

204

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نام:
نام خانوادگی:
محل امضاء:



صبح جمعه

۹۴/۱۲/۱۴

دفترچه شماره ۲ از ۲



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

«اگر دانشگاه اصلاح شود، مملکت اصلاح می‌شود.»

امام خمینی (ره)

آزمون ورودی
دوره‌های دکتری (نیمه‌متمرکز) داخل
سال ۱۳۹۵

کلیه رشته‌های امتحانی گروه آزمایشی فنی و مهندسی

مدت پاسخگویی: ۹۰ دقیقه

تعداد سؤال: ۶۰

عنوان مواد امتحانی، تعداد و شماره سؤال‌ها

ردیف	مواد امتحانی	تعداد سؤال	از شماره	تا شماره	ضریب
۱	استعداد تحصیلی	۳۰	۱۰۱	۱۳۰	۱
۲	زبان انگلیسی	۳۰	۱۳۱	۱۶۰	۱

این آزمون نمره منفی دارد.

استفاده از ماشین حساب مجاز نیست.

اسفندماه - سال ۱۳۹۴



بخش پنجم

راهنمایی:

این بخش، مربوط به سوالات آزمون زبان انگلیسی است.



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149- Under Pericles, Athens also attained her greatest measure of commercial, and the activity of her traders all over the Levant, the Black Sea and the West, is attested not only by literary authority, but also by numerous Attic coins and vases.

- 1) beneficiary
2) originality
3) heredity
4) prosperity

150- I am now losing my trust in you because what you said yesterday is not what you are suggesting now.

- 1) consistent with
2) peripheral to
3) heedless of
4) extraneous to

Part C: Reading Comprehension

Directions: Read the following two passages and select the choice (1), (2), (3), or (4) that best answers each question. Then mark the correct choice on your answer sheet.

Passage 1:

A corporate brand, like a human reputation, is something of great value. But there is always a temptation to do something for short-term profit that can damage a brand in the long term. Many companies have given in to this temptation and reduced the quality of their products or stretched their brands unwisely. They then spend years trying to repair the damage. This gives those companies that manage to resist the temptation the chance to develop brands that have huge value both to customers and shareholders.

Google is an example of an outstanding brand. The Internet domain name *google.com* was only registered in September 1997. But, less than 10 years later, Google's determination to become the top search-and-information service allowed it to outstrip Yahoo. And it did this at the cost of not putting display advertisements on its home page. There have been many examples of brands that have been damaged by strategic errors, for example Levi's, with its unsuccessful move into suits. The good news is that well-established brands can recover when things go wrong. One example is Apple. It lost its direction after the departure of Steve Jobs, its co-founder, but regained its position with his return. Apple's expansion out of computers into audio and visual products was extremely important in its revival.

Without question, brands are more important than ever before. More companies now consist essentially of intangible assets such as patents plus the value of their brands. "In today's world, the advantages of innovation do not last as long, and there are fewer things that protect companies from competition. As other things become equal, they are left with brands," says the Executive Vice-President Millward Brown Optimor.

151- The author has used "human reputation" in paragraph 1 (line 1) as

- 1) an example
2) a contrast
3) an analogy
4) a step in a process

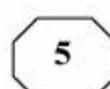
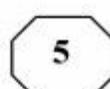
152- All of the following are mentioned as a likely variable adversely affecting the image of a brand EXCEPT

- 1) a temptation to include more shareholders
2) improvident spread of a service
3) a reduction in product quality
4) short-term profit

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- 153- The author refers to Google as a brand
- 1) that spent many years to restore its lost brand value
 - 2) that did not yield to the urge to make short-term profit
 - 3) which many companies now turn to for advertising their products
 - 4) that proves the inefficacy of the notion of combining search-and-information service with advertisements
- 154- The word "this" in paragraph 2 refers to
- 1) Yahoo's mistake of underestimating the competing power of a rival
 - 2) Google's refusal to display advertisements on its home page
 - 3) Google's great success in ten years' time
 - 4) Yahoo's being left behind by Google
- 155- The passage provides sufficient information to answer which of the following questions?
- 1) What provides the companies resisting the temptation to do something for short-term profit with the chance to develop brands?
 - 2) Why does it take a company a long time to recover its brand value once it is damaged?
 - 3) How did Levi's suffer when it initiated a business enterprise in the domain of suits?
 - 4) What role do intangible assets play in establishing a company's brand?

Passage 2:

CAN'T sleep? You are not alone. Insomnia affects one in five men and one in three women at some point in their adult lives, making it the world's most common sleep disorder.

All that missed shut-eye has serious consequences. Insomnia has been linked to accidents and poor mental and physical health. It also causes economic damage because of reduced productivity and absenteeism. According to the America Insomnia Survey, published in 2011, the US loses 253 million days of productivity a year to insomnia at a cost to the economy of \$63 billion.

Insomnia can be remedied if it is the result of a treatable condition such as restless legs syndrome or sleep apnoea. But for the majority of cases no underlying cause is found, and relief is hard to come by. People are told to buy blackout shades, reduce screen time or sort out whatever problem might be keeping them awake. Drugs are another option, but they don't offer a long-term solution.

The key problem is that we still don't really understand insomnia. Is it psychological? Is it physical? Is it both? No one can agree.

That may be changing, thanks to one unfortunate group of insomniacs who think they cannot drop off even though laboratory tests suggest they are logging hours of solid sleep. For years they were dismissed as "sleep hypochondriacs". Now better techniques for measuring sleep states have shown that their sleep is fundamentally different from normal, which probably explains their subjective reports of being unable to switch off.

The same tricks hold promise for researchers hoping to pin down less exotic forms of insomnia. Advances can't come too soon: a 2012 survey found that cases in the UK have risen steadily over the past 15 years.

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