

PART A: Vocabulary

Directions: Choose the word or phrase (1) , (2), (3), or (4) that best completes each sentence. Then mark the correct choice on your answer sheet.

1. Merchants will give refunds (بازپرداخت) on any damaged or _____ merchandise.
 (1) directive (2) defective (3) objective (4) detective
2. Regular exercise is the best _____ to tiredness and depression.
 (1) antidote (2) audience (3) anticipate (4) participate
3. Emergency workers at the site are still unable to _____ the cause of the explosion.
 (1) pile up (2) pitfall (3) pinpoint (4) precede
4. Both sides in the dispute have agreed to go to _____.
 (1) arbitration (2) preparation (3) generation (4) concentration
5. The proposed law will _____ existing economic and class inequalities.
 (1) prepare (2) persuade (3) perceive (4) perpetuate
6. The _____ of opinion seems to be that the Prime Minister should resign.
 (1) consensus (2) commence (3) constraint (4) consumption
7. It's very _____ that you live near the office.
 (1) convenient (2) contingent (3) continuous (4) constant
8. He's color-blind and can't _____ (the difference) between red and green easily.
 (1) distinguish (2) dissent (3) discover (4) distribute
9. This latest cut in government spending will affect income support _____ and their families.
 (1) recession (2) recipients (3) recognition (4) recruitment
10. The company has an _____ at the end of each financial year.
 (1) audit (2) audience (3) autonomy (4) authority
11. The government should be playing a more _____ role in promoting human rights.
 (1) previous (2) preferred (3) prohibited (4) prominent
12. In a _____ between management and unions, a 4% pay rise was agreed in return for an increase in productivity.
 (1) component (2) compromise (3) composition (4) comparison
13. This design makes the _____ use of the available space.
 (1) emotional (2) artificial (3) optimal (4) global
14. Teachers can't give pupils any _____ in exams.
 (1) maintenance (2) assistance (3) grievance (4) ignorance
15. Arguing with him is beneath my _____.
 (1) charity (2) severity (3) dignity (4) security
16. You can make huge savings by buying food in _____.
 (1) sack (2) truck (3) bulk (4) kickback

17. Fortunately, the company has declared its _____ to produce more.
(1) awareness (2) suppleness (3) tardiness (4) readiness
18. Several _____ young teachers have just started working at the school.
(1) enthusiastic (2) aesthetic (3) holistic (4) gigantic
19. These salary increases will affect only the highest _____ of local government
(1) recognitions (2) echelons (3) conclusions (4) resignations
20. It doesn't cost much to insure your personal _____.
(1) belongings (2) negotiations (3) oppositions (4) inclinations
21. It was the team's fourth _____ defeat (شکست).
(1) defective (2) naive (3) successive (4) supportive
22. They had to agree to certain conditions as a _____ of being lent the money.
(1) prerequisite (2) prominent (3) presentation (4) preparation
23. An ant's body is divided into three distinct _____.
(1) instruments (2) embarrassments (3) judgements (4) segments
24. John was _____ to see the improvement in his mother's health.
(1) identified (2) gratified (3) clarified (4) classified
25. He claims that the police _____ evidence against him.
(1) educated (2) allocated (3) indicated (4) fabricated
26. The company's _____ retirement age is 65.
(1) territory (2) unsatisfactory (3) mandatory (4) satisfactory
27. The bill was passed over the _____ of many Democrats.
(1) objections (2) reduction (3) inspection (4) restriction
28. They paid \$2 million to the world champion to _____ their new product.
(1) reimburse (2) endorse (3) commence (4) turbulence
29. The terrorists were given ten minutes to _____.
(1) surplus (2) suffice (3) supple (4) surrender
30. They want to _____ a good working relationship between the government and trade unions.
(1) sympathize (2) memorize (3) cement (4) justify

PART B: Reading Comprehension

Directions: Read the following two passages and choose the best choice (1), (2), (3), or (4). Then mark it on your answer sheet.

PASSAGE 1

Organizational strategies are the means through which companies accomplish their missions and goals. Successful strategies address four elements of the setting within which the company operates: (1) the company's strengths, (2) its weaknesses, (3) the opportunities in its competitive environment, and (4) the threats in its competitive environment. This set of four elements—strengths, weaknesses, opportunities, and threats—when used by a firm to gain competitive advantage, is often referred to as a SWOT analysis.

Strengths, in the SWOT analysis, are a company's capabilities and resources that allow it to engage in activities to generate economic value and perhaps competitive advantage. A company's strengths may be in its ability to create unique products, to provide high-level customer service, or to have a presence in multiple retail markets. Strengths may also be things such as the company's culture, its staffing and training, or the quality of its managers.

A company's weaknesses are a lack of resources or capabilities that can prevent it from generating economic value or gaining a competitive advantage if used to enact the company's strategy. For example, a firm may have a large, bureaucratic structure that limits its ability to compete with smaller, more dynamic companies. Another weakness may occur if a company has higher labor costs than a competitor who can have similar productivity from a lower labor cost. The characteristics of an organization that can be strength can also be a weakness if the company does not do them well.

Opportunities provide the organization with a chance to improve its performance and its competitive advantage. Some opportunities may be anticipated, others arise unexpectedly. For instance, the increased use of the Internet has provided numerous opportunities for companies to expand their product sales.

31- What will probably the following paragraph of this passage be about?

- 1) Examples of opportunities in SWOT analysis
- 2) SWOT analysis
- 3) Organizational strategies
- 4) Threats in SWOT analysis

32- We can infer from the passage that _____.

- 1) A company may use its strengths, weaknesses, opportunities, and threats to achieve comparative advantage
- 2) If a company can produce unique products is one of its weaknesses
- 3) A company's weaknesses that can't prevent it from gaining a competitive advantage
- 4) If a company has a presence in multiple retail markets may sometimes become one of its weaknesses

33- According to the passage it is NOT true that _____.

- 1) The characteristics of an organization that can be strength can sometimes be a weakness
- 2) Things such as the company's culture, its staffing and training can be strengths of a company
- 3) The most important element in SWOT is to recognize an opportunity
- 4) SWOT analysis studies a company's competitive environment to find out its opportunities and threats

34- The word "anticipated" in line 18 is closest in meaning to _____.

- | | |
|--------------|-------------|
| 1) excepted | 2) violated |
| 3) predicted | 4) opposed |

35- What would the best topic be for the third paragraph of the passage?

- | | |
|------------------------------|---------------|
| 1) SWOT analysis | 2) Weaknesses |
| 3) Organizational Strategies | 4) Strengths |

PASSAGE 2

Price, the amount of outlay of money, goods, services, or deeds given in exchange for a product, may be monetary such as dues and rent, or non-monetary such as a vote for a candidate and contribution for time.

Demand is the amount of a product customers are willing to buy at different prices. Price elasticity of demand is the sensitivity of customers to changing prices. With elastic demand, changes in price create large changes in demand, while when demand is inelastic increases in price have little effect on demand so that total revenue increases.

Marketers often use break-even analysis and marginal analysis to help decide on the price of the product. Sometimes marketers use reference pricing strategies in which one product is displayed next to another with a different price. Reference pricing may result in assimilation (the two products' quality is perceived to be similar) or contrast effects (customers assume the different prices represent large differences in product quality.)

Lastly, most marketers seek to avoid unethical or illegal pricing practices. Descriptive pricing practices include illegal "bait and switch" pricing, loss leader pricing, and superficial discounting. Many states have passed unfair sales acts while federal regulations protect against predatory pricing.

36. What is the best title for the passage?

- (1) Demand
- (2) Pricing a Product
- (3) Break-Even Analysis
- (4) Unethical and Illegal Pricing

37. What is the best title for the last paragraph?

- (1) Unethical and Illegal Pricing
- (2) The Importance of Pricing
- (3) Demand Elasticity
- (4) Break-Even Analysis

38. According to the passage with elastic demand, changes in price has ____.

- (1) no impact on the demand.
- (2) little influence on the supply.
- (3) drastic influence on the demand.
- (4) a little impact on the demand.

39. Which of the following is TRUE according to the passage?

- (1) Reference pricing always results in assimilation.
- (2) Marginal analysis can be used to help marketers decide on the price of a product.
- (3) Marginal analysis is used to aid marketers with deciding on the amount of demand.
- (4) Break-Even point analysis is of no use when marketers decide on the price of a product.

40. The underlined word 'display' in line 7 is closest in meaning to ____.

- (1) exhibit
- (2) dedicate
- (3) hide
- (4) sold