

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.

- They want to make money, so they need a commercial
 a. investment b. dividend
 c. enterprise d. liability
- Ultimate users of economic goods and services are called
 a. creditors b. consumers
 c. directors d. clients
- The new manager said that he was not for his employees' debt.
 a. liable b. satisfied
 c. involved d. legal
- The company the producers for some action which caused damages on the products.
 a. obliged b. implemented
 c. distributed d. sued
- Two companies have signed a(n) to divide the profits into equal parts.
 a. option b. operation
 c. agreement d. negotiation
- His company owns many in the international business.
 a. unions b. shares
 c. sales d. strategies
- They just talked generally about the problem, they didn't really upon any specific area.
 a. work b. focus
 c. reach d. argue
- His company made profitable last year.
 a. shareholder b. distribution
 c. investment d. memorandum

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9. Consumers do not pay much attention to the new of goods until they become familiar with them.
- a. brands b. deals
c. bargain d. expenses
10. It was announced that people must decrease the of water and electricity.
- a. production b. requirement
c. promotion d. consumption
11. Product prices are increased by the in the market place most of the time.
- a. packaging b. protection
c. intermediary d. publicity
12. They must reduce labor if they are to make a profit this year.
- a. convictions b. costs
c. warranty d. advertisement
13. A(n) in the rate of economic growth is the sign of progress in every country.
- a. acceleration b. communication
c. contribution d. supervision
14. The technical problem last night made a break in of TV.
- a. performance b. position
c. transmission d. observation
15. An was observed between the two companies' trading agreement.
- a. impediment b. proportion
c. instruction d. discussion
16. The new manager treats his well, because he wants to create a friendly situation in his workplace.
- a. subordinates b. customers
c. friends d. supervisors
17. They could reduce their costs by developing a more efficient distribution..... .
- a. personnel b. executive
c. symptom d. network

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18. There are advantages in putting sales and administration in the same building.
 - a. competent
 - b. resistant
 - c. operational
 - d. sequential
19. With all these foreign imports their product has lost its advantage over other products.
 - a. mutual
 - b. overwhelming
 - c. competitive
 - d. oriented
20. If this product develops a fault, please return it to the
 - a. competitor
 - b. distributor
 - c. staff
 - d. sponsor
21. The good salary gave him a(n) and he worked twice as hard.
 - a. investment
 - b. incentive
 - c. differentiation
 - d. implication
22. If you study hard, it will lead to a great in your life.
 - a. achievement
 - b. affiliation
 - c. production
 - d. contribution
23. There is always a close between the members of a private company.
 - a. instruction
 - b. advancement
 - c. devotion
 - d. association
24. If working environment is pleasant, will increase.
 - a. ventilation
 - b. hygiene
 - c. productivity
 - d. discontent
25. He doesn't want her to do anything that is going to her from getting the job finished on time.
 - a. proceed
 - b. hamper
 - c. dominate
 - d. induce
26. Something is wrong with our plan but we haven't the trouble yet.
 - a. oriented
 - b. pinpointed
 - c. directed
 - d. distributed

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27. Forreasons everybody has to be searched.

- a. investment
- b. security
- c. market
- d. differentiation

Part two: Reading comprehension*Read the following passage carefully and answer the questions that follow.*

Although we tend to use the terms data and information interchangeably, there is a distinction between the two concepts. Data are raw, unanalyzed numbers and facts about events, such as the number of computer disks produced per week or the inventory of computer disks at a local office supply store. Information, in contrast, results when data are organized or analyzed in some meaningful way. Thus, the operations manager at the disk manufacturer might compare one week's output to the previous week's or to production quotas as one way of monitoring and controlling performance. Similarly, managers at the software store could compare their inventory level of disks to industry standards as one way of assessing their performance.

28. Information is considered as a(n)..... .

- a. unanalyzed numbers
- b. raw facts
- c. meaningful organized data
- d. inventory of computer disks

29. The way of 'controlling and monitoring' refers to the concepts of

- a. data
- b. information
- c. performance
- d. assessing

30. Performance can be assessed through the comparison of

- a. inventory level of data
- b. manufacturer output
- c. local office supply
- d. number of computers

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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.