

نام درس: زبان تخصصی (۳)

رشته تحصیلی: گرایش: مدیریت بازرگانی

کد درس: ۱۲۱۲۱۶۹

تعداد سؤال: نسی ۳۰ تکمیلی -- تشریحی ۴

زمان امتحان: تستی و تکمیلی ۴۵ دقیقه تشریحی ۵۵ دقیقه

تعداد کل صفحات: ۵

**Instructions:** Choose the best choices which complete the following sentences.

1. They want to make money, so they need a commercial .....

a. investment	b. dividend
c. enterprise	d. liability

2. Ultimate users of economic goods and services are called .....

a. creditors	b. consumers
c. directors	d. clients

3. The new manager said that he was not ..... for his employees' debt.

a. liable	b. satisfied
c. involved	d. legal

4. The company ..... the producers for some action which caused damages on the products.

a. obliged	b. implemented
c. distributed	d. sued

5. Two companies have signed a(n) ..... to divide the profits into equal parts.

a. option	b. operation
c. agreement	d. negotiation

6. His company owns many..... in the international business.

a. unions	b. shares
c. sales	d. strategies

7. They just talked generally about the problem, they didn't really ..... upon any specific area.

a. work	b. focus
c. reach	d. argue

8. His company made profitable .....last year.

a. shareholder	b. distribution
c. investment	d. memorandum







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**Part three: Translation***Translate the following sentences into Farsi.*

1. Marketing is responsible for the continual improvement in our standards of living. We have attained unprecedentedly high living standards due to mass production, and mass production cannot take place without mass marketing. It is thus instrumental to the satisfaction of material needs of the society.
2. Product also acts as a determining factor in the choice of channel of distribution. If the product is a complex industrial machine or component part used by other manufacturer, it is likely to be sold directly by the manufacturer without using any middlemen.
3. The formal channels of communication inhibit the free flow of information between organizational levels. An assembly-line worker, for example, will almost always communicate problems to a supervisor rather than to the plant manager.
4. If managers cannot anticipate potential problems, develop the skills to recognize when corrections are necessary, and then make appropriate corrections or adjustment as they progress, their work may be both fruitless and costly.