

تعداد سوالات: تستی: ۳۰ تشریحی: ۵
زمان آزمون (دقیقه): تستی: ۴۵ تشریحی: ۴۰

پیام نور
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نام درس: زبان تخصصی ۴
رشته تحصیلی / کد درس: مدیریت بازرگانی - ۱۲۱۲۱۶۷

مجاز است.

استفاده از:

کد سری سؤال: یک (۱)

امام خمینی^(ره): این محرم و صفر است که اسلام را زنده نگه داشته است.

Choose the best answers (a, b, c and d) and mark them on your answer sheet.

1. I.....that you knew each other because you went to the same school.
a. intended b. assumed c. ventured d. pursued
2. The government has acted swiftly on several fronts to tighten security. "fronts" means.....
a. areas b. gaps c. records d. attachments
3. These employees will not enhance the organization's reputation. "Enhance" means.....
a. encompass b. remain c. improve d. hide
4. Communication, technology andhave a vital role in international management.
a. labor b. possession c. auditing d. transportation
5. The manager is currently pursuing several lines of inquiry into the case. "pursuing" means.....
a. defecting b. adjusting c. considering d. avoiding
6. Rain is expected toto all parts of the country by this evening.
a. extend b. outperform c. reveal d. anticipate
7. Tax.....means following many detailed and specific rules of taxing authorities.
a. infrastructure b. convenience c. constraint d. compliance
8. A(n).....is an official document that states certain facts are true.
a. payment b. certificate c. alliance d. project
9. Accountants who offer their professional services to customers for a, are said to be in public accounting.
a. fee b. loss c. warranty d. patent
10. We had one or two difficulties along the way that we didn't.....
a. anticipating b. anticipates c. anticipated d. anticipate
11. The responsibility that determines profitability for revenue-versus cost trade-off is given to.....
a. managers b. customers
c. decision makers d. profit centre

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12. He didn't want to be associated with the project, and left." Associated" means..... .
a. connected b. pursued c. frustrated d. clamped
13. The amount of money coming into and going out of a company is called..... .
a. loss b. cash flow c. inflation d. shortfalls
14. He will have to keep to a business plan with strict month-by-month.....projections.
a. consummated b. dearth c. capital d. cash flow
15. Our fast food business has expanded all over the world through the sale of..... .
a. validity b. market segments c. licensor d. franchises
16. The full license enables theto sell drugs for consumption either on or off the premises
a. licensing b. licensee c. licensor d. concession
17. One of themethods is to start up or to take total ownership and control of another company.
a. direct investment b. joint venture
c. exporting d. importing
18. International marketing differs from domestic marketing mainly in that, it involves different.....and take environment.
a. macro b. micro c. cumulative d. attainable
19. The car is less than a year old, and therefore still under..... .
a. transportation b. delivery c. prowess d. guarantee
20. We now expect serious.....in the company's profits because of the sudden rise in the cost of materials.
a. vitality b. presence c. shortfalls d. payment
21. There is a whole host of reasons why he didn't get the job. Host means:
a. large number b. small number c. ratio d. valuable
22. No retail.....exists to channel these new products to the customers.
a. threat b. infrastructure
c. defection d. sphere

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کد سری سؤال: یک (۱)

Translation:

ترجمه:

1. System design accountants are charged with specifying the procedures for how an accounting system should be operated, for implementing these procedures, and for investigating new means of processing the mass of accounting data. (1/5 points)
2. Profit centers give those decision makers (who are closest to customers), the responsibility for the revenue- versus- cost trade- offs that determine profitability. (1 point)
3. Standardizing a marketing mix worldwide is less costly than adapting to local markets, with savings in product development, production, advertising and distribution. (1/5 points)
4. Quality that falls below customer needs and usage will not meet customer's expectations. (1 point)
5. Substitutes limit the potential return in an industry by placing a ceiling on the prices that firms in the industry can profitably charge. (1/5 points)