

1- An approach to the study of consumer behavior that emphasizes psychological limitations and complications that potentially interfere with rational decision making is called.....

- |                        |                      |
|------------------------|----------------------|
| 1. normative economic  | 2. positive economic |
| 3. behavioral economic | 4. microeconomic     |

2- A key behavioral implication of the ..... assumption is that people should use so-called rules of thumb .

- |                          |                        |
|--------------------------|------------------------|
| 1. unbounded rationality | 2. bounded rationality |
| 3. microeconomic         | 4. macroeconomic       |

3- Which one does not belong to macroeconomic?

- |                 |                    |
|-----------------|--------------------|
| 1. inflation    | 2. business cycles |
| 3. unemployment | 4. industries      |

4- Which one does not belong to the basic categories of resources?

- |          |             |            |         |
|----------|-------------|------------|---------|
| 1. labor | 2. training | 3. capital | 4. land |
|----------|-------------|------------|---------|

5- What is the meaning of "trade-off" in the following sentence?

When you think of any alternative , you are thinking of trade-offs.

- |         |             |                 |                |
|---------|-------------|-----------------|----------------|
| 1. deal | 2. scarcity | 3. satisfaction | 4. fulfillment |
|---------|-------------|-----------------|----------------|

6- The component of human resources that performs the functions of organizing ,managing and assembling the other factors of production to create and operate business ventures is called.....

- |                     |                  |
|---------------------|------------------|
| 1. physical capital | 2. human capital |
| 3. entrepreneurship | 4. labor         |

7- Something which may cause consumer to want to purchase more of everything today's prices is called.....of a rise in income.

- |                  |                |               |                |
|------------------|----------------|---------------|----------------|
| 1. nominal value | 2. substitutes | 3. complement | 4. expectation |
|------------------|----------------|---------------|----------------|

8- What is the meaning of "goes up " in the following sentence?

When the price of a good goes up , people buy less of it .

- |            |           |             |             |
|------------|-----------|-------------|-------------|
| 1. decline | 2. reduce | 3. increase | 4. enlargen |
|------------|-----------|-------------|-------------|

9- In a pure market system , competition generate economic ..... only when individuals know and must bear the true opportunity cost of their action.

- |               |                |            |                |
|---------------|----------------|------------|----------------|
| 1. efficiency | 2. externality | 3. finance | 4. competition |
|---------------|----------------|------------|----------------|

10-The principle of .....does not apply to public goods which can be consumed jointly by many individuals simultaneously.

- |                               |                      |
|-------------------------------|----------------------|
| 1. government -sponsored good | 2. subsidize         |
| 3. redistribution             | 4. rival consumption |

11-What is the meaning of " commencement" in the following sentence?  
Department must reduce their spending before new term commencement.

- |              |                    |
|--------------|--------------------|
| 1. goods     | 2. season          |
| 3. beginning | 4. amount of money |

12-In our country the government .....education.

- |             |               |             |             |
|-------------|---------------|-------------|-------------|
| 1. inhibits | 2. subsidizes | 3. provides | 4. sponsors |
|-------------|---------------|-------------|-------------|

13-The inflation rate that we believe will occur; when it does , we are in a situation of fully .....

- |                            |                          |
|----------------------------|--------------------------|
| 1. unanticipated inflation | 2. anticipated inflation |
| 3. restriction             | 4. interest rate         |

14-Unemployment due to fact that workers must search for appropriate job offers . This takes time , and so they remain temporary unemployed. This is called.....

- |                          |                            |
|--------------------------|----------------------------|
| 1. cyclical unemployment | 2. frictional unemployment |
| 3. seasonal unemployment | 4. structural unemployment |

15-What is the meaning of "fired " in the following sentence?

Psychological researchers believe that being fired creates as much stress as the death of a close friend.

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|-----------------------|--------------------|
| 1. obligated to job   | 2. responsible     |
| 3. dismiss from a job | 4. remain to a job |

16-An individual who used to work full-time but left the labor force and has now reentered it looking for a job is called.....

- |                |              |               |              |
|----------------|--------------|---------------|--------------|
| 1. new entrant | 2. job loser | 3. job leaver | 4. reentrant |
|----------------|--------------|---------------|--------------|

17-Unemployment resulting from a poor match of workers 'abilities and skills with current requirements of employers is called.....

- |                            |                          |
|----------------------------|--------------------------|
| 1. structural unemployment | 2. seasonal unemployment |
| 3. frictional unemployment | 4. cyclical unemployment |

18- Goods used up entirely in the production of final goods is called.....

- |                       |                           |
|-----------------------|---------------------------|
| 1. public goods       | 2. final goods            |
| 3. intermediate goods | 4. gross domestic product |

19- Britain's poor economic .....caused to high rate of unemployment .

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|---------------|-------------|----------------|---------------|
| 1. securities | 2. services | 3. performance | 4. investment |
|---------------|-------------|----------------|---------------|

20- Institutions that transfer funds between ultimate lenders and ultimate borrowers is called.....

- |                             |                           |
|-----------------------------|---------------------------|
| 1. liable departments       | 2. asymmetric information |
| 3. financial intermediaries | 4. transaction deposits   |

21- Money's attribute as the most readily tradable asset is called.....

- |             |         |           |              |
|-------------|---------|-----------|--------------|
| 1. deposits | 2. loan | 3. barter | 4. liquidity |
|-------------|---------|-----------|--------------|

22- The largest component of Iran .....is paper bills.

- |             |             |             |                     |
|-------------|-------------|-------------|---------------------|
| 1. approach | 2. treasury | 3. currency | 4. traveler's check |
|-------------|-------------|-------------|---------------------|

23- An official or formal announcement that has been specially prepared for a particular occasion or situation is called.....

- |                  |         |              |               |
|------------------|---------|--------------|---------------|
| 1. balance sheet | 2. list | 3. statement | 4. withdrawal |
|------------------|---------|--------------|---------------|

24- A recession would reduce government tax .....

- |           |           |           |            |
|-----------|-----------|-----------|------------|
| 1. income | 2. earned | 3. salary | 4. revenue |
|-----------|-----------|-----------|------------|

25- The financial statement designed to show a business entity's financial position -what it owns and what it owes-on a particular date is called.....

- |                            |                    |
|----------------------------|--------------------|
| 1. balance sheet           | 2. money report    |
| 3. total revenue statement | 4. expenses record |

26- The .....is entitled to reasonable return on his money.

- |          |             |             |               |
|----------|-------------|-------------|---------------|
| 1. owner | 2. official | 3. investor | 4. accountant |
|----------|-------------|-------------|---------------|

27- What is the meaning of "stable " in the following sentence?

Oil prices are stable for the first time in year.

- |              |                |        |           |
|--------------|----------------|--------|-----------|
| 1. temporary | 2. unpermanent | 3. low | 4. steady |
|--------------|----------------|--------|-----------|

28- A(n)..... is an economic unit that engage in identifiable business activities.

- |              |              |                    |          |
|--------------|--------------|--------------------|----------|
| 1. principle | 2. inflation | 3. business entity | 4. asset |
|--------------|--------------|--------------------|----------|

29- Management as a subject is dynamic , so the term "profession " or "professional Manager " has got different .....

1. denotation                      2. connotation                      3. coordination                      4. autocratic

30- Advertisement can increase consumer .....for using a production.

1. organizing                      2. prediction                      3. profession                      4. motivation

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