

سری سوال: یک ۱

زمان آزمون (دقیقه): تستی: ۹۰ تشریحی: ۰

تعداد سوالات: تستی: ۳۰ تشریحی: ۰

عنوان درس: زبان تخصصی اقتصاد و مدیریت

www.PnuNews.com  
www.PnuNews.net

رشته تحصیلی/کد درس: حسابداری (چندبخشی)، علوم اقتصادی (نظری) چندبخشی، مدیریت بازرگانی (چندبخشی)، مدیریت صنعتی (چندبخشی)  
مدیریت جهانگردی (چندبخشی)، مدیریت دولتی (چندبخشی) (۱۲۱۲۱۷۴).

1- An approach to the study of consumer behavior that emphasizes psychological limitations and complications that potentially interfere with rational decision making is called.....

1. normative economic
2. positive economic
3. behavioral economic
4. microeconomic

2- A key behavioral implication of the ..... assumption is that people should use so-called rules of thumb .

1. unbounded rationality
2. bounded rationality
3. microeconomic
4. macroeconomic

3- Which one does not belong to macroeconomic?

1. inflation
2. business cycles
3. unemployment
4. industries

4- Which one does not belong to the basic categories of resources?

1. labor
2. training
3. capital
4. land

5- What is the meaning of "trade-off " in the following sentence?

When you think of any alternative , you are thinking of trade-offs.

1. deal
2. scarcity
3. satisfaction
4. fulfillment

6- The component of human resources that performs the functions of organizing ,managing and assembling the other factors of production to create and operate business ventures is called.....

1. physical capital
2. human capital
3. entrepreneurship
4. labor

7- Something which may cause consumer to want to purchase more of everything today's prices is called.....of a rise in income.

1. nominal value
2. substitutes
3. complement
4. expectation

8- What is the meaning of "goes up " in the following sentence?

When the price of a good goes up , people buy less of it .

1. decline
2. reduce
3. increase
4. enlargen

9- In a pure market system , competition generate economic ..... only when individuals know and must bear the true opportunity cost of their action.

1. efficiency
2. externality
3. finance
4. competition



سری سوال : یک ۱

زمان آزمون (دقیقه): تستی : ۹۰ تشریحی : ۰

تعداد سوالات : تستی : ۳۰ تشریحی : ۰

عنوان درس : زبان تخصصی اقتصاد و مدیریت

www.PnuNews.com  
www.PnuNews.net

رشته تحصیلی / کد درس : حسابداری (چندبخشی)، علوم اقتصادی (نظری) چندبخشی، مدیریت بازرگانی (چندبخشی)، مدیریت صنعتی (چندبخشی)  
مدیریت جهانگردی (چندبخشی)، مدیریت دولتی (چندبخشی) (۱۲۱۲۱۷۴).

10-The principle of .....does not apply to public goods which can be consumed jointly by many individuals simultaneously.

1. government -sponsored good
2. subsidize
3. redistribution
4. rival consumption

11-What is the meaning of " commencement" in the following sentence?  
Department must reduce their spending before new term commencement.

1. goods
2. season
3. beginning
4. amount of money

12-In our country the government .....education.

1. inhibits
2. subsidizes
3. provides
4. sponsors

13-The inflation rate that we believe will occur; when it does , we are in a situation of fully .....

1. unanticipated inflation
2. anticipated inflation
3. restriction
4. interest rate

14-Unemployment due to fact that workers must search for appropriate job offers . This takes time , and so they remain temporary unemployed. This is called.....

1. cyclical unemployment
2. frictional unemployment
3. seasonal unemployment
4. structural unemployment

15-What is the meaning of "fired " in the following sentence?

Psychological researchers believe that being fired creates as much stress as the death of a close friend.

1. obligated to job
2. responsible
3. dismiss from a job
4. remain to a job

16-An individual who used to work full-time but left the labor force and has now reentered it looking for a job is called.....

1. new entrant
2. job loser
3. job leaver
4. reentrant

17-Unemployment resulting from a poor match of workers 'abilities and skills with current requirements of employers is called.....

1. structural unemployment
2. seasonal unemployment
3. frictional unemployment
4. cyclical unemployment



سری سوال : یک ۱

زمان آزمون (دقیقه): تستی : ۹۰ تشریحی : ۰

تعداد سوالات : تستی : ۳۰ تشریحی : ۰

عنوان درس : زبان تخصصی اقتصاد و مدیریت

www.PnuNews.com  
www.PnuNews.net

رشته تحصیلی / کد درس : حسابداری (چندبخشی)، علوم اقتصادی (نظری) چندبخشی، مدیریت بازرگانی (چندبخشی)، مدیریت صنعتی (چندبخشی)  
مدیریت جهانگردی (چندبخشی)، مدیریت دولتی (چندبخشی) (۱۲۱۲۱۷۴).

18- Goods used up entirely in the production of final goods is called.....

- |                       |                           |
|-----------------------|---------------------------|
| 1. public goods       | 2. final goods            |
| 3. intermediate goods | 4. gross domestic product |

19- Britain's poor economic .....caused to high rate of unemployment .

- |               |             |                |               |
|---------------|-------------|----------------|---------------|
| 1. securities | 2. services | 3. performance | 4. investment |
|---------------|-------------|----------------|---------------|

20- Institutions that transfer funds between ultimate lenders and ultimate borrowers is called.....

- |                             |                           |
|-----------------------------|---------------------------|
| 1. liable departments       | 2. asymmetric information |
| 3. financial intermediaries | 4. transaction deposits   |

21- Money's attribute as the most readily tradable asset is called.....

- |             |         |           |              |
|-------------|---------|-----------|--------------|
| 1. deposits | 2. loan | 3. barter | 4. liquidity |
|-------------|---------|-----------|--------------|

22- The largest component of Iran .....is paper bills.

- |             |             |             |                     |
|-------------|-------------|-------------|---------------------|
| 1. approach | 2. treasury | 3. currency | 4. traveler's check |
|-------------|-------------|-------------|---------------------|

23- An official or formal announcement that has been specially prepared for a particular occasion or situation is called.....

- |                  |         |              |               |
|------------------|---------|--------------|---------------|
| 1. balance sheet | 2. list | 3. statement | 4. withdrawal |
|------------------|---------|--------------|---------------|

24- A recession would reduce government tax .....

- |           |           |           |            |
|-----------|-----------|-----------|------------|
| 1. income | 2. earned | 3. salary | 4. revenue |
|-----------|-----------|-----------|------------|

25- The financial statement designed to show a business entity's financial position -what it owns and what it owes-on a particular date is called.....

- |                            |                    |
|----------------------------|--------------------|
| 1. balance sheet           | 2. money report    |
| 3. total revenue statement | 4. expenses record |

26- The .....is entitled to reasonable return on his money.

- |          |             |             |               |
|----------|-------------|-------------|---------------|
| 1. owner | 2. official | 3. investor | 4. accountant |
|----------|-------------|-------------|---------------|

27- What is the meaning of "stable " in the following sentence?

Oil prices are stable for the first time in year.

- |              |                |        |           |
|--------------|----------------|--------|-----------|
| 1. temporary | 2. unpermanent | 3. low | 4. steady |
|--------------|----------------|--------|-----------|

28- A(n)..... is an economic unit that engage in identifiable business activities.

- |              |              |                    |          |
|--------------|--------------|--------------------|----------|
| 1. principle | 2. inflation | 3. business entity | 4. asset |
|--------------|--------------|--------------------|----------|



تعداد سوالات: تستی: ۳۰ تشریحی: ۰

زمان آزمون (دقیقه): تستی: ۹۰ تشریحی: ۰

سری سوال: یک ۱

عنوان درس: زبان تخصصی اقتصاد و مدیریت

www.PnuNews.com  
www.PnuNews.net

رشته تحصیلی/کد درس: حسابداری (چندبخشی)، علوم اقتصادی (نظری) چندبخشی، مدیریت بازرگانی (چندبخشی)، مدیریت صنعتی (چندبخشی)  
مدیریت جهانگردی (چندبخشی)، مدیریت دولتی (چندبخشی) (۱۲۱۲۱۷۴)

29- Management as a subject is dynamic , so the term "profession " or "professional Manager " has got different .....

1. denotation                      2. connotation                      3. coordination                      4. autocratic

30- Advertisement can increase consumer .....for using a production.

1. organizing                      2. prediction                      3. profession                      4. motivation