

## **MASTERS EXAM QUESTIONS 2020/2021**

### **MANAGEMENT**

1. **Company's vision, mission and strategic goals.**
2. **The micro environment of a company.**
3. **The macro environment of a company.**
4. **Product branding: consumer's and company's perspective.**
5. **Company's strategy: definition and key elements.**
6. **SWOT analysis.**
7. **Porter's Five Forces analysis.**
8. **BCG Matrix.**
9. **Outsourcing: definition, features and importance.**
10. **Outplacement: definition, features and importance.**
11. **Virtual organisation: definition and features.**
12. **Ethics in organisational culture.**
13. **Ethics in marketing and advertising.**
14. **Learning organisation: definition and features.**
15. **Functional approach and process approach to management.**
16. **Process management: definition and importance.**
17. **Risk: definition and methods of risk mitigation.**
18. **Economic security management.**
19. **Multicultural team management.**
20. **Resistance to change in an organisation: reasons and ways of overcoming resistance.**
21. **Change management: definition, internal and external factors of change management.**
22. **Time management: definition and methods.**
23. **Employee competency development.**
24. **Project team management.**
25. **Strategic management and operational management.**