

Business Administration and Management BA

FINAL EXAMINATION

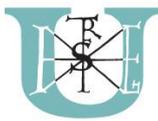
Topics „A”

1. Describe the main factors and impacts of market (demand, supply, price) by using Marshall cross. Define the relation between individual and market demand. Compare basic forms of market (competitive market, monopolistic market, oligopolistic market, monopolistic competitive market).
2. What does the flexibility of demand express? Name and define the forms of demand flexibility. What are the methods of price flexibility calculation? Describe the correlation between price income, price change and price flexibility of demand.
3. Classify and define the costs of companies according to different aspects. Depict and describe cost functions. Describe the relations between cost functions and production functions in short and long run.
4. Define the conditions which are required for a company to realize maximum profit in case of competitive market. Define loss minimization zone. Use a figure to describe the optimum output level of a monopolistic company.
5. Define the concept of modern money. Classify money according to different aspects (form of appearance, level of aggregation, origin). Describe how money fulfills its functions in modern economy. Describe money creation process in two-tier banking system.
6. Define money market in macroeconomy. Describe the factors affecting demand and supply on money market. Use LM curve to describe balance situation on money market. Describe forms of inflation and its root causes.
7. Describe the factors determining the demand and supply side of macroeconomic labour market. Define the level of employment by considering the short side rule. Define the concept of unemployment. Classify and determine the types of unemployment.
8. Describe the types of accounting reports and content of each part.
9. Classify company assets. Explain the evaluation of assets and its description in the report. Introduce the correlations between utilizing fixed assets, volume and output of production.
10. Describe the types of profit and loss account, its accounting background, structure and the place of corporate tax in profit and loss account.
11. Define human capital as a special resource. What is the relation between human and business strategy? What are the main functions of human resource management? Explain the relations between corporate culture and code of ethics and their role in human resource management.
12. Define what is ensuring workforce from external and internal sources. Define the concept of recruiting. Introduce the process and the main methods of staff selection.
13. Define the correlation system of integrative marketing, list and describe the elements of micro- and macro environment.



14. List and briefly describe the factor groups affecting consumer behaviour and their components.
15. Describe the factors of market segmentation, methods of market selection. Define the concept of market positioning.
16. List and describe the types of organizational markets. Describe the elements of purchasing behaviour.
17. Define business ventures, describe the stakeholders of corporate operation. Explain the levels and hierarchy of corporate objectives.
18. Introduce the features of corporate organizational structure. Describe the main organizational structures (including advantages and disadvantages).
19. Explain company costs in terms of business and accounting. Describe objectives and methods of cost accounting. Define the content of cost type, cost center and cost bearer, the aim of accounting these and their place in the chart of accounts.
20. Explain value creating processes in corporate business. (Define the concept of value, dimensions of value, elements of value creating process, role of internal and external value chain.)

Gödöllő, 2013.



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Topics „B”

1. Define the modern concept of management, organization and leadership, the integrated approach to these concepts and the theory of contingency.
2. Describe the main tools and decision methods of leadership, as well as the role of communication as a tool in company management. Define the concept and role of motivation in management. Briefly introduce the main theories of management.
3. Introduce the main level and methods of production and services planning. (MRP planning, JIT and OPT philosophies of production).
4. Explain the general principles of the Civil Code on business associations (type requirement, formal requirement, prohibiting the accumulation of unlimited liability, etc.) Explain the basic rules concerning the ownership body, chief executive officer, supervisory board and auditor of the business entity.
5. What are the main formal and content standards of founding business associations? Explain the compulsory elements of deed of association. What is the task of registry court? Explain the rules concerning company registry (publicity, authentication).
6. Define the concepts of bankruptcy, liquidation and winding up proceedings. Summarize the basic regulations concerning each proceeding.
7. What is the main concept of business planning? Describe the relations between business strategy and business plans. Describe the main chapters of the business plan! What specific information should be provided in business plans for different stakeholders (i.e. owners, partners, financing institutions)?
8. What is the role of risk analysis in Business Plans? What are the main factors and methods of risk analysis? Describe the relations between risk analysis and other chapters of the business plan! Summarize the relations between financial plan and risk analysis!
9. Define the concepts of strategy, strategic management and strategic planning. What are the strategic levels within the company? Explain the relations and features of levels. Compare strategic and operative management.
10. Explain the steps and models of strategy development. What are the basic types of strategic analysis and the methods within these types? (PEST, Porter's five forces model, resource analysis, value chain analysis, portfolio analysis)
11. What are the basic strategy types? What is the role of strategic actions? of strategic actions, what is their role in strategic planning and implementation of strategy? What is the role of management control and what are its methods?

12. Describe product, as one the key elements of marketing-mix. Explain the concepts of production, full product and product hierarchy. Summarize the main criteria of product development, describe the steps of developing new product, including the methodology of brain-storming in details. Define the phases of product life-cycle, the key features of each cycle and the correlations of product life cycle and BCG matrix.
13. Explain the role of price in marketing mix. Describe pricing principles and the related pricing methods. Introduce the main features of cost-based, supply-oriented and competitor-following methods.
14. Describe sales promotion as element of marketing mix. Describe the tools and main features of sales promotion, including the areas of their utilization. Introduce the elements of promotion mix in detail, including the role, features and use of advertising, sales promotion, PR, personal selling and direct marketing.
15. Explain the social and economic role of small and medium-size enterprises in the EU and Hungary! Define and classify the concept of enterprise and entrepreneur according to different aspects. What external and internal factors can influence the start and foundation of enterprises?
16. What are the general steps of the entrepreneurial process? Describe and introduce the most important features of the different stages of the entrepreneurial process!
17. Define and introduce the typical life-cycle models of enterprise development and decline. What are the related main crisis situations? Explain the concepts of evolution and revolution phase in the life-cycle of enterprises.
18. Explain the correlations between logistics and marketing functions, as well as the integration logistics (full) cost-concept.
19. Define the concept of logistics customer service and describe the levels of customer service. Briefly introduce the management system of order process.
20. Introduce the modern solutions of supply (JIT, MRP, Cross-Docking, VMI, delaying).

Gödöllő, 2014.