

Final exam

QUESTIONS for Bachelor in Business Administration and Management Students (Effective from October 2020)

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