

Course: Commerce and marketing (BSc)

Final exam questions: Complex economic

1. Brand management: The concept, types, and functions of brands. Brand strategies (brand extension, brand family development, multi-brand strategy), elements of brand value, the brand building process, brand models. Elements of brand image. The concept and role of trademarks.
2. Integrated marketing communication: The essence of integrated marketing communication, steps in its planning. Aspects of media selection, media mix optimization. The concepts of ATL, BTL, OTL/TTL, their tools, methods for measuring the effectiveness of individual media.
3. Online marketing communication: The importance and role of online marketing communication. Characteristics of online consumer groups, specifics of online marketing communication pricing. Website structure, landing page design, effectiveness measurement metrics (double opt-in, conversion, AB testing or split run procedure), search engine marketing, search engine optimization.
4. Event organization and sponsorship: Purpose and theme of events, event marketing, experience marketing; purpose, types, and organization process of exhibitions and fairs. Measuring effectiveness, follow-up activities for events. Sponsorship, patronage, conceptual definition of support, characteristics, efficiency measurement.
5. Marketing research: Advantages, disadvantages, and types of primary and secondary data. Primary research methods. Qualitative research methods and tools. Quantitative research methods and tools.
6. Consumer behavior, consumer market: The concept of the consumer market, factors influencing consumers (cultural, social, personal, and psychological). Steps and types of purchasing decisions.
7. Strategic planning: Levels and tasks of strategic planning, the strategic planning process. Methods of analyzing the external macro- and micro-environment and the internal marketing

FINAL EXAM QUESTIONS

environment (STEEPLE, SWOT). The essence of portfolio analysis, its tools, and the limits of their applicability.

8. Competition and competitive strategies: The role of competition in the development of corporate marketing strategy. Elements of the competitive environment (Porter's five forces model), methods for identifying competitors. Competitive strategies related to the market position of companies. Market leader and market follower strategies, barriers to market entry and exit, and the relationship between competitiveness.

9. Target market marketing, corporate growth strategies: The essence and steps of marketing strategy development. The essence of segmentation. Options for defining the target market, the positioning process. Characteristics of corporate growth strategies, opportunities for intensive growth (Ansoff matrix). Characteristics of Porter's basic strategies.

10. Product policy: Areas of product policy, steps in product development, concept and types of product life cycle. Different strategies in each stage of the product life cycle. Aspects and methods of product range development.

11. Pricing policy, pricing: The objectives and process of pricing, methods of list price setting. Presentation of factors influencing the final price (package price, product family pricing, price elasticity, psychological effects). The effect of the experience function on the pricing process.

12. Foreign trade transactions: The concept and types of foreign trade transactions. Tasks involved in preparing a transaction. The concept and forms of an offer and the bidding process.

13. Foreign trade contracts, INCOTERMS: The concept and main types of foreign trade contracts. Obligations of the seller and the buyer. The difference between origin and provenance. Main areas of regulation of INCOTERMS, their application.

14. Success of transactions, risk factors: Main criteria for performance and success of transactions. The fundamental risks inherent in concluding transactions. Possibilities for compensation.

15. Types of transactions, the role of intermediaries: The specifics of concluding transactions, special types of transactions. The role of foreign trade intermediaries (business brokers).

FINAL EXAM QUESTIONS

16. Finance in foreign trade: Financial aspects of foreign trade transactions. Payment methods and basic financial instruments for fulfillment.
17. Distribution and procurement: The concept of inventory, commercial logistics, strategic and operational procurement, optimal procurement batch size, types of discounts.
18. Inventory management: The content of inventory management, operational inventory management, ABC analysis, inventory mechanisms, inventory turnover.
19. Distribution, sales: Distribution plan, store work organization, sales analysis and indicators.
20. Human resource management: Headcount plan, recruitment and selection, special aspects of selection, working time systems, job analysis, incentives.