International Business Studies
Final Exam

1. Master – Global Management
2. International MBA
3. Bachelor – International Business

Academic year 2016/2017

MASTER and MBA 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: Global Management)
Question 3 - question dedicated to the master thesis/ MBA plus PowerPoint Presentation of your dissertation

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
### 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 28 and US
4. Economic cycles – definitions, types, consequences
5. Give the definition of the inflation. What type of inflation exists in your country now?
6. Labor market and unemployment – challenges and experiences from your country. Describe the current situation on the labor market in your country. What are the main trends considering the unemployment rate?
7. Taxation – types of taxes, functions and systems - description of the tax system in your country.
8. The budget deficit – definition, causes, consequences.
9. Evaluation of your country budget deficit on the background of comparisons with EU countries and US.
10. The public debt and the budget deficit – differences and similarities - Situation in your country.
11. Monetary policy – goals, tools and competencies – Situation in your country.
12. The main macroeconomics indicators showing the world financial crisis in 2008 – comparisons between US, EU and Asia countries.

### Questions - Group 2

1. Forces for global integration
2. Internationalization motives
3. Internationalization barriers/risks
4. Internationalization theories (Uppsala internationalization model, transaction cost analysis model, Network model)
5. Internationalization of SME’s
6. “Born global” companies
7. Company’s international competitiveness
8. Micro-environment analysis in international perspective
9. Macro-environment analysis in international perspective
10. Factors influencing the choice of entry mode
11. Global marketing strategies
12. Global logistics
13. International human resource management
<table>
<thead>
<tr>
<th>Questions - Group 1</th>
<th>Questions - Group 2</th>
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<tbody>
<tr>
<td>1. Market competition – the idea, types (perfect competition, monopolistic competition, oligopoly, monopoly)</td>
<td>1. Strategic-tactical-operational decisions in organization</td>
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<td>2. Market demand – the idea, types, factors influencing demand</td>
<td>2. Organizational aims and objectives – types, levels</td>
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<td>3. Price elasticity</td>
<td>3. Organizational structure types; advantages and disadvantages of different types of organizational structures</td>
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<td>4. GDP and GNP as measures of national income</td>
<td>4. Levels of corporate strategies</td>
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<td>6. Factors of production – traditional theories and modern economy; basic resources or factors of production</td>
<td>6. Factors influencing customer behaviors</td>
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<td>7. What is the market mechanism?</td>
<td>7. International marketing strategies</td>
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<td>8. Marginal cost and marginal benefit</td>
<td>8. International product life cycle</td>
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<td>9. Challenges in modern labor market</td>
<td>9. Managerial skills – basic types and differences</td>
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<td>10. Reasons for unemployment; types of unemployment</td>
<td>10. Financial ratios – basic types used to assess company’s financial position</td>
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<td>11. Key macroeconomic indicators.</td>
<td>11. Motivation theories; types and critical discussion</td>
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<td>12. Classical theories of international trade.</td>
<td>12. SME’s – the role in the economy</td>
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<td>13. Quality management – definition and meaning</td>
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<td>14. Effects of international trade</td>
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<td>15. CSR (corporate social responsibility) – definition and meaning</td>
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<td>16. Management process in organization (main elements)</td>
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<td>17. Main relations: Organization – environment</td>
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**Part 3 – PowerPoint presentation of final project**