



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



MASTER – Global Management	
International MBA	
Questions - Group 1	Questions - Group 2
<ol style="list-style-type: none">1. Describe the main functions of central banks in market economy – explain the role of central bank in your country2. Describe the main determinants of economic growth in market economy3. The macroeconomic condition of your domestic economy – comparison on the background of EU 28 and US4. Economic cycles – definitions, types, consequences5. 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.	<ol style="list-style-type: none">16. Globalization and integration in the world economy – advantages and disadvantages toward your domestic economy.<ol style="list-style-type: none">1. Forces for global integration2. Internationalization motives3. Internationalization barriers/risks4. Internationalization theories (Uppsala internationalization model, transaction cost analysis model, Network model)5. Internationalization of SME's6. "Born global" companies7. Company's international competitiveness8. Micro-environment analysis in international perspective9. Macro-environment analysis in international perspective10. Factors influencing the choice of entry mode11. Global marketing strategies12. Global logistics13. International human resource management



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| <p>13. The role of public sector in the market economy. Present the examples from different countries.</p> <p>14. The competitive advantages of nations. Present the idea and give some examples. Present the example from your home country.</p> <p>15. The future of Euro currency against the internal problems of the Euro zone.</p> | |
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**Question 3 – dedicated to particular master thesis / MBA dissertation
plus - PowerPoint presentation of dissertation (max 7-8 minutes)**

BACHELOR DEGREE
International Business

Questions - Group 1	Questions - Group 2
<ol style="list-style-type: none"> 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; basic resources or factors of production 7. What is the market mechanism? 8. Marginal cost and marginal benefit 9. Challenges in modern labor market 10. Reasons for unemployment; types of unemployment 11. Key macroeconomic indicators. 12. Classical theories of international trade. 13. Quality management – definition and meaning 14. Effects of international trade 	<ol style="list-style-type: none"> 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



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| <p>15. CSR (corporate social responsibility) – definition and meaning</p> <p>16. Management process in organization (main elements)</p> <p>17. Main relations: Organization – environment</p> | |
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Part 3 – PowerPoint presentation of final project