

تعداد سؤالات: تستی: ۳۰ تشریحی: ۳
زمان آزمون: تستی: ۴۰ تشریحی: ۶۰ دقیقه
آزمون نمره منفی دارد ○ ندارد ⊗

نام درس: زبان انگلیسی تخصصی ۲
رشته تحصیلی و کد درس: مدیریت جهانگردی-۱۱۲۰۱۱

مجاز است.

استفاده از: —

کد سری سؤال: یک (۱)

امام علی^(ع): شرافت به خرد و ادب است نه به دارایی و ثزاد.

بخش اول: مترادف انگلیسی

برای کلمات مشخص شده مترادف مناسب را انتخاب کنید.

- 1-The environmental management capabilities are those that are **critical** to effective destination stewardship.
a. important b. unnecessary c. clear d. useful
- 2-The preamble sector of a vision sets the tone and provides the context and **rationale** for the vision being developed.
a. basis b. plan c. future d. problem
- 3-Local population should be associated with tourism activities and share **equitably** in the economic , social and cultural benefits they generate.
a. strongly b. widely c. carefully d. fairly
- 4-The advantage of **utilizing** such a system is that it requires the planner to view the total picture and guides the thinking process.
a. changing b. using c. buying d. developing
- 5- The first **obstacle** to overcome in turning potential supply into actual supply is the lack or inadequacy of transportation.
a. point b. problem c. choice d. need
- 6-Some firms choose to employ two or three pricing strategies and develop a product to **appeal to** consumers in each market segment.
a. create b. cause c. attract d. include
- 7- Another approach is market penetration , in which the seller attempts to establish the price of the product as low as possible to **penetrate** the market as completely as possible.
a. enter b. follow c. . use d. understand
- 8- For the tourism industry , previous visitors **comprise** the most important mailing-list sources.
a. agree b. need c. include d. grow
- 9- No magic formula exists for setting the advertising budget . How much to is spend is always a **perplexing** question.
a. interesting b. simple c. difficult d. strange
- 10- **Prospects** can be identified so that target market consumers are approached and efforts are not wastd.
a. possibilities b. problems c. chances d. dangers

تعداد سؤالات: تستی: ۳۰ تشریحی: ۳
زمان آزمون: تستی: ۴۰ تشریحی: ۶۰ دقیقه
آزمون نمره منفی دارد ○ ندارد ⊗

نام درس: زبان انگلیسی تخصصی ۲
رشته تحصیلی و کد درس: مدیریت جهانگردی-۱۲۱۲۰۱۱

مجاز است.

استفاده از: ---

کد سری سؤال: یک (۱)

- 11- We should give the public factual information about our area. False information is **detrimental** .
a. productive b. harmful c. attractive d. expensive
- 12- Through **further** research , plog identified the ravel preferences of psychocentrics and allocentrics.
a. serious b. easy c. positive d. more
- 13- Most of the more important tourist projects are launched through associations or government agencies.
a. planned b. guided c. developed d. started
- 14- According to most **forecasts** , the future of tourism is full of promise.
a. researchers b. guesses c. developments d. prices
- 15- A **significant** component of the high-quality lifestyle that characterized the last half of the 20th century was access to leisure time.
a. usual b. social c. economic d. important

بخش دوم: معادل فارسی

مناسبتین معادل فارسی را برای کلمات مشخص شده انتخاب کنید.

- 16- Cold war era is evolving in some very fundamental ways as we have passed the magical year 2000 and moved into the third **millennium** of western history.
a. دهه b. قرن c. دوره d. هزاره
- 17- Tourism has had an illustrious past since 1950s and currently has a **dynamic** present.
a. پیشرفته b. پویا c. نامشخص d. جالب
- 18- The effective elimination of border will greatly **facilitate** travel flow.
a. افزایش دادن b. دشوار کردن c. تسهیل کردن d. کاهش دادن
- 19- Unless a **consensus** is reached that the net benefits to the community are positive , the tourism development will not have the necessary support.
a. مذاکرات گسترده b. راه حل نهایی c. تصمیم فوری d. اتفاق نظر
- 20- Consistent with the increasing concern for the environment is the **emergence** of what appears to be a shift in the value system that drives human behavior.
a. افزایش b. ظهور c. پایان d. دگرگونی

نام درس: زبان انگلیسی تخصصی ۲
روشته تحصیلی و کد درس: مدیریت جهانگردی-۱۲۱۲۰۱۱
تعداد سؤالات: تستی: ۳۰ تشریحی: ۳
زمان آزمون: تستی: ۴۰ تشریحی: ۶۰ دقیقه
آزمون نمره منفی دارد ○ ندارد ⊗
کد سری سؤال: یک (۱)
استفاده از: ---
مجاز است.

21- While those in the developed world try to preserve their level of well-being many millions in developing nations seek to better their lives.

- a. بهبود بخشیدن b. حفظ کردن c. متحول کردن d. تغییر دادن

22- Vacations with particular appeal to those traveling independently include special interest vacation and coach touring.

- a. جاذبه b. هدف c. نتیجه d. توجه

23- In view of the importance of the retired market, more research on their travel interests would be helpful.

- a. از کار افتادگان b. بازنشستگان c. شاغلان d. بیکاران

24-Diverse, multicultural societies brought about through immigration will create increased demand for travel.

- a. رکود b. رشد اقتصادی c. مهاجرت d. توسعه

25- Conservation, preservation and restoration present new themes for the design of tourism experience.

- a. گسترش b. احیا c. تکامل d. تولید

بخش سوم: درک مطلب

پس از خواندن متن زیر به پرسشهای چند گزینه ای با بهترین گزینه پاسخ دهید.

In order to dialogue and to present its case effectively at each interface, the tourism sector must be as capable, as well-trained, and as well prepared as the professionals of any specific sector at any given point in time. Otherwise, tourism risks being undermined and weakened. Consequently, it may miss a critical market opportunity or may fail to establish an innovative alliance or partnership. All too often, tourism's lack of sophistication and preparedness has resulted in government decision and policies that significantly weaken its ability to compete-or to do so more profitably.

26- In the first line, what does "its" refer to?

- a. dialogue b. each interface c. tourism sector d. case

27-In the first line, which of the following is a good synonym for the verb "dialogue"?

- a. talk b. sell c. progress d. find

تعداد سؤالات: تستی: ۳۰ تشریحی: ۳
زمان آزمون: تستی: ۴۰ تشریحی: ۶۰ دقیقه
آزمون نمره منفی دارد ○ ندارد ⊗

نام درس: زبان انگلیسی تخصصی ۲
رشته تحصیلی و کد درس: مدیریت جهانگردی-۱۱۲۰۱۱

مجاز است.

استفاده از: —

کد سری سؤال: یک (۱)

28- What may happen if tourism sector cannot be capable and prepared?

- a. It may need to present its case effectively.
- b. It might be weakened and damaged.
- c. It may gain new critical markets.
- d. It may become well-trained.

29- In the sentence, "..... May fail to establish an innovative alliance or partnership" what is the subject of the verb?

- a. critical market
- b. professionals
- c. tourism sector
- d. any specific sector

30 What is the main reason for government decision and policies that weaken the tourism's ability to compete?

- a. tourism's lack of sophistication and preparedness
- b. tourism's alliance or partnership
- c. tourism being undermined and weakened
- d. tourism's lack of ability to act more profitably.

بخش چهارم: ترجمه

متن های زیر را به فارسی روان برگردانید.

1- The opposite approach to price skimming is market penetration, in which the seller attempts to establish the price of the product as low as possible to penetrate the market as completely as possible. A low price makes the product available to as many income levels as possible, and the sellers are likely to establish a large market share quickly. When penetration pricing is used, this introductory price tends to become the permanent price of the product. (1.5 points)

2- The term psychocentric is derived from *psyche*- or *self*- centered, meaning the centering of one's thought or concerns on the small problem areas of one's life. Such a person tends to be self-inhibited and nonadventuresome. Allocentric, on the other hand, derives from the root word *allo*, meaning "varied in form ". An allocentric person is thus one whose interest patterns are focused on varied activities. (1.5 points)

3-Social and economic trends in developed countries seem to favor long-term growth in both domestic and international travel demand. More long-term leisure, increased disposable income, higher levels of education, and more awareness of other countries and peoples are significant factors influencing a growing market for travel. The movement toward an experience economy is another fundamental change from which tourism can benefit if it plans and adapts appropriately. (2 points)