

Management - Final Exam - Master's level

General questions

1. Major disputes regarding the role of the state in economy (Keynes versus liberal economy)
2. State budget revenues (major groups) and expenditures - practical implications
3. The founders of management science: short description of achievements
4. Benchmarking: what it is and how does it act?
5. The role of promotion in successful management
6. What is/are KPI (Key Performance Indicator/s)?
7. Project management consist of 5 phases: initiating, planning, executing, monitoring & control, closing. Please discuss them briefly.
8. Definition of entrepreneur according to the Freedom of Business Activity Act.
9. According to Michael Porter strategies allow organizations to gain a competitive advantage from 3 different bases. What are these bases? And what are the differences between them?
10. Please explain revenue models
11. Please explain "break even" (for example in business plan - finance forecast)?
12. How you explain definition of "social psychology"?
13. What is "conformity"?
14. What are profitability ratios?
15. How to calculate the depreciation?
16. Globalizing operations processes in order to take advantage of cheaper materials, labour, land or other productivity inputs.
17. What is the Six-Sigma?
18. Negotiations between linear (universalistic) and pluralistic cultures.
19. Differences between American and Japanese ways of negotiations.
20. What's the difference between conflict resolutions techniques: confrontation, compromise, withdrawal, and smoothing.
21. What is BATNA (Best Alternative to Negotiated Agreement)?
22. What are the tools of promotion?
23. What are the models of promotion strategies? Describe one.
24. What does it mean mobbing, please explain why it is unethical behaviour (immoral practices)?
25. Specify unethical practices in management (give examples).
26. Specify some basic purposes of ethics in business.

27. Explain the notion of the chain of command
28. Name and shortly describe the types of leaders
29. Forms of business activity in Poland
30. What are the different types or methods of market segmentation in order to reach a specific target market? (Remember, segmentation is dividing the market into different homogeneous groups of consumers.)
31. What are the four stages of the product life cycle? Where in the cycle is Coca Cola? Where is the I-Phone 6?
32. What is BATNA and ZOPA? Describe role of both in negotiation process.
33. What negotiator has to take into consideration when he/she is dealing with other cultures?
34. Analyse the nature of Civil Law in terms of its features (for instance in comparison to Public Law)
35. Name and explain the main types of liability under Civil Law.

Specialization Questions

Business Administration (MASTER)

1. What are SWAPs?
2. What are the aims of the International Monetary System?
3. Please list 4 IT mega trends on the market.
4. How we can define IT Service?
5. What are the objectives of public relations activities in the management process?
6. How to assess the value of a company?
7. What are the differences between an analytical and an annual report?
8. What is the impact of labour organizations on the unemployment rate?
9. Is HR a science?
10. What is the operating income?
11. What is the interest coverage ratio?
12. What is the relation between risk management and innovations?
13. What is the risk in insurances?
14. Name and describe four ways to manage risk.
15. What are the main key performance indicators?
16. What are planning considerations?
17. What is the market capitalization?
18. What is the transaction valuation method?
19. Which actions does risk management include?
20. What are the key functions of management?
21. How has technology affected the HR function in business?
22. What are the methods used to create and keep motivated employees?

Specialization Questions

Business Information Systems (MASTER)

1. What kind of data a company may collect and what statistical tools can be used for analysing them?
2. Methods of business process modeling
3. Significance: its place and role in statistics
4. Point to the basic types of legally protected information
5. List and discuss the categories referred to as intellectual property. Explain the concept of commercialization of knowledge
6. Data mining methods and applications
7. Describe the minimum cost flow problem and show some of its applications.
8. Essence of Gauss-Markov's assumptions in econometrical modeling.
9. E-government and its importance for citizens
10. Functioning and a structure of the Enterprise Management
11. Describe the concept of equilibrium in game theory
12. Methods for gathering organizational information
13. What are the features, advantages and disadvantages of various dynamic web content platforms?
14. Explain the concept of Just - in - Time.
15. Models of economic growth
16. Ethical aspect of business activity
17. General characteristics of management information system sets
18. Describe the reference framework concepts for the information system model, which consists of two main components: the structure model (ERD) and the process model (HFD, DFD).
19. How Cost-Volume-Profit Analysis supports decision making - explain using examples
20. Business architecture and UML application in modeling it.
21. Applications of linear programming and integer programming models. Solving linear programming and integer programming problems.
22. Main psychological factors influencing human performance at work.
23. What are the differences between process oriented and functional organizations?
24. Describe the Porter's model of strategy.
25. What is BATNA and how does it apply to negotiations.
26. What is strategic scorecard, and how does it work in IT environment.

Specialization Questions
Engineering management (MASTER)

1. Cleaner Production as the target of engineering management
2. Describe strategy as 5-P scheme
3. Managing a change from macroeconomic point of view. The main targets
4. Explain TQM procedure
5. ISO norms regulating quality management
6. The strategies of environment management considering quality improvement
7. Sustainable development – concept and examples of implementation
8. Optimal producers decisions. Describe the most important methods
9. What is marginal utility? How to calculate?
10. Simplex as the method to conclude optimal decision
11. Describe input-output analysis
12. Describe cost-benefit analysis
13. Production function. Its construction and results conclusion
14. Benefits of market segmentation
15. Behavioral elements in marketing strategies
16. Varieties of marketing mix
17. The Deming's circle: notion & understanding
18. The measures to estimate the company financial situation
19. The rules of EMAS – Eco-managements and Audit Scheme
20. The rate of exchange risk and company's decision

Specialization Questions
Hospitality and Tourism Management (MASTER)

1. What are the roles of Destination Management Organizations (DMOs)?
2. Name at least 3 groups of stakeholders in destination management.
3. What is the purpose of nation branding in tourism?
4. Explain the rapid development of tourism after The Second World War.
5. Describe The Grand Tour as antecedent of modern tourism.
6. Why Thomas Cook presents the beginning of the modern tourism?
7. What are the differences between wholesalers, distributors and retailers in tourism?
8. Explain the allotment or allocation contract.
9. Benefits vs. risks of joining your hotel to the hotel chain.
10. What is hospitality?
11. What are the fundamental indicators of sustainable tourism?
12. Explain the concept of Corporate Social Responsibility?
13. Which hotel classification systems you know, explain each.
14. What is the difference between a franchise and a chain?
15. The steps in organizing events.
16. Trends in MICE (Meetings, Incentives, Conferences & Events) tourism.
17. What are the connections between Roman Baths and modern Spa & Wellness centres?
18. Domestic vs. international tourism.
19. Negative economic impacts of tourism. Explain.
20. Hotel manager's roles. Explain.

Specialization Questions

Health Care Management (MASTER)

1. Please compare the Bismarck and Beveridge healthcare model.
2. Please describe Lalonde Field Concept.
3. What are the main goals of health policy?
4. Please describe a two areas of advancement that will have the greatest impact on the future health care.
5. Please describe a major elements of a information system strategic plan for healthcare unit.
6. What are the primary components of a healthcare organization's mission statement?
7. Please describe an aims and tasks of the WHO.
8. Please list three determinants of health, which are considered to have an impact on the likely use of health services in a community.
9. Please briefly describe a generic quality improvement process.
10. How do health care leaders maintain a high level of self-awareness?
11. How can health care leaders demonstrate a commitment to their patients, community, and stakeholders?
12. Please briefly discuss 5 ways health care leaders can build effective teams within organizations.
13. How can health care leaders strategically orient themselves and their organizations for the future?
14. Please identify 4 things that an environmental analysis enables a health care organization to do.
15. Please briefly compare the healthcare system in Poland and India.
16. Please discuss the pros and cons of implementing a case-cost funding model in our current health care environment.
17. Please give examples of innovative methods of management in the healthcare unit all over the world.
18. Please describe and compare 4P', 6P' and 7P' marketing strategies in healthcare.
19. Please identify the differences between social and commercial marketing in healthcare.
20. Please briefly discuss a TQM and a Lean Management strategies. Show a possibility of healthcare application.