

نام درس: زبان انگلیسی ۱

رشته تحصیلی و کد درس: مدیریت جهانگردی (۱۲۲۵۰۰۱)

تعداد سوالات: تستی: ۳۰ تشریحی: ۵  
زمان آزمون: تستی: ۴۵ تشریحی: ۵۰ دقیقه  
آزمون نمره منفی دارد  ندارد

مجاز است.

استفاده از: --

کد سری سؤال: یک (۱)

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

**Part I: Multiple – choice Items.****Directions: Choose the best choice and mark it on your answer sheet.**

1. Children conceptualize different phenomena without too much effort. *Conceptualize* should mean

- .....
- a. acquire something for future benefit.                      b. refresh one's mind with too much effort.  
c. forget something after it is aquired.                      d. form an idea of something in one's mind.

2. What is tourism?

- a. being a translator for tourists.  
b. business of providing accommodation and services for tourists.  
c. visiting different countries.  
d. something acquired for financial return.

3. IUOTO stands for .....

- a. The International Union of Training Officers.  
b. The International Universities of Tokyo and Ozaka.  
c. The International Union of Official Travel organization.  
d. The Internal Unity of Official Travel.

4. "Tourism may be defined in terms of particular activities selected by ..... and undertaken outside home .....

- a. choice / environment                      b. individual / arrival  
c. parameter / meeting                      d. person / exercise

5. Tourism is **not** just '.....'

- a. usual residence                      b. rejected activity  
c. religious purpose                      d. holiday making

6. Visitors travel to a country other than that they come from for a period not ..... twelve.

- a. removing                      b. exceeding                      c. moving                      d. formulating

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7. What does national tourism comprise?

- a. Inbound tourism and domestic tourism.      b. Domestic tourism and outbound tourism.  
c. Inbound and outbound tourism.                d. Domestic tourism and combined tourism.

8. Individuals from various cultures travel to the same place. *Various* should mean .....

- a. same    b. interesting    c. diverse    d. domestic

9. It is not always easy to ..... traditional institutes.

- a. manage    b. complicate    c. occur    d. speculate

10. How do you rearrange these words to make a sentence?

"marriage / popular / more / never / than / is / been / has / today / it"

- a. Today marriage has never been more popular than it is.  
b. Than it is today marriage has never been popular more.  
c. It is today than marriage never has been more popular.  
d. Marriage has never been more popular than it is today.

11. The capital roads of Bangkok are very crowded and it ..... hours to travel from one place to another.

- a. suffers    b. monetary    c. takes    d. exchanges

12. There are numerous ..... minorities in India.

- a. natural    b. monetary    c. ethnic    d. usual

13. What do you call knowledge or skill acquired from seeing and doing something?

- a. experience    b. work    c. right    d. incentive

14. How can you ..... to take a taxi these days?

- a. develop    b. settle    c. relate    d. afford

15. These restraints make people live in cheap areas.

- a. limitations    b. settlement    c. treatment    d. motivation

16. Tourism is usually classified into six distinct .....

- a. examples    b. categories    c. landscapes    d. barriers



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29. Their crucial management aspects involve marketing and sales, human resources management and office automation. Crucial should mean .....

- a. commercial                      b. bound                              c. local                              d. critical

30. Most tourists who go to Nepal ..... by the Himalayan Peaks.

- a. are attracted                      b. attract                              c. attracted                              d. was attracted

## Part II: Translation

**Directions: Translate the following 5 texts into fluent Persian.**

1. Accessibility from tourist markets is a key factor. Tourists generally love comfort and are willing to pay for it. An intrepid explorer may be willing to put himself to a lot of inconveniences to see a beautiful region. (1 point)

2. In addition to scope, ownership and industry sector level, there is the managerial function level. The most important such functions in the field of tourism management are marketing, financial management and legal aspects. (1 point)

3. When the long- run objectives of businesses are to prosper- the symbiotic relationship referred to earlier - there should be little difference between the interests expressed as goals of the public sector. Besides, the long-run objectives of the private sector at the destination should be carefully chosen. (1 point)

4. A major part of Egypt is a desert and a vast majority of the population lives in the narrow ribbon of cultivated land along the river Nile. Most tourists arrive by air into Cairo International airport. (1 point)

5. Tourism product is not homogeneous or of standard quality. one Sony TV set could be as good as the other one. But, tour packages to a destination may vary in quality, depending on the circumstances. (1 point)