

تعداد سوالات : تستی: ۳۰ تشریحی: ۰
زمان آزمون (دقیقه): تستی: ۶۰ تشریحی:
کد سری سوال: یک - ۱

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آزمون: نیمسال دوم ۸۹-۹۰

1. Mechanisms involved in moving goods or services from the point of production to the point of consumption is called
a. profession
b. indication
c. distribution
d. cooperation
2. The distribution of part of the earning of a company to its shareholders is called ...
a. investment
b. liable
c. enterprise
d. dividend
3. The company ... the manager for some action which caused damages on the products.
a. followed
b. praised
c. sued
d. approved
4. They encouraged employees to ... share in the firm.
a. sale
b. sell
c. give
d. purchase
5. The only thing that distinguishes a non-business organization from a business organization is
a. making a profit
b. employing staff
c. working in collaboration
d. providing goods
6. Two companies have reached a(n) ... to divide the money into equal parts.
a. market
b. agreement
c. operation
d. behavior

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7. He's hoping for a career in ... or public relations.
 - a. selling
 - b. pricing
 - c. marketing
 - d. planning
8. The land and buildings owned by someone specially by a company are called
 - a. shares
 - b. unions
 - c. stakes
 - d. premises
9. The manager will have to ask the accounts department about invoices that's not his
 - a. supply
 - b. need
 - c. focus
 - d. preserve
10. Production efficiency, distribution and cost are concentrated in in order to attract customer attention.
 - a. sales orientation
 - b. production orientation
 - c. market orientation
 - d. corporate planning
11. The two business clinched the deal quickly.
 - a. adopted
 - b. geared
 - c. confirmed
 - d. designated
12. There is some in the rate of economic growth in our country.
 - a. communication
 - b. transmission
 - c. acceleration
 - d. subordination

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13. Such goods are presented withoutnever they can affect the good prices.

- a. intermediary
- b. trading
- c. promotion
- d. publicity

14. A person or business that gives money for somebody's training is called

- a. worker
- b. operator
- c. sponsor
- d. manager

15. Something is wrong with our plan but we have not....the trouble yet.

- a. pinpointed
- b. distributed
- c. oriented
- d. directed

16. There is high...over price rises for food and utilities like heating and telephone calls.

- a. acquisition
- b. restriction
- c. mission
- d. inflation

17. The UN has clamped economic sanctions on the country.

- a. prevented
- b. enhanced
- c. suppressed
- d. canceled

18. The potential loss of control over ownership or benefits enterprise due to action taken by a foreign government refers to...risk.

- a. economical
- b. cultural
- c. environment
- d. political

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19. Applicants for government posts are always investigated.
a. examined
b. rejected
c. refused
d. accepted
20. The purchase and sales of goods and services are called...
a. careers
b. functions
c. transactions
d. regulations
21. Authority to make financial decisions has been delegated to a special committee.
a. enhanced
b. given
c. taken
d. surveyed
22. It is always better to...a problem before it arises than to search for a solution afterwards.
a. show
b. anticipate
c. make
d. generate
23. Short- term and long - term decisions are made by...
a. responsibility centers
b. decision makers
c. lower&middle level managers
d. top managers
24. A company that owns other companies is called...
a. parent company
b. affiliated company
c. subsidiary company
d. private company
25. He find it convenient to be able to do his banking by phone.” convenient”means.....
a. difficult
b. global
c. suitable
d. local

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26. The company's ...of current assets to current liabilities is 5 to 1.

- a. attribute
- b. shortfall
- c. ratio
- d. host

27. He ...his income by writing many articles for the newspapers.

- a. surveyed
- b. investigated
- c. avoided
- d. augmented

28. The extra features that give desirable benefits, special services and enhance the generic product refer to...

- a. Generic product
- b. added value
- c. distinctive feelings
- d. special field

29. A company has...when it obtains control of its competitors.

- a. backward integration
- b. horizontal integration
- c. forward integration
- d. mass product

30. The type of competition in which firms try to take customers from one another is called ...

- a. rivalry
- b. bargaining
- c. substituting
- d. profitability