



Course:

Business Administration and Management (BSc)

Commerce and marketing (BSc)

Final exam questions:

Project management and B2B marketing

1. Specific features of business markets: Characteristics of the organizational market, the concept of the supply chain. Forms of trade, factors determining sales channels; types and characteristics of wholesale and retail forms, advantages and difficulties of multi-channel trade.
2. Marketing information system and decision support system: Purchasing market research, characteristics, elements, advantages, and disadvantages of MIR and DTR; requirements for marketing information; main characteristics of marketing models.
3. Network marketing: Characteristics of networks and clusters; advantages of retail cooperation for consumers and retailers; purchasing associations, franchises, shopping centers.
4. Relationship marketing and Customer Relationship Management: The main differences between relationship marketing and CRM, their advantages, place and role in corporate strategy, customer orientation, customer value determination.
5. Measuring customer satisfaction: Loyalty programs, satisfaction measurement in B2B markets (image profile analysis, critical incident method, Customer Loyalty Index, Needs, Gaps and Opportunities Assessment – NGOA, main characteristics of attitude indices, usability).
6. Direct marketing: Differences between traditional and direct marketing, tools, importance of databases, usability in consumer and business-to-business areas.

FINAL EXAM QUESTIONS

7. Organizational purchasing policy: Characteristics of organizational strategy and behavior; specific features of the customer decision-making process; characteristics of buying and selling centers, customer roles, differences from the consumer market.
8. Pricing policy and strategy, price negotiations: Characteristics of pricing policy and strategy in business/organizational markets. Specifics of price determination.
9. Sales strategy and techniques: Requirements for effective sales, conflicts between sales and marketing.
10. Planning, developing, and managing offers: Preparing and adapting offers, relationships between offers and problems, main types of offer policy (focusing on the problem, the range of offers, and the relationship), bilateral uncertainty and the relationship between capabilities.
11. Sales management and personal selling: Process of selecting and motivating sales staff, sales staff development, methods of measuring efficiency; characteristics and methods of personal selling.
12. Personal sales, key steps in the sales process, customer classification, buyer profiling, small talk, LOCATE technique, FABV technique, objection handling, customer care.
13. The development of the agile approach: the disadvantages of the Waterfall model, the background to the drafting of the Agile Manifesto, the authors of the Agile Manifesto, its content and essence. The four core values and twelve principles.
14. The Waterfall model and the agile approach: comparison, main differences. Differences based on the Triple Constraint/Project Management Triangle, the degree of change, and the frequency of delivery. Recommended criteria for selection. The typical applicability of classic methods and the agile approach.
15. Hybrid solutions: the project and the possibilities for combination at the project management level. The Hybrid V-model.
16. The agile person: general characteristics and competencies. The MVP approach.
17. The agile approach: system-level placement. The basis of lean thinking, types of waste.
18. Kanban: its basis and values. The Kanban board: its applicability and advantages. The characteristics and values of XP.

FINAL EXAM QUESTIONS

19. Introduction to the Scrum framework: its development, cornerstones, and values.
20. Agile organization: presentation of the general organizational structure and roles. Cross-functional and self-organizing teams.
21. Presentation of Sprint: ceremonies and documents. Epic, story, task.
22. Agile transformation: possible goals, preparation for the transition to an agile approach. The importance of change management.
23. The agile leader: characteristics, approach, qualities. The agile approach and error handling. The importance of learning.
24. The Scrum Master/Agile Coach: necessary skills and abilities, their role and tasks. The typical agile work environment, its advantages and disadvantages.