

تعداد سوالات: ۳۰ تکلیف: ۶۰  
زمان آزمون (بسته): تستی و تکلیف: ۶۰ تکلیف: ۶۰

نام درس: زبان تخصصی (۴)  
رشته تحصیلی: مدیریت بازرگانی  
کد درس: ۱۲۱۲۱۶۷

\* دانشجوی گرامی: لطفاً، گزینه ۱ را در قسمت کد سری سؤال برگه پاسخنامه خود، علامت بزنید.  
بدیهی است، مسئولیت این امر بر عهده شما خواهد بود.  
\*\* استفاده از فرهنگ لغت مجاز نیست.  
\*\*\* این آزمون نمره منفی ندارد.

**Part I: Multiple-choice items.**

**Directions:** Choose the best choice and mark it on your answer sheet.

- Profits should hit \$40 million this year. "Hit" should mean .....  
a. merge                      b. stand                      c. reach                      d. assume
- A proper ..... is what that government needs now.  
a. mission                      b. front                      c. subsidiary                      d. monetary system
- A charge for services, or on goods entering a country is called .....  
a. tariff                      b. record                      c. restriction                      d. interest
- Who is the chief ..... officer of this organization?  
a. deal                      b. boss                      c. asset                      d. executive
- Mr. Smith wants to work within a clearly defined sphere of responsibility. "Sphere" should mean .....  
a. firmness and balance                      b. presence                      c. area of activity                      d. arena
- The rapid growth of technology and communication has made international management more .....  
a. limited                      b. feasible                      c. related                      d. clamped
- Keeping informed about ..... in other countries is quite difficult.  
a. environments                      b. effects                      c. competitors                      d. exporting

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نام و نام خانوادگی: (۳)  
رشته تحصیلی: مدیریت بازرگانی  
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8. Now that computers are widely used, ..... is inevitable.  
a. data processing      b. tax return      c. ledger      d. fee
9. The cases which were not in compliance with the new law should be .....  
a. extended      b. enhanced      c. conducted      d. investigated
10. When the objectives of business entities are ..... properly, they can be managed efficiently.  
a. transacted      b. determined      c. implemented      d. certified
11. Small and big firms benefit from advanced personal computers and the ..... software.  
a. degree      b. activity      c. bookkeeping      d. mass
12. The pay off of the organization was not satisfactory last year. "Pay off" should mean .....  
a. something deliberately chosen      b. balance between two situations  
c. retained earning      d. result from a particular plan
13. These objectives are not clear and won't be perfectly .....  
a. attainable      b. critical      c. generated      d. central
14. The findings can reveal quantitative information about the distribution of the items. "Quantitative" should mean .....  
a. expecting something to happen  
b. connecting things together  
c. relating to numbers or amounts  
d. dividing things into groups
15. Budgets can be used to motivate .....  
a. employees      b. scenarios      c. analyses      d. components
16. The performance of a(n) ..... center is based on control over spending.  
a. profit      b. expense      c. revenue      d. cash

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نام درس: زبان تخصصی (۲)  
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17. Every manager uses human ..... control.  
a. patent                      b. reputation                      c. concession                      d. resource
18. The form of marketing and distribution whereby one company grants to another the right to use any to tangible or intangible possession it owns for the purpose of trade is called .....  
a. joint                      b. franchising                      c. licensing                      d. labour
19. The average ..... of people who live in polluted cities has decreased during the last decade.  
a. life span                      b. stake                      c. trade                      d. maze
20. Products imported to the target company may be used by that company or ..... to another customer.  
a. resold                      b. purchased                      c. selected                      d. paid
21. There are different reasons for the failure of joint .....; e.g. management disagreement.  
a. expertise                      b. locations                      c. ventures                      d. regions
22. Newly established banks try to retain customers who might defect to a credit card with a lower interest rate. "Defect" should mean .....  
a. guarantee                      b. leave a thing and go to another  
c. act according to                      d. survey
23. What can be done to augment government services in those areas? "Augment" should mean .....  
a. live up to                      b. get on to                      c. make short                      d. make more
24. When customers receive ..... responses to their complaints, they leave the company and go to another.  
a. acceptable                      b. fortunate                      c. dissatisfactory                      d. expected
25. The next step is to plan how to ..... the goals.  
a. achieve                      b. cover                      c. upgrade                      d. act

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26. Corrective actions should be taken to ..... the sources of dissatisfaction.  
a. justify                      b. eliminate                      c. communicate                      d. add
27. The price ratio ..... the value that customers receive as a function of the product price.  
a. lowers                      b. raises                      c. interrupts                      d. measures
28. When a company obtains control of its suppliers, or starts performing the same business activities as them ..... happens.  
a. experience curve                      b. differentiation                      c. backward integration                      d. forward integration
29. There are great competition between people, organizations and companies who work in the same field. "Competition" should mean .....  
a. rivalry                      b. return                      c. constraint                      d. investment
30. A firm that limits its attention to one or a few market segments can serve those segments better than firms that try to ..... the entire market.  
a. present                      b. influence                      c. substitute                      d. outperform

## Part II. Translation

**Direction:** Translate the following 6 passages into fluent Persian.

### Passage 1:

The purchaser of the license hopes to profit from sale of the products being sold, whereas the seller of the license profits from the fee charged for the license itself. (0.8)

### Passage 2:

The term independent audit means a check of the accounting records of an economic entity by a CPA who is neither employed by the entity nor related to an officer of the entity. This check does not cover 100% of the accounting record. (0.8)

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نام آزمون: زبان تخصصی (۳)  
رشته تحصیلی: گرایش مدیریت بازرگانی  
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**Passage 3:**

Control is the regulatory process that directs the activities an organization conducts to obtain anticipated goals and standards. The control function requires managers to establish appropriate performance standards, compare actual performance with the predetermined standards, and remedy problem areas. (1)

**Passage 4:**

This stirred intense debate, leading to a survey of large multi-national corporations by Grey Advertising (a large agency with 88 offices worldwide). (0.8)

**Passage 5:**

Product should provide a level of quality as defined by customer needs and usage. If customer buys a paper clip, quality might be defined as the ability to hold papers together until the clip is removed. (0.8)

**Passage 6:**

The bargaining parties are involved in a situation of a "fixed pie" or a win-loose situation so that one's gain is another's loss. Bargaining aims at distributing the fixed pie among the competing parties. (0.8)