

تعداد سوالات: تستی: ۳۰ تشریحی: ۲

نام درس: زبان تخصصی ۴

زمان آزمون: تستی: ۶۰ تشریحی: ۲ دقیقه

رشته تحصیلی/کد درس: مدیریت بازرگانی ۱۲۱۲۱۶۷

آزمون نمره منفی دارد ○ ندارد ●

منبع: —

مجاز است.

استفاده از: —

کد سری سؤال: یک (۱)

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

**Directions:**

- 1- The properties of a company such as cash investments, buildings, machinery, etc. is called.....  
a. front                      b. tariff                      c. asset                      d. scene
- 2- There is rapid .....over price rises for food and services.  
a. inflation                      b. acquisition                      c. definition                      d. organization
- 3- It is expected the .....between similar car companies should enable them to manufacture better car.  
a. sphere                      b. merger                      c. quality                      d. value
- 4- As a manager you should .....your methods to meet the needs of your company.  
a. assume                      b. accuse                      c. accept                      d. adjust
- 5- Some western countries have clamped economic.....on our country.  
a. sanction                      b. agreements                      c. operations                      d. movements
- 6- The manager has decided not to pursue new production line any further. "Pursue" should mean.....  
a. import                      b. obey                      c. continue                      d. eliminate
- 7- An amount of money paid to a professional person or organization for their services is called.....  
a. budgeting                      b. fee                      c. inventory                      d. loss
- 8- The systematic recording of financial and economic transaction and other events is called.....  
a. data processing                      b. tax return                      c. book keeping                      d. operating
- 9- The purchase and sales of goods and services are called.....  
a. careers                      b. functions                      c. regulations                      d. transactions
- 10- The term .....audit means a check of the accounting records of an economic entity by a CPA.  
a. independent                      b. dishonest                      c. honest                      d. dependent

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11- A sum of money which is borrowed, often from a bank, and has to be paid back is called.....

- a. cash                      b. loan                      c. note                      d. cheque

12- Responsibility of making financial decisions has been .....to a special committee of economists.

- a. generated                      b. delegated                      c. produced                      d. created

13- The evaluation of performance and future events plan can be determined by.....

- a. standards                      b. managers                      c. organizations                      d. budgets

14- A revenue budget is a kind of ..... budgets.

- a. capital                      b. financial                      c. operating                      d. control

15- A growing number of companies focus on controlling....., not on controlling people.

- a. processes                      b. resources                      c. functions                      d. activities

16- A business activity or project in which two or more companies have invested together is called.....

- a. joint venture                      b. commitment                      c. stake                      d. parent company

17- They need to reduce operating costs in the face of increased..... Competition.

- a. internal                      b. spare                      c. domestic                      d. global

18- An agreement in which a company gives a business the right to sell its goods or services in return for a fee or a share of the profits is called.....

- a. trade                      b. license                      c. franchise                      d. design

19- Robots are replacing all the manual labour on the factory floor. "Labour" should mean.....

- a. boss                      b. worker                      c. chief                      d. employee

20- A short phrase that is easy to remember and is used by an advertiser, organization, or other group is called.....

- a. host                      b. delivery                      c. ratio                      d. slogan

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مجاز است. منبع: ---

21- An amount by which something fails to reach the amount that is needed and expected is called.....

- a. guarantee      b. shortfall      c. attribute      d. entrant

22-It is important in telling buyers the advantages of one product over another. "It" refers to.....

- a. differentiation      b. integration      c. retaliation      d. concentration

بخش دوم: با توجه به جمله مناسب ترین معادل فارسی را برای لغت یا عبارت مشخص شده انتخاب نمایید.

23- the company's effort to return its credit card operation to profitability was useless.

- الف. بازدهی      ب. سرکالیه      ج. سود دهی      د. نقدیگی

24- Distributive bargaining takes place when differences in values and goals are apparent.

- الف. پیشنهاد می شود      ب. توزیع می شود      ج. پایان می یابد      د. اتفاق می افتد

25- The federal communications commission will rule soon on horizontal integration by cable TV operators.

- الف. ادغام کلی      ب. ادغام افقی      ج. ادغام رو به عقب      د. ادغام ما بعد

26- It will be difficult to live up to the standards set by or last manager.

- الف. مقابله کردن      ب. زندگی کردن      ج. افزایش یافتن      د. دست یافتن

27- It is almost impossible to get through the maze of bureaucracy.

- الف. سردرگمی      ب. ماوریت      ج. ادغام      د. شکاف

28- She is accountable for what happens in this company.

- الف. حسابدار      ب. کارشناس      ج. پاسخگو      د. قابل اعتماد

29- Companies have cut inventories sharply since the downturn began.

- الف. اخطار      ب. سیاهه      ج. التزام      د. سازش

30- She has a good and long track record in improving efficiency.

- الف. سابقه      ب. تعهد      ج. پشتکار      د. هدف

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بخش سوم: متون زیر را به فارسی روان ترجمه نمایید.

- 1- Advances in transportation, technology, and communication have made international management more feasible, and continuing progress in these areas is expected to encourage companies to become even more involved with international business in the future. (2 points)
- 2- To ensure that transactions are recorded, classified, and summarized properly, the record for each of these accounting activities must be reviewed regularly. Financial internal auditing is that area of accounting concerned with this review of the records. (1 point)
- 3- In addition, established firms in an industry may benefit from "experience curve" effects. That is, their cumulative experience in producing and marketing a product often reduces their pre-unit costs below those of inexperienced firms. In general, the higher the entry barriers, the less likely outside firms are to enter industry. (2 points)