



استان:

کارشناسی (سنتی)

نیمسال اول ۸۹-۸۸

نام درس: زبان تخصصی (۴)	تعداد سوالات: تستی: ۲۵ تشریحی: ۵
رشته تحصیلی و کد درس: مدیریت بازرگانی	زمان آزمون: تستی: ۴۵ تشریحی: ۴۵ دقیقه
۱۲۱۲۱۶۷	آزمون نمره منفی دارد ○ ندارد ⊗
کد سری سؤال: یک (۱)	استفاده از: — مجاز است.

امام علی (ع): برتری مردم به یکدیگر، به دانش‌ها و خردهاست؛ نه به ثروت‌ها و تبارها.

A. Choose the choice (a, b, c or d) and mark it on your answer sheet.

- Sales from a recent increased revenue to 2.74 billion.
a. inflation b. acquisition c. inventory d. instability
- A charge or list of charges for services, or on goods entering a country is called
a. tariff b. tax c. deal d. import
- The performance of some workers should be by giving them extrinsic rewards.
a. exacerbated b. clamped c. adjusted d. enhanced
- This is a company with a proven They have shown in the past how good they are.
a. front b. presence c. track record d. restrictions
- The systematic recording of financial and economic transactions and other events is called
a. book keeping b. budgeting c. inventory d. data processing
- There are severe penalties for refusing to with the rules.
a. pursue b. survey c. comply d. project
- If you want help selecting a policy, you might want to use an insurance advisor who charges a, but earns no commission.
a. fee b. accounting c. cash d. capital
- The accountant was criticized for his careless policy.
a. cash review b. capital c. budgetary control d. account
- The sum of money left of a company's profit after payment of tax and interest is called
a. trade off b. retained earning c. pay off d. cash flow



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10. They need to what they have spent so far so that we can budget for the rest.
a. associate b. detail c. project d. anticipate
11. The manager is afraid he cannot much productivity for the company.
a. delegate b. invest c. tighten d. generate
12. He should have that this would happen and tried to prevent it.
a. anticipated b. projected c. retained d. tightend
13. A mortgage may be the largest financial you will make in your life.
a. concession b. commitment c. compliance d. constraints
14. Iranian and Japanese officials agreed on a to build industrial equipment in both countries.
a. mass product b. capital c. franchising d. joint venture
15. Disputes in the industry typically involve such issues as contract termination and unpaid fees.
a. licensee b. global c. convenient d. franchise
16. The deals with the top most level of ownership involvement and control of international operations.
a. licensing b. branding c. direct investment d. operating
17. They tried to retain customers who might to a credit card with a lower interest rate.
a. defect b. pursue c. delegate d. account
18. The report recommends the use of private resources to government services in some areas.
a. satisfy b. survey c. augment d. gain



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مجاز است.

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کد سری سؤال: یک (۱)

19. As the TV set was still under, he could have it repaired free of charge.

- a. delivery b. guarantee c. attribute d. ratio

20. It will be difficult to the standards set by our last manager. They were very high.

- a. tighten b. associate c. extend d. live up to

21. There's fierce for the job. Everybody wants to have it.

- a. share b. rivalry c. return d. differentiation

22. The shooing may have been in for the recent murders.

- a. constraint b. gap c. shortfall d. retaliation

23. His company needs an advertising for the new product.

- a. infrastructure b. ratio c. slogan d. gurantee

24. The manager assured workers that their objectives are certainly, and they could reach it soon.

- a. accountable b. intermittent c. domestic d. attainable

25. The office used to suffer from a(n) of facilities for employees.

- a. dearth b. treat c. cumulative d. entrants

B. Translation: Translate the following into Persian.

1. A license agreement is a right granted by one company to another to use its brand name, product specifications, and the like in the sale of goods or services. (1 point)

2. The tax laws to which corporations are subject are very complex. Tax compliance means following the many detailed and specific rules of the taxing authorities in preparing tax returns. (2 points)



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3. Control is the regulatory process that directs the activities an organization conducts to achieve anticipated goals and standards. (0.75 point)
4. Companies may have difficulty evaluating potential overseas franchise who will be using the brand name and materials, a problem because the franchisor's brand name and reputation are at stake. (1 point)
5. Naturally, customers like to get as much value as possible in return for the prices they pay. The value/price ratio measures the value that customers receive as a function of the product price. (1.25 points)