

سری سوال : یک ۱

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

تعداد سوالات : تستی : ۲۰ تشریحی : ۰

عنوان درس : زبان تخصصی ۳

رشته تحصیلی / کد درس : مدیریت بازرگانی ۱۲۱۲۱۶۹

1-He has a great stake in the international business. The word " stake " means .....

- |                          |                 |
|--------------------------|-----------------|
| 1. عملیات بانکی          | 2. موافقت اصولی |
| 3. مبلغ سرمایه گذاری شده | 4. موجودی شرکت  |

2-The manager gave his speech on the efficiency of the union. The word " Efficiency " means .....

- |           |              |           |           |
|-----------|--------------|-----------|-----------|
| 1. کارایی | 2. بازاریابی | 3. خط مشی | 4. مالکیت |
|-----------|--------------|-----------|-----------|

3-Many people have a rational resistance to change. " Resistance " means .....

- |           |           |           |           |
|-----------|-----------|-----------|-----------|
| 1. فعالیت | 2. آمادگی | 3. مقاومت | 4. ناراضی |
|-----------|-----------|-----------|-----------|

4-there is a high wage level in this industry."wage"means in persian.....

- |         |         |           |         |
|---------|---------|-----------|---------|
| 1. تسلط | 2. رفاه | 3. دستمزد | 4. دوره |
|---------|---------|-----------|---------|

5-Mechanisms involved in moving goods or services from the point of production to the point of consumption is called .....

- |             |               |                 |                 |
|-------------|---------------|-----------------|-----------------|
| 1. warranty | 2. investment | 3. distribution | 4. contribution |
|-------------|---------------|-----------------|-----------------|

6-The government decides to levy a higher tax on import products. The word " Levy" means .....

- |                                     |                             |
|-------------------------------------|-----------------------------|
| 1. demand and collect officially    | 2. give money for a company |
| 3. to confirm or settle sth finally | 4. think deeply about       |

7-A relationship which .....between persons to carry on a business together is called a partnership .

- |             |              |           |             |
|-------------|--------------|-----------|-------------|
| 1. exploits | 2. surpasses | 3. incurs | 4. subsists |
|-------------|--------------|-----------|-------------|

8-The manager said he would be .....for any damage caused during the transportation.

- |               |           |             |             |
|---------------|-----------|-------------|-------------|
| 1. reasonable | 2. liable | 3. feasible | 4. unstable |
|---------------|-----------|-------------|-------------|

9-He is the representative of all the workers in this factory. The word " Representative" has the closest meaning to .....

- |          |             |              |             |
|----------|-------------|--------------|-------------|
| 1. agent | 2. customer | 3. character | 4. employee |
|----------|-------------|--------------|-------------|

10-Human beings have relatively few needs, but can generate an enormous number of .....

- |          |            |              |          |
|----------|------------|--------------|----------|
| 1. sales | 2. efforts | 3. relations | 4. wants |
|----------|------------|--------------|----------|

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11-Government .....that people must decrease the consumption of water.

1. achieved                      2. announced                      3. adapted                      4. culminated

12-Application forms vary greatly in layout and length.The word " Layout" means .....

1. operation                      2. development                      3. arrangement                      4. symptom

13-The .....of water , oil, and electricity have gone up.

1. decision                      2. consumption                      3. method                      4. communication

14-The manager treats his .....well, but expect them to work hard.

1. relations                      2. efforts                      3. concepts                      4. subordinate

15-A fixed .....of the fund is invested in their firms.

1. proportion                      2. observation                      3. organization                      4. information

16-.....is defined as the process by which people attempt to share meanings via the transmission of symbolic messages.

1. Management                      2. Communication                      3. Designing                      4. Association

17-At the beginning of the year, workers are .....with a list of things they are expected to need.

1. fulfilled                      2. elected                      3. supplied                      4. prevented

18-The industry is heavily .....towards export markets.

1. operational                      2. oriented                      3. forced                      4. mutual

19-Implementing the MIS means .....

1. pinpointing the types of data needed to make decisions  
2. analyzing of the kinds of decisions that managers make in a particular organization  
3. determining the ultimate process or failure of the system  
4. putting the planned for and designed MIS into operation

20-maslow was the.....in contributing a systematic concept of need hierarchy in motivation.

1. creditor                      2. accountant                      3. shareholder                      4. pioneer