

تعداد سوالات: تستی: ۳۰ تشریحی: ۰

زمان آزمون (دقیقه): تستی: ۶۰ تشریحی: ۰

سری سوال: یک ۱

عنوان درس: زبان تخصصی ۲

رشته تحصیلی/کد درس: مدیریت بازرگانی (چندبخشی) ۱۲۱۲۱۷۶

1-That car is his -----,and nobody can take it without his permission.

1. retail                      2. property                      3. revenue                      4. legality

2-A relationship which subsists between persons to carry on a business together is called a partnership. "subsist" means-----.

1. exist                      2. vest                      3. manage                      4. incur

3-The only thing that distinguishes a non-business organization from a business organization is -----.

1. employing staff                      2. providing goods  
3. working in collaboration                      4. making a profit

4-The range of activities involved in identifying demand for goods or services is called-----.

1. pricing                      2. marketing                      3. operating                      4. managing

5-as the appropriateness of information increases , the value of that information increase. "increase" means.....

1. enhance                      2. decrease                      3. produce                      4. demonstrate

6-A computer firm has appointed him to be in charge of its -----.

1. promotion                      2. negotiation                      3. destination                      4. publicity

7-The two business clinched the deal quickly. "clinch" means-----.

1. confirm                      2. adopt                      3. delicate                      4. require

8-Radio and television are important means of-----.

1. communication                      2. transmission                      3. acceleration                      4. motion

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

1. symptom                      2. executive                      3. distributor                      4. sponsor

10-The industry is heavily -----towards export markets.

1. strive                      2. oriented                      3. proved                      4. organized

11-According to the passage ,the financial and non-financial business information is considered to be integrated with-----.

1. corporation                      2. planning                      3. MIS                      4. profit planning

12-One who specializes in managing the financial accounts of business and industry is called-----.

1. investor                      2. accountant                      3. creditor                      4. auditor

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13-The invention of computer is a -----in the history of mankind.

1. landmark                      2. premise                      3. hinder                      4. inborn

14-Something that is made in one country and brought into another country ,usually in order to be sold there is called-----.

1. income                      2. asset                      3. import                      4. loss

15-Persian bank is a -----of IRAN -Khodro industrial company.

1. subsidiary                      2. mission                      3. abreast                      4. assume

16-The manager is currently pursuing several lines of inquiry into the case.

1. reject                      2. consider                      3. scene                      4. warn

17-The systematic recording of financial and economic transactions and other events is called-----.

1. bookkeeping                      2. budgeting                      3. accounting                      4. doing

18-----auditors can not report to an accounting or financial officer.

1. international                      2. External                      3. Taxation                      4. Internal

19-The amounts of money coming into and going out of a company is called-----.

1. cash flow                      2. budgetary                      3. loan                      4. inventory

20-The magazine will be published quarterly.

1. four times a year                      2. monthly  
3. weekly                      4. yearly

21-A business activity or project in which two or more companies have invested together is called-----.

1. offshore                      2. licensing                      3. joint venture                      4. life span

22-Tariffs ,Taxes ,-----and payment arrangements are made export process complex and expensive.

1. brochure                      2. production                      3. transportation                      4. investment

23-All children should bring a spare set of clothes in case they get wet.

1. scale                      2. number                      3. ratio                      4. extra

24-Once the goals, plans, and infrastructure have been established ,the next step is to measure customer -----.

1. satisfaction                      2. action                      3. personality                      4. wants

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25- A person who becomes a member of group or organization is called-----.

1. investor                      2. officer                      3. entrant                      4. seller

26- This is a critical time for small business which faces a dearth of start up financing.

1. تهدید                      2. کمبود                      3. دارایی                      4. معامله

27- The payoff of this company was not very satisfactory last month.

1. بازدهی                      2. ضریب                      3. سوددهی                      4. تورم

28- Products produced in high volumes are called mass product.

1. بخش تولید                      2. بازاریابی                      3. تولید انبوه                      4. تولید خالص

29- The manager gave his speech on the state of the union.

1. شرکت                      2. موسسه                      3. سازمان                      4. اتحادیه

30- There is a high wage level in this industry.

1. خرده فروشی                      2. دستمزد                      3. اوراق بهادار                      4. سهم

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