

نام درس: زبان تخصصی (۳)

تعداد سؤالات: ۳۰ تکمیلی — تشریحی ۴

رشته تحصیلی: گرایش: مدیریت بازرگانی

زمان امتحان: تستی و تکمیلی ۶۰ دقیقه تشریحی — دقیقه

کد درس: ۲۸۱۴۵۳

تعداد کل صفحات: ۴

Check the right answer. Only one choice is correct.

- Some companies try to give their complete satisfaction.
a. barriers b. clients c. damages d. features
- The government improved the of goods between the people.
a. distribution b. instruction
c. negotiation d. obligation
- The manager declared that he was not for his employees' debts.
a. viable b. global c. liable d. actual
- The food company has many shops throughout the western part of the country.
a. loyal b. vital c. equal d. retail
- The simplest form of business organization is called sole.....
a. trader b. public c. quality d. virtue
- A relationship which between persons to carry on a business together is called a partnership.
a. subsists b. oriented c. conferred d. diffused
- An important ingredient of planning is the relationship with the market.
a. egoistic b. feasible c. judicial d. corporate
- Theory and practice of selling goods and also the range of activities involved in identifying demon for goods or services is referred to as
a. marketing b. investment
c. partnership d. requirement
- The management's refusal to caused the strike.
a. pinpoint b. overcome c. negotiate d. interrupt
- The supply and demand of a product determine the of it.
a. chain b. scale c. price d. brand
- There are many on the table, one would be to export goods abroad.
a. titles b. levels c. options d. profits
- There is a strong that the controlling of the business is inadequate.
a. enterprise b. hierarchy c. property d. inference

نام درس: زبان تخصصی (۳)

رشته تحصیلی: گرایش: مدیریت بازرگانی

کد درس: ۲۸۱۴۵۳

تعداد سؤالات: تستی ۳۰ تکمیلی — تشریحی ۴

زمان امتحان: تستی و تکمیلی ۶۰ دقیقه تشریحی — دقیقه

تعداد کل صفحات: ۴

13. The manager will have to ask the accounts department about the invoices that's not his
 a. preserve b. premise c. present d. prestige
14. If your company makes a(n) with another company, you should keep it.
 a. retirement b. corporation
 c. agreement d. orientation
15. The company made profitable in recent years.
 a. memorandum b. investment
 c. shareholder d. distribution
16. These companies can offer their goods to the customer at a(n) price.
 a. executive b. network
 c. consumer d. bargain
17. In the trading world, ... is one of famous method.
 a. concluding b. financing
 c. branding d. supplying
18. Government announced that people must decrease gas and electricity.....
 a. information b. consumption
 c. performance d. management
19. The company's for their new sort of products was a great success.
 a. promotion b. orientation
 c. designation d. affiliation
20. Goods prices are different among.....
 a. retailers b. supervisors c. conductor d. products
21. Some of the factories' machinery equipment are made of pieces of instrument.
 a. mutual b. delicate c. unstable d. facial
22. From the way the manager spoke you could tell he was speaking from
 a. operation b. execution c. conviction d. production

نام درس: زبان تخصصی (۳)

رشته تحصیلی: گرایش: مدیریت بازرگانی

کد درس: ۲۸۱۴۵۳

تعداد سؤالات: تستی ۳۰ تکمیلی — تشریحی ۴

زمان امتحان: تستی و تکمیلی ۶۰ دقیقه تشریحی — دقیقه

تعداد کل صفحات: ۴

23. In Iran milk productions are in paper boxes to each shop.
a. stated b. devoted c. confined d. supplied
24. The development of the project was seriously by a reduction in funds.
a. inspired b. incurred c. surpassed d. impeded
25. Such goods are presented without, however they can affect the goods prices.
a. publicity b. strategy c. warranty d. security
26. They established the workers in order to defend their views.
a. union b. share c. press d. waste
27. The new director of this company is likely to make major changes in
a. liability b. personnel c. purchase d. legality
28. All of their companies will continue to meet the highest standards.
a. chairing b. pricing c. striving d. hiring
29. One reason people are eager to save or invest more of their income is the introduction of new tax
a. ingredients b. advantages c. competitors d. incentives
30. The company has over the years into a multi – national organization.
a. delved b. vested c. evolved d. valued

مقون زیر را به فارسی ترجمه کنید.

1. The ownership and control of a limited company are vested in the shareholders and the directors. The shareholders have ultimate control over the company by virtue of their power to appoint or remove directors.
2. A market may consist of a more handful of people, or it may consist of millions. Clearly the relationship with the market is an important ingredient of corporate planning and policy-making.

نام درس: زبان تخصصی (۳)

رشته تحصیلی: گرایش: مدیریت بازرگانی

کد درس: ۲۸۱۴۵۳

تعداد سؤال: نسی ۳۰ تکمیلی — تفریحی ۴

زمان امتحان: تستی و تکمیلی ۶۰ دقیقه تفریحی — دقیقه

تعداد کل صفحات: ۴

3. Not only packaging provides protection for the product, but it can also reinforce the brand image and the point- of- scale attraction to the buyer. Packaging is an important factor in the presentation of a product.
4. To lead successfully, managers must clearly communicate organizational goals to employees and through that communication, inspire employees to thrust in their leadership and to perform at the highest levels possible.