

تعداد سوالات: تستی: ۳۰ تشریحی: ۳

نام درس: زبان تخصصی ۲

زمان آزمون: تستی: ۵۰ تشریحی: ۳۰ دقیقه

رشته تحصیلی/کد درس: مدیریت جهانگردی

آزمون نمره منفی دارد ○ ندارد ⊗

۱۳۱۲۰۱۱

منبع: --

مجاز است.

استفاده از: --

کد سری سؤال: یک (۱)

پیامبر اعظم (ص): روزه سپر آتش جهنم است.

بخش اول: مترادف انگلیسی برای کلمات مشخص شده مترادف مناسب را انتخاب کنید.

- You are no doubt **acquainted with** the old adage "nothing happens until somebody sells something."
a. tired of b. familiar with c. interested in d. unaware of
- The right price must both **satisfy** customers and meet your profit objectives.
a. please b. organize c. develop d. lose
- The **objective** of most firms is to develop a profitable and continuing business.
a. product b. stage c. goal d. degree
- The quality of the product really **determines** the price-value relationship.
a. relates b. changes c. emphasizes d. decides
- Newspapers give **comprehensive** coverage of a local market area, are published frequently, have a wide audience, and get a quick response.
a. complete b. narrow c. regular d. sudden
- The critical problem with direct mail is to **obtain** and maintain the right mailing list.
a. get b. start c. guess d. use
- Visitors who are treated as very important people will not only come back, they will **recommend** the area to their friends.
a. create b. change c. suggest d. supply
- Obviously, an unfriendly **manner** can discourage customers and sales.
a. behavior b. problem c. price d. chance
- Travel becomes a way for the allocentric to express inquisitiveness and satisfy **curiosity**.
a. individual b. interest c. process d. model
- It is **evident** that at extremely low levels of family income, travel patterns may be determined largely by the income constraints.
a. useful b. annual c. serious d. clear

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11. What is the link between the types of tourists and the types of destinations?
a. destination b. condition c. connection d. attraction
12. His model was one of the first attempts to provide a framework within which to analyze tourist behavior.
a. ask b. give c. inform d. guide
13. The result is that tourism in the late 1990 was a very large and dynamic sector of the economy.
a. active b. usual c. real d. valid
14. The specific forces that influence tourism are constantly changing.
a. rarely b. always c. negatively d. rapidly
15. We can expect the spread of currency harmonization in different regions of the world.
a. area b. shape c. money d. border
16. These city-states may become the focal point for both economic development and for individual identity.
a. important b. personal c. social d. equivalent
17. Policymakers in tourism now realize that development must be compatible with the environment.
a. allow b. keep c. transport d. understand
18. Many components of the travel industry have generally preferred to keep wages low, thus avoiding the need for technological innovation.
a. elimination b. improvement c. distinction d. experiment
19. In the area of physical security, we have known that risk of physical danger is certain to diminish the prospects of a given tourism destination.
a. weaken b. choose c. create d. change
20. For many people, changes in the employment market are making time as precious as money.
a. reliable b. particular c. valuable d. available
21. The global economy is heading toward an automated future that will provide more production with less human labor.
a. flexible b. powerful c. influential d. universal

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گد سری سؤال: یک (۱)

22. As people travel from place to place with the sincere desire to learn more about their global neighbors, knowledge and understanding grow.

- a. honest b. final c. boring d. unusual

23. This paper summarizes a number of space tourism market research studies and describes recent developments.

- a. common b. latest c. wonderful d. famous

24. Validation of the real market for general public space and travel is going to be an essential step.

- a. important b. dangerous c. careful d. interesting

25. Space tourism will become an enormously important component of the tourism industry before the century's end.

- a. probably b. frequently c. extremely d. influentially

بخش دوم: درک مطلب پس از خواندن متن زیر با انتخاب بهترین گزینه به پرسش‌های چند گزینه‌ای پاسخ بگویید.

Plog first developed his model in 1972, some forty years ago, and it has been widely cited in tourism **literature** since that time. It was one of the first attempts to provide a framework within which to analyze tourist behavior. The world has changed considerably since Plog introduced his model. For example, today there are fewer countries that are considered exotic. Also, there are now other ways to look at tourists, such as through lifestyle analysis or benefit segmentation. Plog's pioneering efforts, however, should not be overlooked. His model still provides a way to examine travel and think about developments using current market conditions.

26. In the first line, what does "it" refer to?

- a. Plog's model b. tourism literature
c. time d. Plog

27. In the sentence, "*Plog's pioneering efforts, however, should not be overlooked.*" which of the following is a good synonym for the verb "should not be overlooked"?

- a. should not be remembered b. should not be ignored
c. should not be memorized d. should not be looked at

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کد سری سؤال: یک (۱)

28. What does the word "literature" mean in the passage?

- a. writings b. stories c. poems d. novels

29. What was the aim of Plog's model?

- a. To make a framework for changing the world considerably
b. To have a better view of current market conditions
c. To introduce himself and his model to the world
d. To make a framework for analyzing the behavior of tourists

30. Which of the following sentences is **TRUE**?

- a. Plog has become an old issue in tourism.
b. Benefit segmentation cannot be considered as a way to look at tourists.
c. About a century has passed since Plog's model.
d. Plog is still remembered for his framework.

بخش سوم: ترجمه

متن های زیر را به فارسی ترجمه کنید. بارم ۵ نمره

1. The mature product is well established in the marketplace. Sales may still be increasing, but at a much slower rate; they are leveling off. At this stage of the product's life cycle, many outlets are selling the product or service; they are very competitive, especially with respect to price. (1.5)
2. Through further research, Plog identified the travel preferences of psychocentrics and allocentrics. In studying the population on the basis of income level, he discovered another interesting relationship. At the lower end of the income spectrum, he discovered a heavy loading for psychocentrics. (1.5)
3. Since 1950, when international travel started to become accessible to the general public, tourist activity has risen each year at an average rate of 7.1 percent, from 25 million to 625 million arrivals in 1998, and by 12.2 percent based on international tourism receipts. (2)