



International Business Studies

Final Exam

Master Degree

Bachelor Degree

MASTER DEGREE:

According to the WPBS Regulation, Final Exam consists of three questions according to the following structure:

Question 1 (group of questions covering general aspects of economics and management)

Question 2 (group of questions covering specific aspects from major of studies: International Business)

Question 3 (question dedicated to the master thesis)

BACHELOR DEGREE:

According to the WPBS Regulation, Final Exam consists of three parts according to the following structure

Question 1 (group of questions covering general aspects of economics and management; the list of typical questions could be found on the next page)

Question 2 (group of questions covering specific aspects from major of studies: International Business)

Part 3 (students' presentation of final project – PowerPoint Presentation)



MASTER DEGREE

International Business Studies

Questions - Group 1

1. Describe the main functions of central banks in market economy – explain the role of central bank in your country
2. Describe the main determinants of economic growth in market economy
3. The macroeconomic condition of your domestic economy – comparison on the background of EU 27 and US
4. The convergence criteria in EU – evaluation for Poland Describe the Maastricht Criteria to join the Euro Zone.
5. Does Poland fulfil all of them? Economic cycles – definitions, types, consequences
6. Globalization and integration in the world economy – advantages and disadvantages toward your domestic economy
7. Give your personal opinion on Polish accession to Euro Zone. Should we join the Single Currency as soon as possible?
8. Give the definition of the inflation. What type of inflation exists in your country now?
9. The methods of fighting with the high inflation rate – experiences from your country.
10. The methods of the unemployment reducing – experiences from your country. Describe the current situation on the labor market in your country. What are the main trends considering the unemployment rate?
11. Present your own opinion on the idea of launching the flat tax in Poland. What are the experiences of those countries that have launched the flat taxation?
12. Taxation – types of taxes, functions and systems - description of the tax system in your country
13. The budget deficit – definition, causes, consequences.
14. Evaluation of your country budget deficit on the background of comparisons with EU countries and US.
15. The public debt and the budget deficit – differences and similarities - Situation in your country.
16. The main rules of monetary policy – goals, tools and competencies – Situation in your country. The main macroeconomics indicators showing the world financial crisis in 2009 – comparisons between US, EU and Asia countries.
17. Present your own opinion on methods of fighting with the contemporary economic crisis

Questions - Group 2

1. Globalization and integration processes in the world economy
2. Forces for global integration
3. Internationalization motives
4. Internationalization barriers/risks
5. Internationalization theories (Uppsala internationalization model, trans action cost analysis model, Network model)
6. Internationalization of SME's
7. "Born global" companies
8. Company's international competitiveness
9. Micro-environment analysis in international perspective
10. Macro-environment analysis in international perspective
11. Factors influencing the choice of entry mode
12. Global marketing strategies
13. Global logistics
14. International human resource management
15. International accounting standards

Question 3 – dedicated to particular master thesis



BACHELOR DEGREE

International Business Studies

Questions - Group 1

1. Market competition – the idea, types (perfect competition, monopolistic competition, oligopoly, monopoly)
2. Market demand – the idea, types, factors influencing demand
3. Price elasticity
4. GDP and GNP as measures of national income
5. Effects of inflation ; what causes inflation?
6. Factors of production – traditional theories and modern economy
7. Opportunity costs
8. Marginal cost and marginal benefit
9. Challenges in modern labor market
10. Reasons for unemployment; types of unemployment
11. Key macroeconomic variables
12. Classical theories of international trade
13. Corporate finance – definition and meaning
14. Quality management – definition and meaning
15. Effects of international trade
16. CSR (corporate social responsibility) – definition and meaning
17. Management process in organization (main elements)
18. Main relations: Organization – environment

Questions - Group 2

1. Strategic-tactical-operational decisions in organization
2. Organizational aims and objectives – types, levels
3. Organizational structure types; advantages and disadvantages of different types of organizational structures
4. Levels of corporate strategies
5. Advantages and disadvantages of global brands.
6. Factors influencing customer behaviors
7. International marketing strategies
8. International product life cycle
9. Managerial skills – basic types and differences
10. Financial ratios – basic types used to assess company's financial position
11. Motivation theories; types and critical discussion
12. SME's – the role in the economy

Part 3 – PowerPoint presentation of final project