

تعداد سوالات: تستی: ۳۰ تشریحی: ۵

زمان آزمون (دقیقه): تستی: ۴۵ تشریحی: ۴۰

پیام نور
دانشجویان
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نام درس: زبان تخصصی ۳

رشته تحصیلی / کد درس: مدیریت بازرگانی (۱۲۱۲۱۶۹)

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 answer (a, b, c or d) and mark it on your answer sheet.

1. Moving goods or services from the point of production to the point of consumption is called

- a. distribution b. enterprise c. protection d. consumer

2. He declared that he was not for his wife's debts.

- a. judicial b. forceful c. sympathetic d. liable

3. The four countries have signed ain which they have agreed to work together.

- a. warranty b. memorandum c. share d. strategy

4. Among his many, his loyalty, courage and truthfulness are my favourite features.

- a. virtues b. requirements c. issues d. preserves

5. The skill of selling rather than the needs of the buyer is the dominant concept of

- a. product orientation b. sales orientation
c. production orientation d. market orientation

6. They have broken the on the worker's rights.

- a. layout b. ladder c. agreement d. association

7. Direct light is better for reading than light.

- a. delicate b. intermediary c. unstable d. diffuse

8. Theof a new machine can be hard to learn.

- a. operation b. flair c. status d. entity

9. I couldn't be there, so I sent an electedof the people.

- a. proponent b. representative c. professional d. creditor

10. Therole for a production manager is when he deals with the discussion about quality problem or a minor design.

- a. organizational b. leadership
c. marketing d. evaluative

11. He details the costs expensesby him in attending the meeting.

- a. incurred b. created c. expected d. produced

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12. The film was highly praised, but was not a(n)..... success.
a. legal b. commercial c. reasonable d. emotional
13. Several suggestions have been offered forby the top manager.
a. esteem b. vision c. conviction d. adoption
14. Be careful with those glasses, they're very
a. delicate b. complicated c. overwhelming d. vivid
15. A good textbook should present a(n).....description of terms.
a. mutual b. unstable c. vivid d. industrial
16. Price is important because it is the only element of the mix which produces..... .
a. scale b. revenue c. resource d. retail
17. Radio is an important means of
a. participation b. environment
c. compromise d. communication
18. The governmentfree books to schools, so all of the students are happy.
a. exploits b. hampers c. supplies d. monitors
19. It's simply not economicallyto stage such a lavish production.
a. feasible b. broad c. eminent d. sequential
20. There are many complicated.....for communicating successfully among the workers and managers.
a. impediments b. subordinates c. goals d. qualities
21. The radar enables us toaccuracy and locate the target.
a. strive b. make up c. intervene d. pinpoint
22. Our manager showed a rationalto change.
a. contribution b. proposition c. resistance d. consumption
23. The MIS is a (n)established within an organization to provide managers with information that will assist them in decision making.
a. operation b. network c. category d. approach
24. An analysis of the types of the actual decision making of managers related to thethe MIs.
a. planning for b. implementing of c. designing d. operating

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25. Her arguments with the manager.....in her deciding to change her job.

- a. culminated b. subsisted c. surpassed d. inspired

26. Relations between the superpowers have sharply in recent years.

- a. devoted b. oriented c. stimulated d. deteriorated

27. The search wasby bad weather conditions.

- a. supplied b. evolved c. hampered d. prescribed

28. The police haveall the suspects, so only one now remains.

- a. impressed b. eliminated c. induced d. contemplated

29. The group has good.....with several organizations abroad.

- a. succession b. emotions c. ownership d. affiliations

30. Physiological needs have priority over the other needs according to Maslow's need.....

- a. Hierarchy b. Statement c. Resource d. Prestige

Translation:

1. The phenomenon of accidents makes it imperative for every establishment to have an individual or machinery or unit or committee to constantly devise ways and means, take measures for prevention of accidents and to ensure implementation of safety measures. (2points)

2. How quickly and accurately managers receive information about what is going right and what is going wrong largely determines how effective control system will be.(1point)

3. The formal channels of communication cover an ever-widening distance as organizations develop and grow. (1point)

4. If a manufacturer's product cannot be differentiated from that of his competitors, he may have to take recourse to price competition in order to attain the targeted sales volume or market share. (1/25points)

5. Productivity objective may not be consistent with the objective of maintaining industrial peace, as management attempts toward cutting costs through modernization and rationalization may be resisted by the unions. (1/25points)