

سری سوال: یک ۱

زمان آزمون (دقیقه): تستی: ۹۰ تشریحی: ۰

تعداد سوالات: تستی: ۳۰ تشریحی: ۰

عنوان درس: زبان تخصصی ۲

رشته تحصیلی/کد درس: مدیریت بازرگانی (چندبخشی) ۱۲۱۲۱۷۶

- 1-The distribution of part of the earning of a company to its shareholders is called-----.
1. investment 2. dividened 3. contraction 4. debt
- 2-The food company has many -----shops throughout the western part of Europe.
1. retail 2. sole trader 3. revenue 4. purchase
- 3-The-----is a relationship which subsists between persons carrying on a business in common with a view to profit.
1. stockholder 2. middle man 3. manager 4. partnership
- 4-Two companies have reached a(n) -----to divide the money into equal parts.
1. market 2. negotiate 3. agreement 4. union
- 5-He has taken a 50 % stake in the business.
1. refuse 2. share 3. sell 4. give
- 6-The practice of creating a unique name for a product and giving marketing support to that name is called-----.
1. costing 2. pricing 3. branding 4. advertising
- 7-The two business clinched the deal quickly.
1. comfirmed 2. devoted 3. pressed 4. sold
- 8-The manager -----his employees performance constantly through TV screen.
1. supplies 2. finances 3. monitors 4. gives
- 9-He devoted his efforts to his managerial task.
1. lose 2. sold 3. increased 4. dedicated
- 10-The new director of his company is likely to make major changes in -----.
1. personnel 2. sponsor 3. network 4. pinpoint
- 11-The demonstration is a -----of dissatisfaction among the workers.
1. executive 2. operational 3. symptom 4. orient
- 12-One who specializes in managing the financial accounts of business and industry is called-----.
1. manager 2. accountant 3. buyer 4. investor
- 13-The employers considering ways to increase the -----of the factory.
1. productivity 2. security 3. emotion 4. fatigue

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14- There is high -----over price rises for food and utilities like heating and telephone calls.

1. loss 2. gain 3. inflation 4. profit

15- The performance of some workers should be enhanced by giving them extrinsic rewards.

1. related 2. agreed 3. assumed 4. improved

16- The auditors will conduct regular checks on all financial transactions.

1. extend 2. payments 3. taxes 4. gaps

17- The company plans to -----its operation into another countries.

1. extend 2. investigate 3. make 4. store

18- A balance between two situations in order to get an acceptable result is called-----.

1. pay off 2. accountable 3. trade off 4. sole trader

19- The magazine will be published quarterly.

1. monthly 2. weekly
3. yearly 4. four times a year

20- A business activity or project in which two or more companies have invested together is called-----.

1. Joint venture 2. franchise 3. patent 4. life span

21- This company has -----agreements that allow it to use some of computer associates software.

1. license 2. licensee 3. licensing 4. licensor

22- The basic systems and equipment needed for an industry or business to operate successfully or for an activity to happen is called-----.

1. generic product 2. infrastructure 3. augment 4. shortfall

23- They need an advertising -----for the new campaign.

1. slogan 2. host 3. survey 4. on going

24- A group of customers that share similar characteristics, such as age, income, interests and social class is called-----.

1. return 2. horizontal integration
3. mass product 4. market segment

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

1. trait 2. entrant 3. dearth 4. rivalry

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26- Internal auditors can not report to an accounting or financial officer.

1. هیات مدیره 2. حسابرسان 3. سرمایه داران 4. بازرگانان

27- In the past producers ignored the potential 25% added value that could be gained from selling as jewellery .

1. تولید افزوده 2. محدودیت ایجاد شده 3. ارزش افزوده 4. داده پردازی

28- The pay off of this company was not very satisfactory last month.

1. پرداخت 2. سود دهی 3. باز خورد 4. باز دهی

29- There is a high wage level in this industry.

1. دستمزد 2. سهم 3. اوراق بهادار 4. خرده فروش

30- The main function of the middle man is to facilitate the exchange process.

1. معامله 2. فروش 3. واسطه 4. مالکیت