MARKETING DEPARTMENT

STATE EXAM SAMPLE QUESTIONS¹

1. Brand positioning and approaches to measuring it.
2. Brand image - types, influencers, image effects. Steps in building brand resonance.
3. The brand value chain - value stages and multipliers.
4. Measuring sources of brand equity - quantitative and qualitative techniques.
5. Brand extensions - types, motives for undertaking, possible effects.
6. Building brand equity – designing marketing programs, types and impact of integrated marketing communications.
7. Labour productivity and comparative advantage: the Ricardian model.
8. Resources and trade: the Heckscher-Ohlin model.
9. External economies of scale and the international location of production.
10. Trade policy instruments.
15. Global production, outsourcing, and logistics.
16. Analysis of international marketing environment and international markets.
20. Product decisions for international markets.
22. Pricing for international markets.

¹ Additional tutorials are possible in case of different curriculum/individual studies/personal preferences. For more information contact markconsult@ue-varna.bg.
23. Strategies for international marketing communications.
25. Global competences and leadership.
   Strategic theories of international trade.
27. Firms - main players in the processes of internationalisation and holders of the
   management function. Large international companies: the TNCs. International small
   and medium-sized enterprises (SMEs).
28. Management and International management. Essential elements of international
   management.
29. Strategic objectives, environmental and internal resources assessment.
30. International firm strategies. International firm strategies according to Igor Ansoff and
   Michael Porter. Strategies for entry and expansion of foreign operations.
31. International organisational structures and control. Types of international organisational
   structures and main determinants of firm organisation. Control and analytical function
   in international business.
32. International human resources management. Main characteristics of international
   human resources management. Strategic approaches in international human resources
   management. Expatriates selection and training for overseas employment. Employee
   performance evaluation.
33. Evaluation of tourist resources for developing a certain region (on international level).
34. Opportunities for enhancement of sustainable tourism development of a tourist region
   on international level.
35. Evaluation of the supply of a tourist destination and its position on the international
   tourist market.
36. Evaluation of the international tourist demand for summer holiday travels to destination
   Bulgaria.
37. Opportunities for cross border / trans-border development of international tourist
   destinations.
38. Management of a certain tourist destination.
40. The concepts of Foreign direct investment and Transnational corporations.
41. Theories of TNC.
42. TNC and International production.
43. TNC and International trade. International intra-firm trade.
44. Transfer pricing in TNCs.
45. Consequences of FDI and the activity of TNCs.
46. FDI in the Bulgarian economy.
47. Research techniques on consumer attitudes towards the introduction of a new product.
48. Research techniques on employee satisfaction.
49. Research techniques on consumer loyalty to the brand.
50. The quality service gap in European public sector services.
51. Factors affecting the level of impulse buying on international markets.
52. Consumer awareness and usage of e-payment options through mobile phones.
53. Factors influencing customer retention in international hotel chains.
54. Comparative studies on consumer buying behaviour.
56. HRM Processes.
58. Pricing of Bonds and Stocks.
59. Cost of Capital and Weighted Average Cost of Capital.
61. Non Discounted Capital Budgeting Techniques - Payback Period.
63. Discounted Capital Budgeting Techniques – Internal Rate of Return.
64. The International Marketing Environment.
67. Target Market Differentiation Strategies.
70. Elements that differentiate the international logistics from domestic logistics
71. Incoterm rules.
72. Risks of sea/air/road/rail shipments.
73. The concept of intermodal transport.
74. Consequences of reverse logistics.
75. Problems of outsourcing activities for company/customers.
76. Strategies for effective brand positioning.
77. Building brand equity by choosing appropriate brand elements – the choice criteria.
78. Advantages and disadvantages of the marketing communication options for building brand equity.
79. Co-brand Vs Licensing.

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