



UNIVERSITY OF ECONOMICS - VARNA

CERTIFIED MANAGEMENT SYSTEM ISO 9001: 2015

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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. Strategies for effective brand positioning.
8. Building brand equity by choosing appropriate brand elements – the choice criteria.
9. Advantages and disadvantages of the marketing communication options for building brand equity.
10. Co-brand vs licensing.
11. **Globalisation: main forms, drivers and impacts. Regional economic integration.**
12. Strategy and structure of international business.
13. Entry modes in foreign markets. Exporting, importing, and countertrade.
14. Global production, outsourcing, and logistics.
15. Analysis of international marketing environment and international markets.
16. Cultural dynamics in international marketing. Cross-cultural management and negotiations.
17. International competitiveness analysis. Global competitive strategies.

¹ Additional tutorials are possible in case of different curriculum/individual studies/personal preferences. For more information contact markconsult@ue-varna.bg.

18. International market segmentation and positioning strategies.
19. Product decisions for international markets.
20. International marketing channels strategies.
21. Pricing for international markets.
22. Strategies for international marketing communications.
23. Marketing strategies for emerging markets.
24. Global competencies and leadership.
25. **International management: key elements, strategic objectives, and assessment of environmental and internal resources.**
26. International firm strategies. International firm strategies according to Igor Ansoff and Michael Porter. Strategies for entry and expansion of foreign operations.
27. International organisational structures and control. Types of international organisational structures and main determinants of firm organisation. Control and analytical function in international business.
28. The international marketing environment.
29. Planning marketing organization and control of global marketing operations.
30. The process of strategic marketing planning.
31. Target market differentiation strategies.
32. Competitive strategies in an international environment.
33. Measuring marketing performance and productivity.
34. Elements that differentiate the international logistics from domestic logistics.
35. Incoterms rules.
36. Risks of sea/air/road/rail shipments.
37. The concept of intermodal transport.
38. Consequences of reverse logistics.
39. Problems of outsourcing activities for company/customers.
40. **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.

41. Organization, jobs and roles. Employee resourcing.
42. HRM Processes.
43. Organizational behavior and HRM. Work and employment.
44. **Evaluation of tourist resources for developing a certain region (on international level).**
45. Opportunities for enhancement of sustainable tourism development of a tourist region on international level.
46. Evaluation of the supply and demand of a tourist destination in the international market:
The case of Bulgaria's summer holiday tourism and opportunities for cross-border/trans-border development of international tourist destinations
47. Management of a certain tourist destination.
48. **Globalization of the economy.**
49. The concepts of Foreign direct investment and Transnational corporations.
50. Theories of TNC.
51. TNC and international production.
52. TNC and international trade. International intra-firm trade.
53. Transfer pricing in TNCs.
54. Consequences of FDI and the activity of TNCs.
55. FDI in the Bulgarian economy.
56. Management theories of firm internationalisation. Theories of international production.
Strategic theories of international trade.
57. 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).
58. **Research techniques on consumer attitudes towards the introduction of a new product.**
59. Research techniques on employee satisfaction.
60. Research techniques on consumer loyalty to the brand.
61. The quality service gap in European public sector services.

62. Factors affecting the level of impulse buying on international markets.
63. Consumer awareness and usage of e-payment options through mobile phones.
64. Comparative studies on consumer buying behavior.
65. **Pricing of bonds and stocks.**
66. Cost of capital and weighted average cost of capital.
67. Estimating cash flows of investment projects.
68. Capital budgeting techniques: non-discounted and discounted approaches.
69. Resources and trade: the Heckscher-Ohlin model.
70. Labour productivity and comparative advantage: the Ricardian model.
71. External economies of scale and the international location of production.
72. Trade policy instruments.
73. Exchange rates and the foreign exchange market. Optimum currency areas and the European experience.
74. **Problem: definitions, characteristics, and types. Process of problem solution design.**
75. Problem: conceptual model design. Hypothesis design. Diagnostic design tools.
76. **Comparative analysis of economic models: Anglo-Saxon, European, and East Asian approaches to economic development.**
77. Criteria for evaluating economic systems and the business environment.
78. **Exploring business markets and business marketing.**
79. Foundations for creating value for business customers.

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Head of Marketing department:

(assoc. prof. Vladimir Zhechev, PhD)

