

Entrance exam for the MASTER ACADEMIC STUDIES IN BUSINESS ECONOMICS AND FINANCE
(Study program conducted in English language)

1. Define the term "marketing".

2. Explain the concept of marketing orientation.

3. The principles on which business finance is based are: 1) _____; 2) _____ and 3) _____

4. A joint-stock company is liable in business with its entire assets. It can be organized as: open and closed joint stock company.

The statement is: a) TRUE b) FALSE

5. Define the term "management", according to Mary Parker Follett.

6. Complete the following sentence:

The strategic marketing process includes _____, planning, _____ and _____ of a program which enables an organization to create, build and maintain mutually beneficial exchanges with target markets.

7. Corporate income tax payers are:

- a) partnerships;
- b) _____;
- c) limited liability company;
- d) _____;
- e) _____ and
- f) _____.

8. What financial statements/reports is a company obligated to produce at the end of the year?

* _____
* _____
* _____

9. Complete the sentence.

The basic management processes are: _____, _____, _____
_____ and decision making.

10. Circle the correct answer.

The fundamental elements of a plan are:

- a) goals
- b) actions
- c) resources
- d) realization of the plan

11. The macro-environment within the marketing environment consists of consumers, intermediaries, suppliers, the public, and competition.

Circle the correct answer: Is the above statement correct? a) YES b) NO

The micro-environment within the marketing environment consists of political and legal forces, demographic forces, economic forces, socio-cultural forces, and technological forces.

Circle the correct answer: Is the above statement correct? a) YES b) NO

12. Circle the correct statements:

- a) the value of money can only be compared at the same time;
- b) when the value of money is translated into the future, then interest is taken into account
- c) when the value of money is translated into the past, then interest is taken into account
- d) when the value of money is translated to the present moment, then we talk about discounting

13. $P_k = S_0 (i)^n$

This is the formula that shows:

- a) simple interest rate
- b) compound interest rate
- c) both simple and compound interest rate
- d) none of the above-mentioned interest rates

14. The method of determining the present value of the future cash flow is called _____.
A synonym for the discount interest rate represents _____.

15. Explain the term annuity.

16. If lower-level managers deal with issues such as individual goals, job performance, departmental and unit goals, list the responsibilities of middle-level managers: _____, top level managers: _____, and the board of directors: _____.

17. What constitutes primary and what secondary research within marketing research?

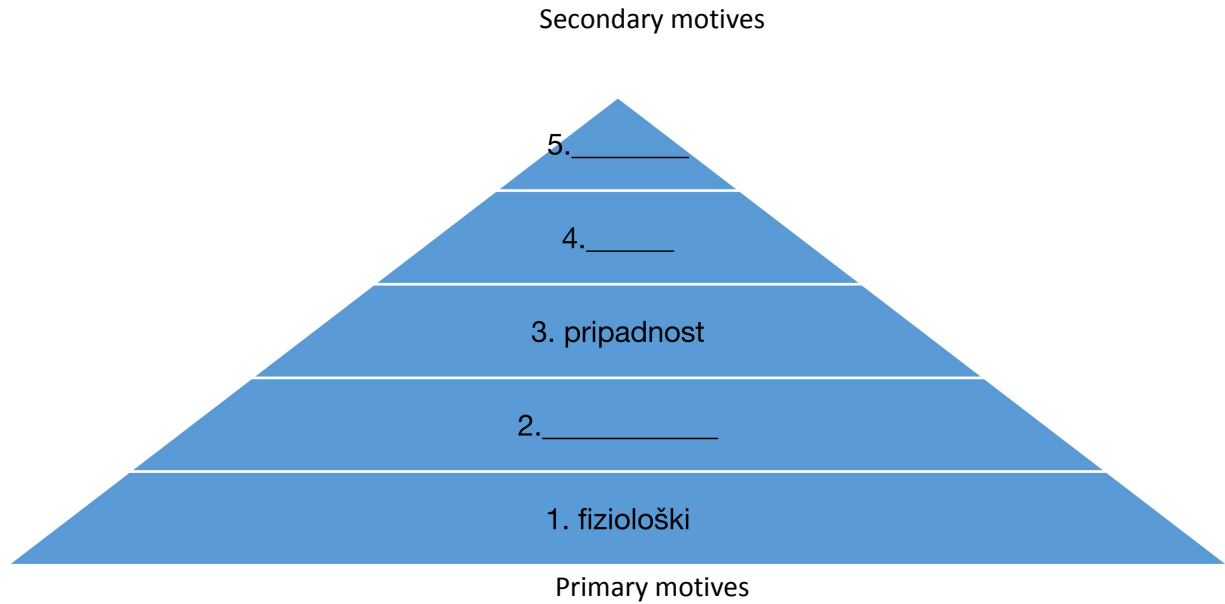
18. Circle the correct answers:

The elements of marketing mix are:

- a) product,

- b) price,
- c) promotion,
- d) distribution,
- e) content analysis,
- f) management

19. Draw a pyramid representing Maslow's hierarchy of human needs.



20. Consumer attitudes can be positive, _____ and _____.

21. Management of funds in the company is based on two financing principles. Which ones?

_____ and _____

22. Financial capital is the product of:

- a) accumulation and depreciation of the company
- b) _____
- c) _____
- d) term savings of citizens
- e) _____.

23. Leasing can be: 1) _____ and 2) _____

24. What are the sociological determinants of consumer behavior?

25. The characteristics of the industrial market are (specify at least 5):

- _____

- _____

- inelastic demand

- _____
- _____
- _____

- leasing

- globalization

26. Please provide the definition of market segmentation.

27. The part of management (as part of general management) that deals with assessment, evaluation and human potential in general is called _____.

28. List the factors that affect organizational communication:

- _____
- _____
- _____

29. Are the following statements true?

The general liquidity ratio shows the ratio of current assets and short-term liabilities.

- a) YES b) NO

The inventory turnover ratio is the ratio of the cost of sold goods to the average inventory.

- a) YES b) NO

Profit margin is the ratio of net profit to net loss.

- a) YES b) NO

30. Market Value Added (MVA) is one of the measurement methods for _____.

31. For the assessment and analysis of the planned and expected value of business profit in relation to yield, earnings per share, we use the following method: _____

32. The company as a basic business entity represents an organizational system consisting of the following elements:

- a) people
- b) _____
- c) _____
- d) _____
- e) _____

33. Existential needs, connection needs and developmental needs are the three groups of needs according to which

scientist?

34. Energy, the desire to lead, honesty and integrity, self-confidence, intelligence, relevant business knowledge and additional characteristics are characteristics that we associate with _____

35. Variables used in market segmentation are the following:

Geographical: _____
Demographic: _____
Psychological: _____.

36. Financial investments can be in the form of money, _____, deposits and _____.

37. Financing from external sources can be: _____ and _____.

38. The three best-known methods of assessment and ranking of investment projects are: 1) _____, 2) _____ and 3) _____.

39. Explain the concept of positioning in marketing.

40. Product as an instrument of marketing mix. Product classification. Product features. New product. Explain.

41. According to the trait theory, 7 traits have been identified that are associated with leadership:

- 1) Energy
- 2) _____
- 3) _____
- 4) self-confidence
- 5) _____
- 6) _____
- 7) _____

42. The degree of reliability, trust and respect between employees and their leader is a key factor that was defined by:

- a) ADLER b) FIEDLER c) PORTER AND LAWLER d) HERSEY AND BLANCHARD e) KOTLER

The result achieved by a worker depends on three factors: the effort invested, the ability of the worker and his/her habits and the realization of his/her own role in the work processes. This was first defined by:

- a) ADLER b) FIEDLER c) PORTER AND LAWLER d) HERSEY AND BLANCHARD e) KOTLER

43. According to W. Newman, in one organization, control is introduced through five steps: 1) defining the desired results, 2) _____, 3) _____, 4) _____ and 5) _____.

44. The reorganization plan is supposed to be submitted no later than 90 days after initiating bankruptcy proceedings. Who can submit such a plan? (Circle the correct answer):

- a) bankruptcy debtor
- b) bankruptcy trustee
- c) various creditors who have at least 30% secured claims in relation to total claims
- d) all of the above

45. Accelerated circulation of funds, restructuring of funds, compensation of parts of funds to sources, change of maturity dates of payment obligations and engagement of additional monetary assets are some of the possibilities used for: _____.

46. Name at least three financial derivatives?

47. Name the internal and external factors that influence the formation of prices / price setting?

Internal: _____

External: _____

48. Retail, wholesale, agents and brokers are types of marketing channels for consumer and production goods and at the same time elements of marketing mix that we call:

49. Integrated marketing communications consist of:

1) Advertising

2) _____

3) _____

4) _____

5) _____

50. Name at least three of the most used social networks which are used for promotional purposes?

Good luck!

