

تعداد سؤال: ۳۰ تکمیلی - تشریحی ۴

نام درس: زبان تخصصی ۳

رشته تحصیلی: گرایش مدیریت بازرگانی

کد درس: ۲۸۱۴۵۳

زمان امتحان: تستی و تکمیلی ۴۵ دقیقه تشریحی ۴۵ دقیقه

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

تعداد کل صفحات: ۴

نیمسال دوم ۸۲-۸۳

- Some companies try to give their.....complete satisfaction.  
a. drivers                      b. clients                      c. flairs                      d. issues
- The distribution of part of the earnings of a company to its shareholders is called.....  
a. contract                      b. customer                      c. dividend                      d. damage
- Taxes provide most of the government.....  
a. revenue                      b. charity                      c. barrier                      d. entity
- He has been.....with the power to implement whatever changes he sees fit.  
a. funded                      b. yielded                      c. geared                      d. vested
- He is hoping for a.....in marketing or public relation.  
a. career                      b. quality                      c. custom                      d. share
- To improve exports, One.....would be goods to be sent abroad.  
a. scale                      b. option                      c. vision                      d. status
- After 2 years of.....they didn't reach any agreement.  
a. negotiation                      b. ventilation                      c. realization                      d. promotion
- They have reduced their.....to 10 percent.  
a. unions                      b. memos                      c. retails                      d. stakes
- The workers are going on a.....for better pay.  
a. entity                      b. virtue                      c. trend                      d. strike
- The company expects a large.....of the new model.  
a. sell                      b. lead                      c. deal                      d. sale
- Most of these buildings are business.....  
a. features                      b. premises                      c. benefits                      d. networks
- It was a real....., we paid much lower than the market price.  
a. substance                      b. bargain                      c. resource                      d. attitude
- One of the famous method in the today's trading world is.....  
a. dividing                      b. surpassing                      c. branding                      d. inducing
- His duties.....him to a company.

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نیمسال دوم ۸۲-۸۳

15. He gave a.....description of what happened.  
a. liable                      b. value                      c. vivid                      d. inborn
16. Unlimited mileage and yearly mechanical defects have been covered in the.....  
a. warranty                      b. legality                      c. publicity                      d. hierarchy
17. The new manager prefers to.....employees through TV screen.  
a. monitor                      b. hamper                      c. impede                      d. exploit
18. He.....his efforts to his managerial task.  
a. evolved                      b. diffused                      c. hindered                      d. devoted
19. The two presidents emphasized on enhancing the.....relationship.  
a. feasible                      b. mutual                      c. judicial                      d. delicate
20. He is a senior.....who works in an industrial company.  
a. purchaser                      b. consumer                      c. executive                      d. productive
21. These data were processed on the computer and stored on a.....basis.  
a. competent                      b. sympathetic                      c. operational                      d. sequential
22. The board of directors want the new manager to turn the company into a profit ..... organization.  
a. orient                      b. orientation                      c. orientate                      d. oriented
23. What does he do in the firm?  
He works as an(a)..... He specializes in managing the financial issues.  
a. accountant                      b. employee                      c. employer                      d. manager
24. All the.....companies are in favor of the plan.  
a. sustained                      b. affiliated                      c. pinpointed                      d. incorporated
25. The government is encouraging people to invest more of their income by tax.....  
a. landmarks                      b. settings                      c. incentives                      d. colleagues
26. The company he went to, valued academic study above.....education.  
a. commercial                      b. potential                      c. operational                      d. vocational

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نیمسال دوم ۸۲-۸۳

27. Why are the prices are so high?

Because of the production.....

- a. wages                      b. costs                      c. suits                      d. debts

28. There is a strong.....that the controlling of the business is inadequate.

- a. inference                      b. chairing                      c. adoption                      d. liability

29. If you do that illegal trading, he'll .....you.

- a. buy                      b. tie                      c. sue                      d. lie

30. His company will.....all the goods for the new firm.

- a. operate                      b. direct                      c. destroy                      d. supply

متون زیر را به فارسی دقیق و روان ترجمه کنید.

1. Many of the management issues are common to every kind of organization, be it business, state enterprise, public service, non-profit-making charity or private club. However, the full range of management theory and practice occurs mainly in, what we call business organizations.

2. A market oriented organization is one which focuses on the needs of its customers. Its primary concern is to find out what its customers needs and wants are so as to meet them with the highest level of customer satisfaction. In situation, production responds to the demands of marketing rather than the other way round.

3. Distribution is primarily concerned with (a) channels of distribution, and (b) physical distribution. These channels are the marketing institutions which facilitate the movement of goods and services from their point of production to their point of consumption. Some channels are direct, as when a computer firm sells its products direct to the users.

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4. In organizations, communication is generally thought of in terms of:

- A. The media of communication e.g. memos, reports, etc.
- B. The skills of communication e.g. giving instructions, interviewing, chairing meeting, etc.
- C. The organization of communication e.g. the chain of command, briefing groups, committees, etc.

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