior                      4. idea

12-I have been vested with the power to implement changes in our company.

1. وجودداشتن                      2. اجراکردن                      3. نیازداشتن                      4. مذاکره کردن

13-The manager asked the accounts department about invoices that was not his preserve.

1. وظیفه خاص                      2. فروش خوب                      3. بخش تجاری                      4. سلسله مراتب

14-Advertising creates the interest, but personal selling clinches the deal.The verb "clinch" means.....

1. رهاکردن                      2. تبادل نظرکردن                      3. قطعی کردن                      4. بررسی کردن

15-If employer maintains good relationship with employees, it will culminate in a good result.

1. پخش کردن                      2. یادداشت کردن                      3. منتهی شدن                      4. همکاری کردن

16-Industrial psychology is that branch of psychology which deleves into study of human behaviour in industrial organizations.

1. بررسی کردن                      2. جلوافتادن                      3. تبلیغ کردن                      4. مشاوره کردن



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17- Another important social function by marketing is that it provides employment to millions of people.

1. تفاوت اجتماعی      2. انگیزه اجتماعی      3. هدف اجتماعی      4. کارکرد اجتماعی

18- A marketing manager may seek to attract customers by reliability and quality in the product.

1. قانونمندی      2. اعتبار      3. تعهد      4. بهره وری

19- All managerial works rely on a steady stream of information.

1. با ثبات      2. دوطرفه      3. پیوسته      4. منظم

20- People are the most precious resource of an organization.

1. قبلی      2. مصرفی      3. قطعی      4. با ارزش