

نام درس: زبان تخصصی ۲

تعداد سؤال: ۳۰ نیمی تکمیلی -- تشریحی --

رشته تحصیلی: گرایش: مدیریت بازرگانی

زمان امتحان: تستی و تکمیلی ۴۵ دقیقه تشریحی --

کد درس: ۱۲۱۲۱۷۶

تعداد کل صفحات: ۳

1. That car is his, and nobody can take it without his permission.
a. property b. purchase c. owner ship d. partnership
2. The various directorstheir marketing departments.
a. sue b. run c. incur d. subsist
3. The company is under new
a. succession b. ownership c. obligation d. tax
4. Legal requirements and judicial interpretations makepublic.
a. organizations b. partnerships c. standards d. behaviors
5. Any of the equal parts into which the ownership of a company may be divided is called
a. stake b. sale c. share d. premises
6.will be reduced automatically from their salary.
a. Contract b. Debt c. Revenue d. Tax
7. The act of bringing goods to public notice in order to increase sales in the market is called
a. branding b. packaging c. negotiation d. promotion
8. To keep in a small space or within narrow limits is called
a. warranty b. conviction c. clinch d. confine
9. People must limit theof oil, water, and gas seriously.
a. promotion b. competiton c. commerce d. consumption
10. His company's goods areand sold world-wide.
a. directed b. pinpointed c. oriented d. distributed
11. Their demonstration is aof dissatisfaction among the workers.
a. strive b. sequential c. symptom d. sponsor
12. A thing that encourages somebody to do something is called
a. achievement b. exercise c. productivity d. incentive
13. There has always been a closebetween these two companies.
a. security b. association c. distribution d. premises

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14. The employee shows a(n) to change his working method.
a. resistance b. influence c. execution d. distribution
15. Something is wrong with our project, but we haven't the trouble yet.
a. pinpointed b. directed c. distributed d. oriented
16. An official rule that limits or controls what people can do or what is allowed to happen is called
a. record b. tariff c. restriction d. merger
17. As a manager you have to your method to suit the needs of an organization.
a. assume b. exacerbate c. obey d. adjust
18. The systematic recording of financial and economic transactions and other events is called
a. auditing b. bookkeeping c. budgeting d. accounting
19. In many countries the family unit is still the of society.
a. cornerstone b. record c. gap d. scene
20. The purchase and sales of goods and services are called
a. functions b. regulations c. careers d. transactions
21. The sum of money left of a company's profit after payment of tax and interest is called
a. budgetary control b. trade off c. internal revenue d. retained earning
22. They need to what they're spent so far so that we can budget for the rest.
a. associate b. anticipate c. delegate d. detail
23. He is looking for a manager with a sense of to the job.
a. defection b. commitment c. competition d. anticipating
24. The full license enables the to sell drugs for consumption either on or off the premises.
a. licensee b. licensing c. licensor d. patent
25. A is one organization which sells to a second organization the rights to a patent, or a brand name.
a. licensee b. producer c. license d. licensor

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زمان امتحان: تستی و تکمیلی ۴۵ دقیقه تشریحی -- دقیقه

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26. They need an advertising for the new campaign.
 - a. survey
 - b. slogan
 - c. guarantee
 - d. augment
27. Products produced in high volumes are called
 - a. market segment
 - b. entire market
 - c. integration
 - d. mass product
28. The impact of these small changes was considerable.
 - a. quantitative
 - b. cumulative
 - c. supplement
 - d. shortfall
29. Direct investment allows the organizations to more control over operations.
 - a. discuss
 - b. risk
 - c. gain
 - d. respond
30. The manager assured workers that their objectives are certainly
 - a. attainable
 - b. intermittent
 - c. domestic
 - d. accountable