

نام درس : زبان تخصصی ۴

رشته تحصیلی/ کد درس: مدیریت بازرگانی (۱۶۷-۱۲-۱۲)

آزمون: نیمسال دوم ۸۹-۹۰

تعداد سوالات : تستی: ۳۰ تشریحی: ۵

زمان آزمون (دقیقه): تستی: ۵۵ تشریحی: ۲۰

کد سری سوال: یک - ۱

پیام نور  
دانشجویان  
پایگاه خبری  
PNUNA.COM  
PNU News Agency



1. The government,s record has been the least impressive on the employment-----  
 a. front  
 b. creteria  
 c. mission  
 d. merger
2. Parsian bank is a -----of Iran –Khodro industrial company.  
 a. plant  
 b. subsidiary  
 c. stand  
 d. tariff
3. The effects of the inflation have been exacerbated by a history of economical problems.  
 “Exacerbate” means.....  
 a. to make a situation worse  
 b. to improve the quality of something  
 c. to reach a particular level  
 d. to accept without question
4. The manager is currently **pursuing** several lines of inquiry into the case. "Pursuing" means-----  
 -----  
 a. considering  
 b. limiting  
 c. according  
 d. dividing
5. There is a -----on the cigarette packet that says: Tobacco seriously damages healthy.  
 a. inevitably  
 b. arena  
 c. warning  
 d. instability
6. The company can not afford the -----that some supermarkets charge food manufacturers for shelf space.  
 a. service  
 b. budgeting  
 c. fees  
 d. comply

نام درس : زبان تخصصی ۴

رشته تحصیلی/ کد درس: مدیریت بازرگانی (۱۶۷\_۱۲\_۱۲)

آزمون: نیمسال دوم ۸۹-۹۰

تعداد سوالات : تستی: ۳۰ تشریحی: ۵  
 زمان آزمون (دقیقه): تستی: ۵۵ تشریحی: ۲۰  
 کد سری سوال: یک - ۱

پیام نور  
 دانشگاه پیام نور  
 پایگاه خبری  
**PNUNA.COM**  
 PNU News Agency



7. She learned through the process of step by step instruction on how to fill out a -----.

- a. computer
- b. compliance
- c. Tax return
- d. soft ware

8. The -----between rich and poor is still widening.

- a. extend
- b. gap
- c. Transaction
- d. distinction

9. In many countries the family unit is still the -----of society.

- a. cornerstone
- b. certificate
- c. ledger
- d. revenue

10. These reports must be prepared according to,or in-----with, the particular government agency,s regulations.

- a. compliance
- b. management
- c. information
- d. public

11. This business was started with a -----of three million.

- a. income
- b. capital
- c. gap
- d. data

12. Authority to make financial decisions has been -----to a special committee.

- a. delegated
- b. accounted
- c. generated
- d. flowed

تعداد سوالات : تستی: ۳۰ تشریحی: ۵  
زمان آزمون (دقیقه): تستی: ۵۵ تشریحی: ۲۰  
کد سری سوال: یک - ۱

پیام نور  
دانشجویان  
پایگاه خبری  
PNUNA.COM  
PNU News Agency

نام درس : زبان تخصصی ۴  
رشته تحصیلی/ کد درس: مدیریت بازرگانی (۱۶۷\_۱۲\_۱۲)  
آزمون: نیمسال دوم ۸۹-۹۰



13. There is a -----between doing the job accurately and doing it quickly.
- project
  - pay off
  - trade off
  - detail
14. Europe will be the main -----for rising South African coal exports.
- media
  - Target
  - payment
  - failure
15. Her face **tightened** with fear when the manager came in accidentally. "Tightened" means-----
- delegated
  - amounts
  - fixed
  - gave
16. An arrangement in which a company gives a business the right to sell its goods or services in return for a fee is called-----.
- commitment
  - investment
  - Franchise
  - venture
17. A person who has official permission to do something ,especially To sell drugs is called-----
- .
- licensee
  - patent
  - borrower
  - labour
18. It is impossible to get through the -----of bureaucracy.
- up grade
  - imbalance
  - stake
  - maze

تعداد سوالات : تستی: ۳۰ تشریحی: ۵  
زمان آزمون (دقیقه): تستی: ۵۵ تشریحی: ۲۰  
کد سری سوال: یک - ۱

پیام نور  
دانشجویان  
پایگاه خبری  
PNUNA.COM  
PNU News Agency

نام درس : زبان تخصصی ۴  
رشته تحصیلی/ کد درس: مدیریت بازرگانی(۱۶۷\_۱۲\_۱۲)  
آزمون: نیمسال دوم ۸۹-۹۰



19. ....is purchasing products made in another country and bringing them into the organizations home country.
- Budgeting
  - Importing
  - Manufacturing
  - Investing
20. A -----is an arrangement in which two or more organizations cooperatively develop ,produce,or sell goods or services.
- Joint venture
  - exporting
  - licensing
  - concession
21. They tried to retain customers who might -----to a credit card with a lower interest rate.
- defect
  - survey
  - boarding
  - attribute
22. A formal written promise to repair or replace a product if it has a fault within a specific period of time after you buy it is called----- .
- delivery
  - guarantee
  - stock
  - statement
23. Lack of investment in this company has caused serious -----in the raw materials supply.
- augments
  - hosts
  - shortfalls
  - ratio
24. All children should bring a **spare** set of clothes in case they get wet. "Spare" means-----
- achieve
  - ongoing
  - extra
  - amount

نام درس : زبان تخصصی ۴

رشته تحصیلی/ کد درس: مدیریت بازرگانی (۱۶۷\_۱۲\_۱۲)

آزمون: نیمسال دوم ۸۹-۹۰

تعداد سوالات : تستی: ۳۰ تشریحی: ۵

زمان آزمون (دقیقه): تستی: ۵۵ تشریحی: ۲۰

کد سری سوال: یک - ۱

پیام نور  
دانشجویان  
پایگاه خبری  
**PNUNA.COM**  
PNU News Agency



25. Once the goals ,plans and infrastructure have been established The next step is to measure customer-----.
- satisfaction
  - performance
  - happiness
  - income
26. The coal industry here is suffering from a lack of modern equipment and needs huge amounts of capital -----.
- owners
  - integration
  - investment
  - measures
27. Products that produced in high volumes are called-----.
- profit
  - segment
  - mass
  - market
28. A person who becomes a member of group or organization is called-----.
- dearth
  - entrant
  - chief
  - manager
29. A particular characteristic that can produce a particular type of behavior is called-----.
- traits
  - threats
  - discontents
  - markets
30. Porter suggests that three generic strategies should be considered , overall cost leadership ,differentiation, and -----.
- influence
  - focus
  - frame work
  - leadership

نام درس : زبان تخصصی ۴

رشته تحصیلی/ کد درس: مدیریت بازرگانی (۱۶۷\_۱۲\_۱۲)

آزمون: نیمسال دوم ۸۹-۹۰

تعداد سوالات : تستی: ۳۰ تشریحی: ۵

زمان آزمون (دقیقه): تستی: ۵۵ تشریحی: ۲۰

کد سری سوال: یک - ۱

 پیام نور  
دانشجویان  
پایگاه خبری  
**PNUNA.COM**  
PNU News Agency


متن های زیر را به فارسی ترجمه کنید. (بارم هر سوال ۱ نمره)

1. A joint venture is a partnership formed between two companies for the purpose of pursuing some mutually desirable business venture.
2. Cost accounting involves gathering accounting information For the purpose of planning and controlling activities and to determine the cost of a product or service.
- 3 .The control function requires managers to establish appropriate performance standards, compare actual Performance with the predetermined standards, and remedy Problem areas.
4. Firms can move into the global business market through a range of activities that reflect an increasing level of ownership, financial commitment and risk.
- 5 .Distributive bargaining takes place when differences in values and goals of individuals or group are apparent.

WWW.PNUNA.COM