



**: صفحه 1 از 3 =** 

زمان آزمون (دقیقه): تستی: ۷۵ تشریحی: ۰

تعداد سوالات: تستى: 30 تشريحي: ٠

عنــوان درس: زبان تخصصی ۲

1010/1010493

رشته تحصیلی/کد درس: مدیریت بازرگانی (چندبخشی ۱۲۱۲۱۷۶

1-You mustthe rules of international import and export laws.						
1. associate	<sup>2.</sup> obey	3. impose	<sup>4.</sup> accuse			
2-I like to work by myself within a clearly definedof responsibility. The range of responsibility must be clearly defined.						
1. front	2. warning	3. presence	<sup>4.</sup> sphere			
3is a book in which items are regularly recorded, esp, business activities and money received or paid.						
1. Ledger	2. Transaction	3. Certificate	<sup>4.</sup> Tax return			
4-Corporations mustwith the requirements of the state, local and foreign tax laws.						
1. complain	<sup>2.</sup> clamp	<sup>3.</sup> comply	<sup>4.</sup> extend			
5-As their financial institut	ion has givento	o me, I must pay some inte	erests to them. I have			
borrowed some money a	few times from them.					
1. assets	2. loans	3. taxes	<sup>4.</sup> fees			
6- A written statement of money paid for goods or services is called						
1. cash	<sup>2.</sup> capital	<sup>3.</sup> price	<sup>4.</sup> account			
7-He canand ope	erate your computer system	m.				
1. <sub>tighten</sub>	<sup>2.</sup> anticipate	3. gravel	4. install			
8-One of the international supplies forms, in which the licensor supplies a complete package of goods, services and materials, in return for some benefit, is called						
1. franchising	<sup>2.</sup> tightening	3. upgrading	4. warning			
9-A product that is sold under the general name for a type of peoduct, rather than a brand name is calledproduct.						
1. critical	<sup>2.</sup> generic	3. cumulative	<sup>4.</sup> global			
10-Theof current assets to current liabilities in our company is 2 to 1.						
1. focus	<sup>2.</sup> target	3. ratio	4. labor			
11-Theof new entrants is among the competitive forces. They think something unpleasant will happen, unless a particular action is followed.						
1. threat	2. trait	<sup>3.</sup> defection	<sup>4.</sup> inflation			
12-The key tois obtaining a differential advantage that is readily perceived by the customer.						
1. mass product	2. transaction	3. differentiation	<sup>4.</sup> infrastructure			

= نیمسال دوم ۹۱-۱۳۹۰ =





**زمان آزمون (دقیقه): تستی: ۷۵** تشریحی: ۰

تعداد سوالات: تستى: ٣٠ تشريحي: ٠

عنــوان درس: زبان تخصصی ۲

PNO News Agency			یت بازر کانی (چندبخشی ۱۴۱۴۱۷۶ 	ر سنه تحصیلی / قد در س: مدیر <u>.                                     </u>		
13-We try to involve in less competitive situation in order to enhance our profits. 'Enhance' means						
1. improve		clamp	<sup>3.</sup> decline	4. reduce		
14-We decided to <u>pursue</u> international business activities so as to achieve more objectives. 'Pursue' means						
1. hit		suppress	<sup>3.</sup> continue	<sup>4.</sup> assume		
15-Accountants enable the classifying process to work <u>smoothly</u> by designing the forms that record business activities. 'Smoothly' means						
1. slowly	2.	simultaneously	<sup>3.</sup> regularly	<sup>4.</sup> inevitably		
16-A partnership is a relationship which <u>subsists</u> between persons carrying on a business. 'Subsists' means						
1. exists	2.	confines	3. culminates	4. impedes		
17-You should ask the accounts department about this bill as your special preserve. 'Preserve' means						
1. negotiation	2.	activity	<sup>3.</sup> contract	4. ownership		
18-From the way he spoke, we can realize his conviction about value of these products. 'Conviction'						
means 1. designation	.j 2.	communication	<sup>3.</sup> share	4. belief		
19-Industrial psychology determines the human factors which hinder work from being done efficiently. 'Hinder' means						
1. raise	0)		<sup>3.</sup> accelerate	4. increase		
20-I <u>monitor</u> my employees' performance through a modern TV screen. 'Monitor' means						
1. clinch	2.	observe	<sup>3.</sup> contemplate	<sup>4.</sup> endow		
21-You have a great our business.	tin o	ur international busines	ss. You have more than 30	per cent share in		
1. inference	2.	negotiation	<sup>3.</sup> option	<sup>4.</sup> stake		
22-I paid a considerable amount of money for buying a new factory. Itswas very high.						
1. share	2.	partnership	<sup>3.</sup> price	4. contract		
23-It is better to report the news of your products in the press and other media by						
1. publicity	2.	branding	<sup>3.</sup> pricing	4. dealing		

1010/1010493 = نيمسال دوم ٩١-١٣٩٠ =

**= صفحه ۲ از 3 =** 





زمان آزمون (دقیقه): تستی: ۷۵ تشریحی: ۰

تعداد سوالات: تستى: ٥٠٠ تشريحى: ٠

PNUNA.COM PNU News Agency	<u></u>	ی (چندبخشی )۱۲۱۲۱۷۶	<b>عنـــوان درس:</b> زبان تخصصی ۲ <b>ِشته تحصیلی/کد درس:</b> مدیریت بازرگان			
24-It has shown that proper selection of employees through scientific and vocational tests can add to the productivity. 'Vocational' means						
تخيلي 1.	2. علمي	حرفه ای 3۰	4. <sub>هنری</sub>			
25-We make up the most <u>raw materials</u> in the country. 'Raw materials' means						
مطالب مفید	مواد خام 2.	مواد زاید 3.	نیروهای مازاد .4			
26-Productivity objectives 'Peace' means	-	with the objectives of ma	nintaining industrial <u>peace</u> .			
سرعت 1.	2. <sub>رقابت</sub>	ميزان 3.	آرامش 4۰			
27-Most managers are, ho	owever deficient in the a	rt of <u>human relations</u> . 'H	uman relations'			
means انسان خلاق	روابط انسانی 2۰	كاركنان ماهر 3.	تعهدات موجود 4.			
28-The management infor and control. 'Planning'	<del>_</del>	ning indispensable for <u>pla</u>	anning, decision-making			
استقلال <b>1.</b>	اجتناب ناپذیری 2۰	3. نظ <sub>ار</sub> ت	برنامه ریزی 4.			
29-A marketing manager	may put his major trust	in non-price competition	•			
<b>م</b> مکاری <b>1.</b>	2. طرح	معامله 3.	اعتماد 4.			
30-In an organization's ex unwidely. 'Diversity' m	· · · · · · · · · · · · · · · · · · ·	ducts make servicing by	functional departments too			
چ چ چ پ پ	یکسانی 2۰	انتقال 3.	محدودیت 4.			
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