

A set of questions for the diploma examination - Management of the 2nd cycle studies 2020

Psychology in business

1. Discuss the issue of business psychology, definition and application.
2. List and describe the negotiation styles according to Necki.
3. Discuss the role of communication in business.

Organizational identity management

4. What is organizational identity and what elements does it consist of?
5. What is system organizational identity management?
6. Discuss the essence of the mission and the organizational vision as well as the differences between them.
7. What elements can be included in the system of visual identification of the organization?
8. What activities can be included in the organizational communication system as part of organizational identity management?
9. Discuss the essence of organizational culture and its manifestations in the system of organizational identity.

Decision making

10. The phases of decision making.
11. Decision making conditions according to R.W. Griffin.

Strategic management

12. Levels of strategic management
13. Strategic management (definition)
14. Typology of strategies
15. Vision and mission of the organization.
16. Product life cycle model.
17. Scoring method for assessing the sector.
18. Porter's five forces model.

19. SWOT analysis.
20. TOWS strategies
21. Portfolio method - BCG matrix.

Consumer behaviour

22. The definition of a consumer
23. Definition of consumer behaviour.
24. Motivational role of consumption.
25. Types of consumer behaviour models
26. Megatrends in consumer behaviour
27. Marketing decision-making model according to Procter & Gamble.
28. The ROPO effect and reverse ROPO
29. The ZMOT model.
30. Typology of risk in consumer behaviour
31. Sense branding.

Management accounting:

32. The concept and criteria of grouping costs.
33. Accounting cost and economic cost.
34. Methods of classifying costs for management purposes.
35. Full cost account and variable cost account.
36. The use of leverage in financial planning.
37. The lower price level and its usefulness in management decisions.
38. Full cost account and variable cost account.
39. The use of variable cost accounting in decision making.
40. The break-even point and its use in enterprise management.

Enterprise value management

41. The essence, structure and instruments of the money market
42. Instruments and transactions on the capital market
43. Types of analyses on the capital market
44. The essence and stages of fundamental analysis
45. Enterprise value categories
46. Methods of enterprise value method.
47. Measures of value creation

Ethics in management

48. What are the functions of the code of ethics in companies and organizations?

Social engineering in management

49. What are social engineering techniques and in what situations can they be used in people management?
50. What do you know of social engineering techniques used in cyber-attacks?

Questions for the E-business and modern forms of marketing specialization:

1. Please describe the role of logistics centers in e-logistics
2. Please discuss the factors of development of e-logistics since the 1990s
3. In what forms can electronic commerce be conducted?
4. Please discuss the main distribution models in e-logistics
5. Please list and describe the most important methods of distribution in online shops
6. Please list the benefits of Web Analytics in e-business.

7. Please define the concept of conversion and provide examples of conversion activities in e-business.
8. Please describe the characteristics of a modern online shop.
9. Please describe the role played by customer segmentation in e-commerce on the example of an empathy map.
10. What is the difference between on-site and off-site internet data analysis?
11. Please describe the essence of the phenomenon of SEO (search engine optimization) websites.
12. Please discuss the Value Proposition Canvas and its components
13. Customer Profile and Value Map.
14. What are the characteristics of the 3 types of online shops (acquisition, hybrid, loyalty)?
15. Risk in consumer behaviour and methods of reducing it.
16. Methods (criteria) of customer segmentation.