

سری سوال : یک ۱

زمان آزمون (دقیقه): تستی : ۸۰ تشریحی : ۰

تعداد سوالات : تستی : ۳۰ تشریحی : ۰

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1-The mechanisms involved in moving goods or services from the point of production to the point of consumption is called .....

1. enterprise                      2. dividened                      3. distribution                      4. investment

2-The simplest form of business organization is .....

1. firm                                  2. sole trader                      3. company                      4. marketing mix

3-The three countries have ..... a memorandum in which they have agreed to work together.

1. signed                              2. refused                              3. balanced                              4. motivated

4-The strike was caused by the management's refusal to negotiate with the unions.

1. rejection                              2. function                              3. collaboration                              4. discussion

5-He is the representative of all the workers in this factory.

1. agent                                  2. chief                                  3. boss                                  4. superior

6-The land and buildings owned by someone especially by a company or organization are .....

1. notes                                  2. premises                              3. debts                                  4. prices

7-A written or printed guarantee is called.....

1. quality                                  2. share                                  3. cancel                                  4. warranty

8-The only element of the marketing mix which produces revenue refers to price.

1. outcome                              2. quality                              3. income                              4. quantity

9-The manager monitors his employees performance constantly through TV screen.

1. observes                              2. punishes                              3. criticizes                              4. records

10-He treats his ..... well but expect them to work hard.

1. subordinates                              2. superiors                              3. seniors                              4. barriers

11-His shop will lose ..... if his prices keep rising.

1. obstacle                              2. finance                              3. customers                              4. goods

12-He is very competent expert to deal with every case.

1. lazy                                      2. skillful                              3. uneducated                              4. illiterate

13-The demonstration is a symptom of dissatisfaction among the workers.

1. size                                      2. sponsor                              3. strike                              4. sign

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14- A company which is under the same ownership as another is called.....company.

1. developed                      2. mother                      3. affiliated                      4. central

15- There has always been a close association between these two companies.

1. connection                      2. separation                      3. disagreement                      4. conflict

16- Something that is made in one country and brought into another usually in order to be sold there is called.....

1. good                      2. import                      3. export                      4. commodity

17- The performance of some workers should be enhanced by giving them extrinsic rewards.

1. monitor                      2. improve                      3. weaken                      4. reject

18- There are severe penalties for refusing to comply.

1. play                      2. command                      3. enhance                      4. obey

19- Manufacturers are keeping.....low because of the poor economic situations.

1. targets                      2. hosts                      3. inventories                      4. losses

20- The systematic recording of financial and economic transactions and other events is called.....

1. investing                      2. bookkeeping                      3. designing                      4. anticipating

21- A sum of money which is borrowed often from a bank and has to be paid back is called.....

1. labor                      2. boss                      3. fee                      4. loan

22- The magazine will be published quarterly.

1. monthly                      2. two times a year  
3. weekly                      4. four times a year

23- An official document giving you permission to own or do something for a period of time is termed license.

1. سند یا مدرک                      2. مال و دارایی                      3. اعتبار                      4. نقدینگی

24- A short phrase that is used by an advertiser, organization, or other group is named slogan.

1. هزینه                      2. مصرف                      3. شعار                      4. سهم

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25- One form of international licensing in which the licensor supplies a complete package of goods, services and materials to the licensee is franchising.

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|--------------------------|----------------------|
| 1. پرداختن هزینه عملیاتی | 2. توسعه دادن        |
| 3. محدود کردن            | 4. حق ویژه فروش دادن |

26- He augmented his income by writing many articles for the local newspaper. 'Augment' means.....

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|--------------|-----------|--------------|----------|
| 1. صادر کردن | 2. افزودن | 3. وارد کردن | 4. کاستن |
|--------------|-----------|--------------|----------|

27- Quality and productivity are two related paths to customer satisfaction.

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|----------|-------------|---------|----------|
| 1. رضایت | 2. بهره وری | 3. تعهد | 4. کیفیت |
|----------|-------------|---------|----------|

28- This investment promises a high rate of return.

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|----------|-----------|---------|----------|
| 1. کمبود | 2. سرمایه | 3. زیان | 4. بازده |
|----------|-----------|---------|----------|

29- A company has backward integration when it obtains suppliers, or starts performing the same business activities as them.

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|----------|--------|----------|---------|
| 1. ادغام | 2. سهم | 3. تبلیغ | 4. فروش |
|----------|--------|----------|---------|

30- Products produced in high volumes are called mass product.

- |                |               |                 |                |
|----------------|---------------|-----------------|----------------|
| 1. تولید تجاری | 2. تولید خالص | 3. تولید ناخالص | 4. تولید انبوه |
|----------------|---------------|-----------------|----------------|