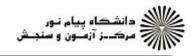
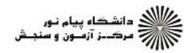
كارشناسي





<b>سری سوال:</b> یک ۱	زمان آزمون (دقیقه): تستی : ۹۰     تشریحی : ۰		تعداد سوالات: تستى: 30 تشريحي			
			عنـــوان درس: زبان تخصصی ۲			
		بازرگانی (چندبخشی ۱۲۱۲۱۷۶	<b>رشته تحصیلی/کد درس:</b> مدیریت			
1-The distribution of part of the earning of a company to its shareholders is called						
1. investment	<sup>2.</sup> dividened	3. contraction	<sup>4.</sup> debt			
2-The food company has manyshops throughout the western part of Europe.						
1. retail	2. sole trader	<sup>3.</sup> revenue	<sup>4.</sup> purchase			
3-Theis a relationship view to profit.	which subsists between p	ersons carrying on a bus	iness in common with a			
<ol> <li>stockholder</li> </ol>	2. middle man	<sup>3.</sup> manager	<sup>4.</sup> partnership			
4-Two companies have reached a(n)to divide the money into equal parts.						
1. market	2. negotiate	3. agreement	<sup>4.</sup> union			
5-He has taken a 50 % stake	e in the business.					
1. refuse	2. share	3. sell	<sup>4.</sup> give			
6-The practice of creating a called	unique name for a produc	ct and giving marketing s	upport to that name is			
1. costing	2. pricing	3. branding	<sup>4.</sup> advertising			
7-The two business clinched	<u>l</u> the deal quickly.					
1. comfirmed	2. devoted	<sup>3.</sup> pressed	<sup>4.</sup> sold			
8-The managerhis er	mployees performance co	nstantly through TV scre	en.			
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 co	ompany is likely to make n	najor changes in	<b></b>			
1. personnel	2. sponsor	3. network	<sup>4.</sup> pinpoint			
11-The demonstration is aof dissatisfaction among the workers.						
1. executive	2. operational	3. symptom	<sup>4.</sup> orient			
12-One who specializes in managing the financial accounts of business and industry is called						
1. manager	<sup>2.</sup> accountant	<sup>3.</sup> buyer	<sup>4.</sup> investor			
13-The employers considering		_	4 -			
1. productivity	2. security	3. emotion	<sup>4.</sup> fatigue			

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<b>سری سوال:</b> یک ۱	زمان آزمون (دقيقه) : تستى : ٩٠ تشريحي : ٠		تعداد سوالات: تستى: ٣٠٪ تشريحى: ٠			
			<b>عنــــوان درس:</b> زبان تخصصی ۲			
		زرگانی (چندبخشی ۱۲۱۲۱۷۶	<b>رشته تحصیلی/کد درس:</b> مدیریت با			
14-There is highover price rises for food and utilities like heating and telephone calls.						
1. loss	<sup>2.</sup> gain	<sup>3.</sup> inflation	<sup>4.</sup> profit			
15-The performance of some workers should be enhanced by giving them extrinsic rewards.						
1. related	<sup>2.</sup> agreed	<sup>3.</sup> assumed	<sup>4.</sup> improved			
16-The auditors will conduct regular checks on all financial transactions.						
1. extend	<sup>2.</sup> payments	<sup>3.</sup> taxes	4. gaps			
17-The company plans to	its operation into anot	ther countries.				
1. extend	2. investigate	<sup>3.</sup> make	4. store			
18-A balance between two situations in order to get an acceptable result is called						
1. pay off	<sup>2.</sup> accountable	<sup>3.</sup> trade off	4. sole trader			
19-The magazine will be published <u>quarterly</u> .						
1. monthly		<sup>2.</sup> weekly				
<sup>3.</sup> yearly		<sup>4.</sup> four times a year				
20-A business activity or project in which two or more companies have invested together is called						
1. Joint venture	<sup>2.</sup> franchise	<sup>3.</sup> patent	<sup>4.</sup> life span			
21-This company hasagreements that allow it to use some of computer associates software.						
1. license	<sup>2.</sup> licensee	3. licensing	<sup>4.</sup> 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	<sup>2.</sup> infrastructure	<sup>3.</sup> augment	<sup>4.</sup> shortfall			
23-They need an advertisingfor the new campaign.						
1. slogan	<sup>2.</sup> host	<sup>3.</sup> 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 integrati	on			
3. mass product		4. market segment				
25-This is a critical time for small business ,which faces aof start up financing.						
1. trait	<sup>2.</sup> entrant	<sup>3.</sup> dearth	<sup>4.</sup> rivalry			



17:40

كارشناسي



سری سوال: یک ۱	زمان آزمون (دقیقه) : تستی : ۹۰ تشریحی : ۰		تعداد سوالات: تستى : ٣٠ تشريحى: ٠				
			عنسوان درس: زبان تخصصی ۲				
		گانی (چندبخشی )۱۲۱۲۱۷۶ 	رشته تحصیلی/کد درس: مدیریت بازر <sup>*</sup>				
26-Internal <u>auditors</u> can not	26-Internal <u>auditors</u> can not report to an accounting or financial officer.						
هیات مدیره	حسابرسان 2.	سرمایه داران 3.	بازرگانان <sup>.4</sup>				
27-In the past producers ignored the potential 25% <u>added value</u> that could be gained from selling as jewellery.							
<b>1.</b> تولید افزوده	محدودیت ایجاد شده 2.	ارزش افزوده   3.	داده پردازی 4.				
28-The pay off of this company was not very satisfactory last month.							
<b>1.</b> پرداخت	2. سود ده <i>ي</i>	باز خورد  .3	باز ده <i>ی</i> 4.				
29-There is a high wage leve	el in this industry.						
<b>1.</b> المتمزد	2. موس	اوراق بهادار 3.	خرده فروش   .4				
30-The main function of the	middle man is to facilita	te the exchange proces	SS.				
معامله	2. فروش	واسطه 3.	مالكيت 4.				