

Final exam

QUESTIONS for Bachelor in Business Administration and Management Students (June 2018)

You should pick 2 questions at the state exam. For the successful state exam you must pass both questions.

1. Profit-maximization on perfectly competitive markets - short-run, long-run equilibrium
2. The effects of government policies in the IS-LM model
3. The HRM function, recruitment & selection (models, aims, policy goals)
4. Performance management & reward management (definitions, aims, models)
5. Economic and monetary union within the European Union
6. Inventory management (objectives of inventory management, inventory cost, typology of stocks, economic order quantity model)
7. Financial statement analysis
8. Time value of money (FV, PV, NPV, perpetuity, annuity, IRR)
9. Strategic management, strategic management process, and analysis of external and internal environment
10. Business-level Strategies (Porter's five strategies), Corporate-level Strategies (diversification strategies)
11. Leadership (definition, functions, theories, roles)
12. Segmentation, targeting, positioning
13. Elements of the marketing mix I.: product and price policy
14. Elements of the marketing mix II.: place and promotion policy
15. Responsibility centers (types, aims). Transfer pricing
16. Legal forms of business organisations
17. Taxation of business activities
18. Risk and return (portfolio risk, beta, diversification, Markowitz Portfolio Theory, CAPM)
19. History and structure of the European Union
20. Organizational structures