پیاچدی تست؛ نخستین وبسایت تخصصی آزمون دکتری

203



نام: نام خانوادگی: محل امضاء:





، تخصصی از مون دکتر ی 203 C راهنمایی: این بخش، مربوط به سؤالات آزمون زبان انگلیسی است. PARTA: Grammar Directions: Select the answer choice (1), (2), (3), or (4) that best completes the blank. Then mark the correct choice on your answer sheet. 131- One of the skills you acquire as a speed reader is knowing when to slow down and when 1) speed up 2) they speed up 4) speeding up 3) to speed up 132- I learned years ago that one of the most powerful things influence over others is to smile at them. 1) to do that has 2) you can do to have 3) you have to do 4) to do you have

133- The study of parent-child interaction may involve videotaping the parent and child in their home either as they go about their daily routine or 1) the researcher gives to them as an activity which is to perform 2) the activity they perform given to them by the researcher

- 3) as they perform an activity given to them by the researcher
- 4) which the researcher gives them to perform as an activity
- 134- the most advanced supercomputer, the human brain makes it possible for a person to live, speak, solve problems, and create through thoughts and ideas.
 - 1) More powerful than

2) It is more powerful than

3) More powerful than it is of

- 4) More than powerful of all
- 135- Transportation, from one place to another, has made great gains since early civilization.
 - 1) that is the act of carrying people and goods
 - is the act of people and goods to be carried
 - the act of people and goods carried
 - 4) the act of carrying people and goods
- 136- Most historians trace the beginning of the Internet to Sputnik, the first satellite
 - 1) orbited the earth successfully
 - to successfully orbit the earth
 - 3) which it successfully orbited the earth
 - 4) the earth's being successfully orbited by it

GO ON TO THE NEXT PAGE

صفحه ۲۰

پیاچدی تست؛ نخستین وبسایت تخصصی آزمون دکتری

5 5		
mirrors, ligh 1) by means of which	reated by Prof. Pickering's proposal to build a system of it can be rhythmically flashed to Mars. 2) which by means of it	
by means of it	4) that by means of	
138, simply beca tapped most of the potential	use conventional plant-breeding techniques have already for raising crop yields.	
 To increase crop yields g 	enetically modified crops seldom	
2) Genetically modified cross	ps to seldom increase crop yields	
경기 경기 이번 하는데 가지하다 하는데 이 바다 하는데	odified crops increase crop yields	
가지하는 이 사가는 이 사용하지 이 없어지게 하다면 하고 있다니? 이 이 살 때문에 없어요요?	lly modified crops seldom increase	
PART B: Vocabulary Directions: Select the answer choice (1), (2), (3), or (4) that best completes the blank.		
	r, but my boss kept between the distinct	
options available to us.	OVER-1985	
1) fluctuating	2) assessing	
vacillating	4) diverging	
	and weary after the history examination, which was	
tough as well as lengthy.		
1) resilient	2) outgoing	
3) exhaustive	4) enervated	
141- The judge's ruling was based	I on the simple commonsense that no man	
is above the law.	\$	
1) tenet	2) privilege	
3) acclaim	4) endeavor	
아이들이 집안하다면 사람이 사람이 없다.	a/an statement that no one, including the	
members of his own party, c	요리하다 하다 마다 그리는 사람들은 사람들은 사람들이 하는데 하나 아니라 나를 하는데	
1) somber	2) opaque	
3) credulous	4) emphatic	
1900 (1900 - 190	dy; you will often see him flattering his boss; and the	
behind all th	[1] [1] [1] [1] [1] [1] [1] [1] [1] [1]	
1) motive	2) lucidity	
3) causality	4) domination	
	ful of bankruptcy, decided to the project	
and start a new venture.	fur of bankruptcy, decided to the project	
1) discomfit	2) exacerbate	
3) disappoint	4) abandon	
defenders of the status quo.	e asking for reforms but others have been	
로마이어를 열었다면 일 로이탈이 있어지면 하루 그림 보다면서 Common	2) abdurata	
regrettable indifferent	2) obdurate	
3) indifferent	4) haphazard	
	re strict schoolmasters accustomed to give top marks only	
('' '' '' '' '' '' '' '' '' '' '' '' ''	accurate translations.	
1) willingly	2) adroitly	
meticulously	4) anxiously	

GO ON TO THE NEXT PAGE

پیاچدی تست؛ نفستین وبسایت تفصصی آزمون دکتری

	3 203 (3)
147- A violent temper, which he	made no attempt to control or, led him
into trouble with his superio	rs.
1) abolish	2) conceal
encourage	4) elevate
148- Any time he comes across ev	idence that is not in harmony with his claim, he tends to
it to make it	match his claim.
1) verify	2) preserve
3) entail	4) tailor
, and the acti	so attained her greatest measure of commercial vity of her traders all over the Levant, the Black Sea and
the West, is attested not only and vases.	y by literary authority, but also by numerous Attic coins
1) beneficiary	2) originality
3) heredity	4) prosperity
[2] BASANAN (2) 2012년 1월 1일	rust in you because what you said yesterday is
not what you	ı 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.

GO ON TO THE NEXT PAGE

صفحه ۲۲

پیاچدی تست؛ نخستین وبسایت تخصصی آزمون دکتری



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

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
- 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.

GO ON TO THE NEXT PAGE

203 C 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. A better understanding of insomnia won't necessarily lead to a cure. But knowing that scientists are finally making inroads means there is one less thing to keep us awake at night. 156- What is the best title for the passage? 1) Wake up to Insomnia's Impact 2) Ways to Combat Insomnia 3) Insomnia About to Vanish 4) Insomnia: A Reality or an Illusion 157- The facts and figures supplied in paragraph 2 serve to 1) qualify the main point of the same paragraph furnish evidence that gives credence to an earlier assertion 3) indicate that insomnia has affected technologically advanced economies the most 4) rectify the misconception that insomnia only has physical and mental repercussions 158- Which of the following statements is TURE about the problem of insomnia? I. There is no panacea to the problem of insomnia. II. Insomnia is a treatable condition under any circumstances. III. We are still far from a flawless understanding of what constitutes insomnia. IV. People suffering from sleep apnoea can find a way to end their predicament. 1) Only IV 2) Only I & IV 3) Only I & II 4) Only I, III & IV 159- The word "their" in paragraph 5 refers to

، تخصصی از مون دکتر ی

1) laboratory tests

1) Critical and demanding

3) Neutral and impartial

160- Which of the following best reveals the tone of the passage?

3) techniques

logging hours

4) a group of insomniacs

2) Calculated pessimism

4) Alarmed and disparaging

This is the end of Section 5.