عه مدیریت 103C صفحه ۲

زبان عمومي و تخصصي

PART A: Vocabulary

<u>Directions:</u> Choose the word or phrase (1), (2), (3), or (4) that best completes each sentence. Then mark your answer sheet.

	oing around the new	manager is baseless	and I it all
categorically.	2) annoy	3) refute	4) replace
2- A number of nota	ble scholars and write	ers appeared by 788	and, by the last decade of
the eighth century	, a cultural revival wa	s in full	
	2) indication		4) bloom
3. To those captivated	d by the spell of the fr	ee market, nothing s	seems good or normal that
does not	with its requirements.		
1) emerge	2) accord	3) endow	4) symbolize
4- In my opinion, an	cient artifacts are par	t of our global cultur	ral, which should
be available for all			
1) curiosity	2) encounter	3) mythology	4) heritage
			doing whatever it takes to
the develo	pment of the minority	business sector.	The second secon
1) accelerate	2) exhibit	3) reconcile	4) uncover
6- One of the main p	oints at is th	at the whole interna	tional community wants a
peace agreement to	o be signed as quickly	as possible.	
1) issue	2) dawn	3) front	4) summit
7- As Mary academi admission to her.	ic record was	, the prestigious u	niversity refused to grant
1) imitative	2) complex	3) mediocre	4) thorough
8- One of th	e new pesticide is that	it decreases plant fe	cundity.
1) debate	challenge	3) drawback	4) objection
9- He said that deve	eloped countries had	a responsibility to	global economic
1) intend	2) foster	3) determine	4) compare
10- The hypothesis h	ad to be backed up by	y empirical evidence	in order to be considered
•			WW/ 1922/9
1) deliberate	2) formidable	3) sketchy	4) credible

PART B: Cloze Passage

<u>Directions:</u> Read the following passage and decide which choice (1), (2), (3), or (4) best fits each space. Then mark your answer sheet.

11- 1) the increasing humans number
3) increasing humans in number
4) humans of increasing number
12- 1) being
2) an increasing number of humans
4) humans of increasing number
3) to be
4) are

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13- 1) which	2) those	3) those of which	4) them
14- 1) then 15- 1) to interact	 and that interacts 	3) and3) they interact	whereas interacting

PART C: Reading Comprehension

<u>Directions</u>: Read the following three passages and answer the questions by choosing the best choice (1), (2), (3), or (4). Then mark the correct choice on your answer sheet.

PASSAGE 1:

As Google extends the scope of its operations overseas, questions concerning freedom of speech have arisen. In its early days, Google saw itself as operating outside of government control and offering an unrestricted resource for finding information. But Google's relationship with the Chinese government causes many to feel Google has compromised its independence from government intrusion. In order to offer its web services within China, Google had to make a tough decision: accept certain restrictions imposed by the Chinese government or risk losing out on the Chinese market. For the first time, Google faced a decision with major political implications and felt pressure to clarify the meaning of their noble "Don't be evil" principle. As CEO Eric Schmidt tells it, Google used an "evil scale" to weigh its decision. Living with the Chinese government's restrictions is less evil than not serving Chinese users at all. And less profitable, critics might add. Google's decision led to bad press around the world and requests for hearings in the US. Congress.

Despite these legal and ethical issues, Google remains an extremely popular company. After all, its most popular products are free. But it is also an aggressive company with big goals, a company that likes surprises and challenges. Many observers feel it is ready for a showdown with software giant Microsoft over who will control the next generation of personal computing. Others worry that Google will impede development of the Internet. Right now it dominates Web 2.0 a nickname for the current Internet. The fear is that Google will use its power to prevent Web 3.0 by blocking improvements that might threaten its dominance. Can Google win and stay on top without playing dirty and tarnishing its image as the Internet good guy?

16- What is the passage mainly about?

- 1) The most popular Internet company
- 2) Googles's operations overseas
- 3) Google's efforts to dominate the Internet in China
- 4) Ethical issues surrounding Google's relationship with the Chinese government

17- According to the passage, Google's relationship with the Chinese government -----

- 1) made the company justify its decision
- 2) has violated the freedom of the press
- 3) has been condemned by the U.S. Congress 4) developed into a highly profitable business
- 18- The word "its" in line 19 refers to ------.
 - 1) Google
- 2) power
- 3) Internet
- 4) Web 3.0

19- According to the passage, some critics feel that ------

- 1) Google is trying to help other companies improve their Internet services
- 2) Google's effort to dominate the Internet has compromised its company motto
- 3) Google's relationship with China raises privacy issues for many Google users
- 4) Google has refused to do anything that contrasts sharply with its principles

20- What is the writer's purpose in paragraph 2?

- 1) To describe Gogle's products
- 2) To compare Google and Microsoft
- 3) To express concern about Google's future actions
- 4) To emphasize the need for the development of web 3.0

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PASSAGE 2:

By the I870s, many corporations had become strong and powerful. John D. Rockefeller, for example, built the Standard Oil Company into a huge, super-efficient corporation. It dominated the U.S. oil industry. People said that Standard Oil was a monopoly and that this was wrong. Rockefeller defended his company: "We were all in a sinking ship if competition continued." For Rockefeller, monopolies were good. Competition prevented companies from growing large enough to provide certain services society needed. Some public utilities (electricity, water, trash removal) still operate as monopolies. This allows local government to control and monitor the quality of these services on behalf of the people using them.

For most businesses, however, Rockefeller's ideas about competition proved to be wrong. In the early part of the 20th century, competition between companies increased. Companies needed to compete with each other to attract customers. This meant that people had more choices about what they bought. Prices went down and quality went up. General Motors (GM) executive Alfred Sloan adopted a policy that corresponded to these changes in the marketplace and people's expectations. He declared in I924 that his company would have "a car for every purse and purpose." GM would put the customer first, not the company. This changed the automotive industry and made GM one of the most successful businesses in the United States.

21- According to the passage, Rockefeller ------

- 1) was in charge of the U.S. oil industry
- 2) believed governments must supervise monopolies
- 3) and his company were popular with the general public in the United States
- 4) encouraged companies to compete with each other to provide public utilities

22- What is the writer's purpose in paragraph 2?

- 1) To explain Rockefeller's ideas about competition
- 2) To introduce a powerful American corporation
- 3) To provide evidence for the importance of competition
- 4) To emphasize an important business principle

23- The word "this" in line 11 refers to -----

1) attracting customers

- 2) improving product quality
- 3) competition between companies
- 4) the purchasing power of people

24- It can be inferred from the passage that in the 20th century ------.

- 1) the marketplace started to change
- 2) Americans started to react angrily to monopolies
- 3) companies had difficulty meeting people's expectations
- 4) the automotive industry became the most successful business in America

25- Which of the following statements is true about General Motors according to the passage?

- 1) It was established by Alfred Sloan.
- 2) It works on the customer-first principle.
- 3) It produced economical cars in 1924.
- 4) It has attracted the most customers in America since 1924.

PASSAGE 3:

An economic bubble occurs when speculation in commodities (such as oil), securities (such as stocks and bonds), real estate, or collectibles drives up prices well beyond the item's <u>intrinsic</u> value. The end result of this boom in price is a crash or bust. The price falls sharply once it becomes clear that it is far beyond the purchasing power of potential customers.

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Speculators risk money in such investments because they hope that price of an asset they purchased will quickly increase. Since most speculators are nervous about where they invest their money, bubbles are by no means the norm. After all, speculators face the danger that the item is already overpriced. They also know that rising prices will encourage either greater production of a commodity or greater willingness of current owners to sell. Either of these conditions can serve as a "negative feedback" mechanism that adjusts prices downward. In economic situations, negative feedback works a bit like your eyes do. As the light gets brighter, your pupils get smaller and let in less light. But what if your eyes worked as a "positive feedback" mechanism? In sunlight, your pupils would open wide and damage the retina.

26- What is the writer's purpose in this passage?

- 1) To list the negative effects of rising prices
- 2) To provide examples of economic damage
- 3) To introduce some economic concepts
- 4) To discuss an economic phenomenon

27- According to the passage, economic bubbles occur when -----

1) investments fall

- 2) prices increase quickly
- 3) the purchasing power of people decreases 4) prices fluctuate according to product value
- 28- The word "intrinsic" in paragraph 1 is closest in meaning to ------
 - 1) basic
- 2) expensive
- 3) useful
- 4) wi

29- According to the passage, all of the following occur as a result of rising prices EXCEPT

- 1) the development of a negative feedback mechanism
- 2) owners' interest in selling their products
- 3) an increase in production
- 4) the development of a positive feedback mechanism

30- It can be inferred from the passage that the writer believes ------

- 1) negative feedback damages the economy in the same way bright light damages the eyes
- 2) a positive feedback mechanism is effective when prices go up
- 3) feedback mechanisms can barely reduce inflation
- 4) negative feedback is a positive force

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BUA' (T

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الست؟ دام است؟
$$\lim_{n\to\infty} \frac{1-r+r-r+\Delta-s+\cdots-rn}{\sqrt{n^r+1}+\sqrt{rn^r-1}}$$
 کدام است؟

$$\frac{\pi}{-r}$$