

GUIDELINES FOR CONDUCTING A STATE EXAM

For Bachelor's and Master's Degree Students in Programmes Administered by the Department of Marketing Academic Year 2025–2026

Please read carefully the guidelines for the administration of the state exam in your programme.

Dates and Organizational Issues

June session:

23 June 2026 (Tuesday) 8:00 a.m. room 1-58 – Bachelor students in “International Business” (EN)

The state exam will be conducted in person and will begin at 08:00 in hall 58 at the Test Centre of the University of Economics – Varna. Three days before the exam date, the hall distribution of the students will be published on the official website of the department. A printed allocation list will also be available at the Test Centre on the exact exam day. Please check in advance to which room you are assigned.

You must be at the Test Centre **NO LATER THAN 15 minutes before the start of the exam**, i.e., by **07:45**. You are **REQUIRED** to bring a:

- **Student ID book/ Student’s ID card**
- **Pen**
- **Calculator**

Upon entering the exam room, leave your belongings in the designated place. The Proctor/Invigilator will show you where to sit down. You will have to hand over your student’s record book/student’s ID card to the invigilator for identification purposes. The use of mobile phones during the exam is strictly forbidden. All mobile phones must be switched off and left together with the other personal belongings in the place designated by the proctors/invigilators.

1. According to article 35, paragraph 5 of the Regulation on the assessment of students' knowledge, skills, and competences at the University of Economics – Varna, the exam versions are automatically generated from the question database via the WebStudent platform. Exceptions apply to certain degree programmes, in which, prior to the start of the state exam, one of the graduates selects the exam version that all students will work on.
2. For students in the "**International Business**" (EN) programme, the State Exam is fully digital and is conducted at the Test Centre of the University of Economics – Varna via the WebStudent platform. The exam version is automatically generated by the system, ensuring adherence to the principle of multiple variants. Since the response field in the platform is limited, additional sheets will be provided to each student if necessary. The State Exam is structured into **THREE** sections:
 - 2.1. **Section A: Core Concepts, Terms, Methods, Techniques, and Tools** – **Includes 50 close-ended questions. Each question has ONLY one correct answer.** Each correct answer is awarded 1 point (**maximum of 50 points**). The duration for this section is **90 minutes**
 - 2.2. **Section B: Open-Ended Questions and Tasks** – This section consists of 2 groups of written-response questions. The first group includes **three compulsory questions**. The second group gives the opportunity for each student to choose only **three** questions to answer out of six given ones (**elective questions**). The maximum number of points for each correct answer is indicated next to the question (**maximum of 30 points for the entire section**).
 - 2.3. **Section C: Open-Ended Questions and Tasks** – This section contains **1 Case study question (problem-solving question)** that must be answered in a written form. The answer should be based on a theoretical background, but provide very clear and precise practical guidelines for solving the problem posed, which should present the student's ability to solve real business situations. The answer could be evaluated with up to **20 points depending on its practical feasibility** The total time allocated for completing Sections B and C is **90 minutes**.

If you complete the questions in a given section before the allotted time,

you may proceed to the next section.

3. After completing the exam, submit your response to the question in **Section C** to the invigilator. For students in the **“International Business”** programme, this is required only in cases where additional answer sheets have been used outside the WebStudent electronic platform.
4. When determining the final grade for the State Exam, the total number of points earned is converted into a grade according to the following scale:
 1. **41 to 47 points – Satisfactory (3.00)**
 2. **48 to 55 points – Satisfactory (3.25)**
 3. **56 to 58 points – Good (3.50)**
 4. **59 to 62 points – Good (3.75)**
 5. **63 to 66 points – Good (4.00)**
 6. **67 to 70 points – Good (4.25)**
 7. **71 to 73 points – Very Good (4.50)**
 8. **74 to 77 points – Very Good (4.75)**
 9. **78 to 81 points – Very Good (5.00)**
 10. **82 to 85 points – Very Good (5.25)**
 11. **86 to 90 points – Excellent (5.50)**
 12. **91 to 95 points – Excellent (5.75)**
 13. **96 to 100 points – Excellent (6.00)**

The total duration of the State Exam is **3 hours**.

In cases of unethical academic conduct (such as cheating or assistance with aids), the invigilators are authorised to terminate your exam.

The exam results will be announced around **14:00 p.m. in Room 317**. Please note that the specified time is approximate and may be subject to change depending on the completion of the defense of the final graduate.

You have the right to withdraw from the exam and your exam result within **30 minutes after the results are announced**. In this case, you will be officially awarded a fail and will have the right to resit the exam in the next graduation session.

If you have any questions related to the organization and conduct of the exam, you may contact us at the following email address by indicating in the “Regarding” field "State Exam 25-26":

markconsult@ue-varna.bg

We wish you productive preparation and a successful completion of the graduation session!