

MBA Final Examination Questions – for students who started the programme before September 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?

Human Resource Management

5. Basic definition of HRM job design, job ads
6. Recruitment techniques, assessment center
7. Performance Management. Rewarding

Innovation Management

8. Definition, process and events of innovation and relationship with phases of K-waves.
9. Basic diffusion models and Trigger-effect.
10. Basic innovation strategies; predominant product, green-product.
11. S-curves and life-cycle curves

Management and Organization

12. Please describe the Contingency Model of organization!
13. Please describe the main steps of the Decision Making Process!
14. Please describe the process of goal setting and strategy formulation!
15. Please describe and compare the divisional and the matrix organization!
16. Please describe three motivation models!

Marketing Management

17. Describe SWOT analysis including benchmarking and PEST/STEPPLE.
18. Explain Porter's Five Forces model
19. Describe the 10 steps in marketing research.
20. Compare BCG matrix with GE/McKinsey matrix.
21. Describe STP (segmentation, targeting & positioning) marketing.

Personality Development

22. Please describe the working definition of Personality!
23. Please describe factors determining our Behavior!
24. Please describe Boyatzis's self-directed learning model!
25. Please describe Stress and Sources of stress in the organization!

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 effects of information and communication technology on economic actors
5. Techniques for preparing IT and ICT investment decisions

Finance

6. History of Money. Functions of Money
7. Money multiplication, Monetary aggregates.
8. Monetary policy, Role of National Bank
9. Elements of fiscal policy
10. Polak model
11. .

International Economics

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

Management accounting

17. Definition and description of management accounting
18. The classification of costs, direct and indirect cost
19. The prime cost calculation, methods and steps
20. Planning and control
21. The activity based costing

Quantitative Statistical Methods

22. Multiple correlation and determination coefficients (properties of a coefficients)
23. Multiple regression analysis (stages and assumptions)
24. Variable selecting in regression analysis (variable elimination, dummy variables)
25. Cluster analysis (stages and assumptions)
26. 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

