

MBA Final Examination Questions - 2016

Business Communication

1. Discuss the role of verbal and non-verbal communication during the communication process.
2. Tell us please 4 practices to reduce anxiety during verbal communicational situations such as a presentation! What are the 8 steps of preparing a presentation?
3. How can you categorize the communicational channels?
4. What are the challenges of intercultural communication?

Economic Informatics

1. Basic definitions: Information and data. Four aspects of information
2. The relationship between information and society
3. The concept of the Information Society
4. The concept of business information systems
5. Alternatives to the classification of business information systems

Finance

1. History of Money. Functions of Money
2. Money multiplication, Monetary aggregates.
3. Monetary policy, Role of National Bank
4. Elements of fiscal policy
5. Polak model

Human Resource Management

1. Discuss the basic differences between Personnel Management and Human Resource Management. Describe the three roots of the HRM concept. What are the three economic actors that invest into the human capital?
2. Describe the three stages of the interview. What are the three main categories of interview questions? (Mention at least two typical questions in each category.) What is a "person specification"? List four dimensions of Alec Rodger's "Seven Point Plan" scheme and mention one item within each dimension.

Innovation Management

1. Definition, process and events of innovation and relationship with phases of K-waves.
2. Basic diffusion models and Trigger-effect.
3. Basic innovation strategies; predominant product, green-product.
4. S-curves and life-cycle curves.

International Economics

1. Explain the main benefits of free trade using the Ricardian model as the method of analysis!
2. What are the instruments of trade policy? What are the effects of these instruments on markets, individuals and countries?
3. Explain how the equilibrium exchange rate is set in the asset approach model (interest parity condition)!
4. Explain the connection between the money supply and the exchange rates over the short and the long run!
5. Explain the connection between price levels and the equilibrium exchange rate (PPP & real exchange rate)!

Management accounting

1. Definition and description of management accounting
2. The classification of costs, direct and indirect cost
3. The prime cost calculation, methods and steps
4. Planning and control
5. The activity based costing

Management and Organization

1. Please describe Kurt Lewin's categories!
2. Please describe main steps of Decision Making Process!
3. Please describe Blake-Mouton's Leadership Grid!
4. Please describe Integrated Contingency Model!
5. Please describe Maccoby's categories!

Marketing Management

1. Describe SWOT analysis including benchmarking and PEST/STEPPL.
2. Explain Porter's Five Forces model
3. Describe the 10 steps in marketing research.
4. Compare BCG matrix with GE/McKinsey matrix.
5. Describe STP (segmentation, targeting & positioning) marketing.

Personality Development

1. Please describe the working definition of Personality!
2. Please describe factors determining our Behavior!
3. Please describe Boyatzis's self-directed learning model!
4. Please describe Stress and Sources of stress in the organization!

Quantitative Statistical Methods

1. Multiple correlation and determination coefficients (properties of a coefficients)
2. Multiple regression analysis (stages and assumptions)
3. Variable selecting in regression analysis (variable elimination, dummy variables)
4. Cluster analysis (stages and assumptions)
5. Factor analysis (stages and assumptions).

Theme A

Business Communication

Human Resource Management

Innovation Management

Management and Organization

Marketing Management

Personality Development

Theme B

Economic Informatics

Finance

International Economics

Management Accounting

Quantitative Statistical Methods