

کد کنترل

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برای مشاهده منابع زبان عمومی کنکور ارشد کلیک کنید



931A



صبح جمعه

۱۳۹۸/۳/۲۴



«اگر دانشگاه اصلاح شود مملکت اصلاح می‌شود.»
امام خمینی (ره)

جمهوری اسلامی ایران
وزارت علوم، تحقیقات و فناوری
سازمان سنجش آموزش کشور

آزمون ورودی دوره‌های کارشناسی ارشد ناپیوسته داخل - سال ۱۳۹۸

مجموعه علوم اقتصادی - کد (۱۱۰۵)

مدت پاسخ‌گویی: ۲۱۰ دقیقه

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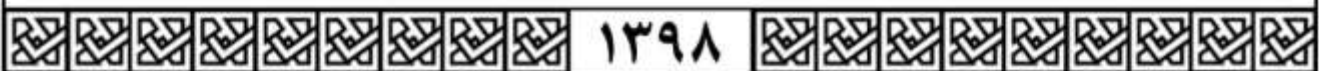
عنوان مواد امتحانی، تعداد و شماره سؤالات

ردیف	مواد امتحانی	تعداد سؤال	از شماره	تا شماره
۱	زبان عمومی و تخصصی (انگلیسی)	۳۰	۱	۳۰
۲	اقتصاد خرد	۲۵	۳۱	۵۵
۳	اقتصاد کلان	۲۵	۵۶	۸۰
۴	ریاضی	۲۵	۸۱	۱۰۵
۵	آمار	۲۰	۱۰۶	۱۲۵
۶	مجموعه دروس تخصصی (تجارت بین‌الملل، مالیه بین‌الملل، بخش عمومی، پول و بانکداری، اقتصاد اسلامی)	۲۵	۱۲۶	۱۵۰

استفاده از ماشین حساب مجاز نیست.

این آزمون نمره منفی دارد.

حق چاپ، تکثیر و انتشار سؤالات به هر روش (الکترونیکی و...) پس از برگزاری آزمون، برای تمامی اشخاص حقیقی و حقوقی تنها با مجوز این سازمان مجاز می‌باشد و یا متخلین برابر مقررات رفتار می‌شود.



۱۳۹۸

* داوطلب گرامی، عدم درج مشخصات و امضا در مندرجات جدول ذیل، به منزله عدم حضور شما در جلسه آزمون است.

اینجانب با شماره داوطلبی با آگاهی کامل، یکسان بودن شماره سندلی خود را با شماره داوطلبی مندرج در بالای کارت ورود به جلسه، بالای پاسخنامه و دفترچه سؤالات، نوع و کد کنترل درج شده بر روی دفترچه سؤالات و پائین پاسخنامه‌ام را تأیید می‌نمایم.

امضا:

زبان عمومی و تخصصی (انگلیسی):

PART A: Vocabulary

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

- 1- Animal husbandry is the branch of agriculture ----- with animals that are raised for meat, fiber, milk, eggs, or other products.
1) handled 2) concerned 3) included 4) interfered
- 2- Named by Portuguese explorer Ferdinand Magellan, who believed it to be free of ----- storms, the Pacific Ocean is not, in fact, so pacific.
1) violent 2) distant 3) temporary 4) pointless
- 3- Animal rights is not just a philosophy—it is a social movement that ----- society’s traditional view that all nonhuman animals exist solely for human use.
1) asserts 2) magnifies 3) distinguishes 4) challenges
- 4- If people can raise enough fish on farms, it stands to ----- that they will be less inclined to hunt them from the sea.
1) logic 2) rationality 3) reason 4) attention
- 5- The programmer ----- an analogy between the human brain and the computer.
1) drew 2) bore 3) took 4) put
- 6- The ----- of the editor’s comments made us think that he hadn’t really read the manuscript.
1) intensity 2) ignorance 3) tolerance 4) superficiality
- 7- The two boys tried to sound ----- at the police station, but they weren’t really sorry that they had herded the sheep into Mr. Ingersoll’s house.
1) resistant 2) impatient 3) regretful 4) indifferent
- 8- Though he spoke for over an hour, the lecturer was completely ----- and the students had no idea what he was talking about.
1) solitary 2) inarticulate 3) curious 4) effortless
- 9- For years no one could make this particular therapy work in animals larger than rodents, but now two research groups have demonstrated its ----- in dogs.
1) efficacy 2) restriction 3) sympathy 4) vulnerability

10- The African elephant has become the object of one of the biggest, broadest international efforts yet ----- to turn a threatened species off the road to extinction.

- 1) intruded
- 2) explored
- 3) mounted
- 4) compensated

PART B: Cloze Test

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

Scientists first recognized the value of the practice more than 60 years ago, when they found that rats (11) ----- a low-calorie diet lived longer on average than free-feeding rats and (12) ----- incidence of conditions that become increasingly common in old age. (13) -----, some of the treated animals survived longer than the oldest-living animals in the control group, (14) ----- that the maximum life span (the oldest attainable age), (15) ----- merely the average life span, increased.

- 11- 1) were fed 2) which they fed 3) fed 4) feeding
- 12- 1) had a reduced 2) they reduced
- 3) were reduced 4) that it reduced
- 13- 1) Although 2) While 3) What is more 4) So that
- 14- 1) meant 2) which means 3) means 4) it means
- 15- 1) no 2) nor 3) neither 4) not

PART C: Reading Comprehension

Directions: 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:

An agency is a relationship in which one person, called the agent, manages the interests of a second person, called the principal. Ideally, the agent subordinates his or her own interests completely to the interests of the principal. The problem of agency is that if the interests of the agent are not fully compatible with those of the principal, and if the principal cannot costlessly monitor the actions of the agent, the agent might pursue his or her own interests to the detriment of the principal. The extent to which the principal suffers due to a problem of agency varies directly with the cost that the principal would incur to monitor the agent perfectly.

The problem of agency arises in a firm that is operated by a small number of professional managers who act as agents for a large number of diverse shareholders, none of whom owns a large proportion of the shares. It would be prohibitively costly for the shareholders to monitor perfectly the performance of their managers. First, the managers have superior access to relevant information. Second, it is difficult to organize a large number of diverse shareholders to act as a cohesive unit on every

question. Third, the smaller the proportion of the firm that a shareholder owns, the smaller is the cost that he or she would be willing to incur for the purpose of monitoring the managers more closely.

An obvious example of the problem of agency is that managers might use some of the shareholders' resources to purchase excessively luxurious offices, memberships in clubs, travel on the firm's aircraft, and other perquisites rather than investing these resources in projects that will generate wealth for the shareholders.

- 16- **A condition that might result in the problem of agency is -----.**
 - 1) incompatibility between the principal's interests and the agent's interests
 - 2) the agent subordinating his interests to those of the principal
 - 3) the agent managing the interests of the principal
 - 4) lack of trust between the agent and the principal
- 17- **The word "detriment" in paragraph 1 is closest in meaning to -----.**
 - 1) purchase 2) profit 3) cost 4) harm
- 18- **It can be understood from paragraph 2 that the problem of agency is less likely to occur when -----.**
 - 1) a few major shareholders own the firm
 - 2) a small group of agents manage the firm
 - 3) the shares are equally distributed among shareholders
 - 4) the agents have sufficient access to the required information
- 19- **Why does the author mention the managers' superior access to information?**
 - 1) To illustrate that managers can easily pursue other firms' interests
 - 2) To show why it is difficult for shareholders to act as a tightly-knit group
 - 3) To provide a reason why perfectly monitoring the managers would prove costly
 - 4) To give an example of why managers should also have a proportion of the shares
- 20- **The last paragraph provides some examples of -----.**
 - 1) strategies to overcome the problem of agency
 - 2) how managers can become motivated to generate wealth for the firm
 - 3) how agents spend the shareholders' funds if they are closely monitored
 - 4) agents' use of the firm's resources for their own comfort and entertainment

PASSAGE 2:

The 2002 prize went to psychologist Daniel Kahneman, "for having integrated insights from psychological research into economic science, especially concerning human judgment and decision-making under uncertainty."

Kahneman showed that people do not always act out of rational self-interest, as the economic theory of expected utility maximization would predict. This concept is crucial to the field of study known as behavioral finance. Kahneman conducted his research with Amos Tversky, but Tversky was not eligible to receive the prize because he died in 1996 and the prize is not awarded posthumously.

Kahneman and Tversky identified common cognitive biases that cause people to use faulty reasoning to make irrational decisions. These biases include the anchoring effect, the planning fallacy and the illusion of control. Their article, "Prospect Theory: An Analysis of Decision under Risk," is one of the most frequently cited in economics journals. Their award-winning prospect theory shows how people really make

decisions in uncertain situations. We tend to use irrational guidelines such as perceived fairness and loss aversion, which are based on emotions, attitudes and memories, not logic. For example, Kahneman and Tversky observed that we will expend more effort to save a few dollars on a small purchase than to save the same amount on a large purchase.

Kahneman and Tversky also showed that people tend to use general rules, such as representativeness, to make judgments that contradict the laws of probability. For example, when given a description of a woman who is concerned about discrimination and asked if she is more likely to be a bank teller or a bank teller who is a feminist activist, people tend to assume she is the latter even though probability laws tell us she is much more likely to be the former.

- 21- **What is the main function of the passage?**
- 1) Clarifying why the 2002 prize was awarded to Kahneman but not Tversky
 - 2) Describing the relationship between psychology and economics
 - 3) Encouraging readers to stop acting out of rational self-interest
 - 4) Explaining the ideas of Kahneman and Tversky
- 22- **It is inferred from the passage that Kahneman's findings -----.**
- 1) are not in line with the economic theory of expected utility maximization
 - 2) show that people prefer not to make decisions under uncertainty
 - 3) illustrate that most people only care about their self-interest
 - 4) had more implications for psychology than economics
- 23- **All of the following are true about the prospect theory EXCEPT that it -----.**
- 1) won an award
 - 2) has received many citations in economic journals
 - 3) recommends using perceived fairness and loss aversion
 - 4) is concerned with decision making in certain conditions
- 24- **According to Kahneman and Tversky, people try harder to save a small amount of money when -----.**
- 1) they are making a large purchase
 - 2) they are not in an uncertain situation
 - 3) what they are buying doesn't cost much
 - 4) emotions, attitudes, and memories are the bases of their decisions
- 25- **The phrase "the former" in paragraph 3 refers to -----.**
- | | |
|---|---------------------|
| 1) bank teller who is a feminist activist | 2) probability laws |
| 3) feminist activist | 4) bank teller |

PASSAGE 3:

Self-esteem advertising attempts to change people's product attitudes by stimulating positive feelings about the self. One strategy is to challenge the consumer's self-esteem and then show a product or service that will provide a remedy. For example, an advertisement for Zest soap says, "You're not fully clean until you're Zestfully clean."

When consumers compare their actual attributes to their ideal image of themselves, their self-esteem often suffers. Consumers might ask themselves questions such as, "Am I as attractive as I would like to be?" "Do I make as much money as I should?" The ideal self – a person's conception of how he or she would like to be – and the actual

self –a more realistic self-evaluation of the qualities one has or lacks—are often in conflict.

The ideal self is partly shaped by elements of the consumer’s culture, such as heroes or people shown in advertising images who serve as models of achievement or appearance. Consumers may purchase a product because they hope it will help them achieve the kind of goals or look shown in an advertisement. Consumers may also choose products that they perceive to be consistent with their actual self, or products that they believe will help them reach their ideal self.

While most people experience an inconsistency between their real and ideal selves, for some consumers this gap is larger than for others. These people are especially good targets for marketing communications that employ fantasy to attract consumer attention. The marketing strategies allow consumers to create a vision of themselves by placing them in unfamiliar, exciting situations or by permitting them to try interesting or challenging roles. With today’s technology—for instance, online makeovers or virtual previews of sunglasses or clothing—consumers can even experiment with different looks before actually buying products and services in the real world.

- 26- **The passage serves primarily to -----.**
 - 1) discuss how people can reach their ideal self
 - 2) introduce a type of advertising
 - 3) promote a marketing strategy
 - 4) boost reader’s self-esteem
- 27- **According to paragraph 1, self-esteem advertising may -----.**
 - 1) challenge people’s beliefs about certain products or services
 - 2) be most appropriate for pharmaceutical products
 - 3) start by making people self-conscious
 - 4) improve viewers’ self-esteem
- 28- **Which of the following undermines a person’s self-esteem according to the passage?**
 - 1) Attempting to make as much money as possible
 - 2) Comparing the actual self with the ideal self
 - 3) Not having a realistic image of one’s skills
 - 4) Not being able to buy certain products
- 29- **All of the following are among the reasons why a person may buy a product EXCEPT -----.**
 - 1) becoming similar to the heroes in one’s culture
 - 2) the product’s being in line with one’s actual self
 - 3) achieving the appearance of people in advertising images
 - 4) the product’s potential to help one have a more realistic self-evaluation
- 30- **Why does the author mention online makeovers in paragraph 4?**
 - 1) To show technology can be abused in advertising
 - 2) To exemplify how fantasy is used to attract consumer attention
 - 3) To explain the importance of technology in modern advertising
 - 4) To illustrate the inconsistency between the virtual and the real world

کلید سوالات کارشناسی ارشد ۹۸

علوم اقتصادی (کد ۱۱۰۵)

شماره سوال	گزینه صحیح	شماره سوال	گزینه صحیح	شماره سوال	گزینه صحیح	شماره سوال	گزینه صحیح	شماره سوال	گزینه صحیح	شماره سوال	گزینه صحیح
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2	1	32	2	62	1	92	4	122	3	152	سفیید
3	4	33	1	63	2	93	4	123	2	153	سفیید
4	3	34	3	64	3	94	2	124	4	154	سفیید
5	1	35	2	65	2	95	3	125	3	155	سفیید
6	4	36	4	66	4	96	2	126	3	156	سفیید
7	3	37	3	67	4	97	4	127	4	157	سفیید
8	2	38	4	68	3	98	2	128	4	158	سفیید
9	1	39	3	69	2	99	4	129	2	159	سفیید
10	3	40	3	70	2	100	1	130	1	160	سفیید
11	3	41	3	71	3	101	3	131	3	161	سفیید
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16	1	46	4	76	1	106	2	136	4	166	سفیید
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18	1	48	1	78	2	108	4	138	2	168	سفیید
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27	3	57	4	87	1	117	1	147	4	177	سفیید
28	2	58	1	88	2	118	1	148	2	178	سفیید
29	4	59	2	89	4	119	3	149	3	179	سفیید
30	2	60	1	90	2	120	4	150	2	180	سفیید