



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- All the company's cheques have to be signed by two.....

1. consumers 2. clients 3. workers 4. directors

2- Various forms of debt or obligation owed are.....

1. profits 2. liabilities 3. gains 4. returns

3- safety officer or safety engineer is qualified to look safety measures. "qualified" means in persian.....

1. منطقی 2. واجد شرایط 3. روان شناس صنعتی 4. مسلط

4- The strike caused by the management's refusal to negotiate with the unions.

1. discuss 2. sign 3. transfer 4. struggle

5- The company has become large and diffuse.

1. specific 2. old 3. modern 4. spread

6- He is the representative of all the workers in this factory.

1. instructor 2. agent 3. manager 4. customer

7- All his energies are..... upon his studies and he seems to have little time for anything else.

1. produced 2. broken 3. focused 4. known

8- He paid a considerable for buying a car.

1. price 2. share 3. contract 4. option

9- The company needs to save money by cutting down its.....

1. dividends 2. profits 3. expenses 4. gains

10- Some of the factories' machinery equipment are made of delicate pieces of instruments.

1. fine 2. complex 3. detailed 4. cheap

11- Advertising, personal selling and publicity are some of the principal methods of.....

1. bargain 2. sales 3. competitors 4. promotion

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

1. production 2. work 3. communication 4. play

13- The overwhelming majority of people agree with him.

1. very great 2. very little 3. feasible 4. friendly



سری سوال: یک ۱

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

تعداد سوالات: تستی: ۳۰ تشریحی: ۰

عنوان درس: زبان تخصصی ۲

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

14- Which one of the following does not refer to the communication process?

1. interpreting facts
2. transmitting ideas
3. creating opinion
4. chairing meeting

15- He is the chairman of the..... on technology and communication.

1. committee
2. manufacturer
3. transmission
4. acceleration

16- Something that is made in one country and brought into another, usually in order to be sold there, is called a (n).....

1. good
2. export
3. import
4. item

17- The merger between similar banks in the same area should enable them to eliminate 40% of the expenses of one of the banks.

1. separation
2. join
3. division
4. conflict

18- There are some countries which don't..... the rules of international laws.

1. obey
2. ask
3. read
4. interpret

19- The work of keeping a company's financial records, recording its income and expenses and its business deals refer to.....

1. managing
2. teaching
3. trading
4. accounting

20- The purchase and sales of goods- and services are called.....

1. functions
2. regulations
3. careers
4. transactions

21- There is a trade off between doing the job accurately and doing it quickly.

1. loan
2. balance
3. loss
4. slogan

22- he is accountable for what happens in this company. "accountable" means in persian.....

1. حسابدار
2. منشی
3. مسئول
4. حسابرس

23- The magazine will be published quarterly.

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

24- When you buy stocks, shares, property in order to make a profit, in fact you are.....

1. investing
2. budgeting
3. advertising
4. paying

25- Robats are replacing all the manual..... on the factory floor.

1. reports
2. hand books
3. labour
4. catalogue



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)

26- Their local shop has very convenient opening hours.

1. late 2. suitable 3. soon 4. unsuitable

27- An organization which sells to a second organization the rights to a patent, or a brand name is.....

1. licensor 2. licensee 3. producer 4. license

28- integrative bargaining is of a problem losing in nature. "integrative bargaining" means.....

1. معامله صوری 2. معامله مختلط 3. معامله پایاپای 4. معامله نقدی

29- A short phrase that is easy to remember and is used by an advertiser, organization, or other group is called.....

1. slogan 2. proverb 3. sentence 4. mark

30- The..... of girls to boys in the society is two to one.

1. physiology 2. size 3. shape 4. ratio

۱	الف	ب	ج	د
۲	الف	ب	ج	د
۳	الف	ب	ج	د
۴	الف	ب	ج	د
۵	الف	ب	ج	د
۶	الف	ب	ج	د
۷	الف	ب	ج	د
۸	الف	ب	ج	د
۹	الف	ب	ج	د
۱۰	الف	ب	ج	د
۲۱	الف	ب	ج	د
۲۲	الف	ب	ج	د
۲۳	الف	ب	ج	د
۲۴	الف	ب	ج	د
۲۵	الف	ب	ج	د
۲۶	الف	ب	ج	د
۲۷	الف	ب	ج	د
۲۸	الف	ب	ج	د
۲۹	الف	ب	ج	د
۳۰	الف	ب	ج	د
۱۱	الف	ب	ج	د
۱۲	الف	ب	ج	د
۱۳	الف	ب	ج	د
۱۴	الف	ب	ج	د
۱۵	الف	ب	ج	د
۱۶	الف	ب	ج	د
۱۷	الف	ب	ج	د
۱۸	الف	ب	ج	د
۱۹	الف	ب	ج	د
۲۰	الف	ب	ج	د
۳۱	الف	ب	ج	د
۳۲	الف	ب	ج	د
۳۳	الف	ب	ج	د
۳۴	الف	ب	ج	د
۳۵	الف	ب	ج	د
۳۶	الف	ب	ج	د
۳۷	الف	ب	ج	د
۳۸	الف	ب	ج	د
۳۹	الف	ب	ج	د
۴۰	الف	ب	ج	د