

تعداد سوالات: ۳۰ تکمیلی — تشریحی ۴

نام درس: زبان تخصصی ۴

رشته تحصیلی: گرایش: مدیریت بازرگانی

کد درس: ۲۸۱۲۵۱

زمان امتحان: تستی و تکمیلی ۵۰ دقیقه تشریحی ۵۰ دقیقه

[استفاده از فرهنگ لغات مجاز نیست ☆ سوالات تستی نمره منفی دارد]

تعداد کل صفحات: ۴

نیمسال دوم ۸۲-۸۳

Directions: Select the best choice (a, b, c, or d) which complete the following sentences.

- The company required a report from its bankers.
a. revenue b. profit c. delegate d. investment
- The advancement of transportation, technology, and have made international management more feasible.
a. shopping b. inflation c. communication d. environment
- The purchase and sale of goods and services are called
a. requirements b. transactions c. consumptions d. regulations
- Services and goods purchased by a country and brought in by commerce is called
a. import b. export c. competition d. loss
- Every business man must have an account function where income and expenditure is done.
a. auditing b. corroborating c. bookkeeping d. operating
- In our country the family unit is still the of society.
a. compliance b. ledger c. gap d. cornerstone
- The manager is how an error like this could have occurred.
a. investigating b. accounting c. certificating d. conducting
- Companies keep low because of the poor economic situation.
a. fees b. software's c. inventories d. restrictions
- The data can reveal as well qualitative results about the population of the district.
a. communicative b. quantitative c. cumulative d. operative
- The new manager plans to the company's operation into other countries.
a. comply b. delegate c. anticipate d. extend
- Asia is the main for exporting the oil products.
a. share b. target c. loan d. capital
- He's not to you for his action. Therefore, you cannot trust on him.
a. accountable b. attainable c. flexible d. profitable

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نیمسال دوم ۸۲-۸۳

13. His company operates most of its branch stores under a(n)
 a. cash b. account c. franchise d. profit
14. A capital expenditures budget is a plan for the purchase of largeincluding buildings, land, and machinery.
 a. category b. asset c. expense d. center
15. A budgets summarizes the organization's sources and uses of cash for the coming period.
 a. typical b. capital c. total d. financial
16. Iranian and French officials agreed on a to build oil refineries in both countries.
 a. joint venture b. cash flow c. retained earning d. internal auditing
17. Information technology and using English language become in international market.
 a. controversial b. critical c. incompatible d. global
18. The process can be complex and sometimes expensive because of tariffs, taxes, transportation, and payment arrangements.
 a. investment b. export c. maze d. supplier
19. Some of the to the factories should be made at the back entrance.
 a. promises b. agreements c. deliveries d. changes
20. Iran is trying to improve its mobile phone through establishing basic systems and equipments.
 a. business b. guarantee c. trade d. infrastructure
21. Lack of investment in this company has caused serious in the raw material supply.
 a. shortfalls b. slogan c. host d. stake
22. The report recommends the use of private resources to government services in some areas in order to make it more bigger and more completed.
 a. guarantee b. on going c. to live up to d. augment
23. The new..... takes part in the school competition. He is the first member of our group this year.

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نیمسال دوم ۸۲-۸۳

24. There was a big among the producers to be the first to market of product.
a. document b. rivalry c. focus d. constraint
25. There was widespread with the new manager's suggestion about the payment.
a. discontent b. retaliation c. differentiation d. return
26. The employee shows a(n) to change his working methods.
a. influence b. delegation c. resistance d. competition
27. Some countries don't the rules of international import and export laws.
a. satisfy b. obey c. produce d. order
28. The actual process of recording large masses of accounting data is called
a. cost accounting b. data processing
c. international accounting d. operating cost

Part Two: Reading Comprehension.**Read the following passage carefully, then answer the questions that follow.**

Many firms entering international markets start by exporting or importing. Exporting is selling products the country in which they are produced. Typically, businesses choose this approach when they want to minimize their investment and avoid the costs and the risks of maintaining factories or offices in other countries. To be successful, exporters may have to print product brochures in other languages and, in some cases, modify the product to fit local needs.

29. Exporting is concerned with
a. avoiding the costs and the risk of maintaining factories in other countries
b. printing product brochures in other countries
c. selling products outside the country in which they are produced.
d. using the products or sell them to another customer.

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30. When businesses want to decrease their investment and avoid the costs and the risk of maintaining factories in other countries, they select approach.

- a. exporting b. importing c. licensing d. manufacturing

Part three: Translate the following texts into Persian.

1. Regardless of whether the organization focuses purely on domestic operations or enters into international operations as well, the purpose of strategy is the same: dealing with competition. Over the years, numerous internationally oriented strategies have been formulated and successfully followed by many different companies.

2. A growing number of companies recognize that they should focus on controlling processes, not on controlling people. Furthermore, these companies are achieving major productivity and quality gains by involving their employees in the control function, broadening the scope of jobs, and giving self-managing teams the opportunity to address problems.

3. International marketing differs from domestic marketing mainly in that it involves different macro and task environment. The marketing management functions as the same for both, as are the basic marketing mix variables. So the definition of international marketing is the same as that for general marketing, except that marketing activity is directed to customers in more than one nation.

4. Bargaining or negotiation may be used as method of achieving coordination among individuals, and groups such as sales and production departments or labour and management. These distinct types of bargaining relationships have been identified, although elements of more than one type are found in most bargaining situations.