

MBA Final Exam Questions – for students who started the programme after September 2016

A. Business Communication

1. Detail the role of verbal and non-verbal communication during the communication process.
2. Detail 4 practices that reduce anxiety in verbal communicational situations like a presentation. What are the 8 steps of preparing a presentation?
3. What are the challenges of intercultural communication?

A. Accounting and Finance

4. Accounting on international level – IFRS.
5. Types of accounting information – definition and description of financial and management accounting.
6. History of Money. Functions of Money.
7. Money multiplication, Monetary aggregates.

A. Marketing Management

8. Describe SWOT analysis including benchmarking and PEST and STEPPLE.
9. Explain Porter's Five Forces model.
10. Compare BCG matrix with GE/McKinsey matrix.
11. Describe the STP (segmentation, targeting & positioning) marketing.

A. Quantitative Statistical Methods

12. Multiple correlation and determination coefficients (properties of coefficients).
13. Multiple regression analysis (stages and assumptions).
14. Variable selecting in regression analysis (variable elimination, dummy variables).
15. Cluster analysis (stages and assumptions).

B. Strategic Management

1. Managing the multibusiness corporation – divisionalism.
2. Managerial decision-making process.
3. Historical development of strategic management, comparison of strategic planning with strategic management.

B. Service Management

4. Basic definitions of service management. How services can be classified? (Lovelock, Thomas).
5. Describe and illustrate the Servuction Model.
6. Define the four special parameters of service and give an example to each.
7. What is a service blueprint? List the necessary process steps to mapping.

B, Organizational Behavior and Leadership

8. Explain situational leadership theory (Hersey-Blanchard model) and mention examples for its use in practice.
9. Explain the process of team formation and the stages of group development.
10. Define the sources and forms of conflict and mention examples for conflict management strategies.
11. Explain the importance and role of motivation at the workplace, mention examples for motivation theories.

B, Human Resource Management

12. Basic definitions of HRM. Job design, job advertisement.
13. Recruitment process and methods. Assessment centre.
14. Performance management, appraisal, rewarding.
15. HR strategies and role of HRM in strategy formulation.