



MARKETING DEPARTMENT

STATE EXAM SAMPLE QUESTIONS¹

1. Brand positioning and approaches to measuring it
2. Brand image - types, influencers, image effects
3. Steps in building brand resonance
4. The brand value chain - value stages and multipliers
5. Measuring sources of brand equity - quantitative and qualitative techniques
6. Brand extensions - types, motives for undertaking, possible effects
7. Designing marketing programmes to build brand equity
8. Integrated marketing communications to build brand equity - types and their impacts
9. Labour productivity and comparative advantage: the Ricardian model
10. Resources and trade: the Heckscher-Ohlin model
11. External economies of scale and the international location of production
12. Trade policy instruments
13. Exchange rates and the foreign exchange market
14. Optimum currency areas and the European experience
15. Globalisation: main forms, drivers and impacts
16. Regional economic integration
17. Strategy and structure of international business
18. Entry modes in foreign markets
19. Exporting, importing, and countertrade
20. Global production, outsourcing, and logistics
21. Analysis of international marketing environment
22. Analysis of international markets
23. Cultural dynamics in international marketing
24. Cross-cultural management and negotiations
25. International competitiveness analysis

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

26. Global competitive strategies
27. International market segmentation and positioning strategies
28. International market entry strategies
29. Product decisions for international markets
30. International marketing channels strategies
31. Pricing for international markets.
32. Strategies for international marketing communications
33. Marketing strategies for emerging markets
34. Global competences and leadership
35. Management theories of firm internationalisation. Theories of international production.Strategic theories of international trade.
36. 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).
37. Management and International management. What is management? Essential elements of international management.
38. Strategic objectives, environmental and internal resources assessment.
39. International firm strategies. International firm strategies according to Igor Ansoff and Michael Porter.Strategies for entry and expansion of foreign operations.
40. International organisational structures and control. What is organisational function? Types of international organisational structures and main determinants of firm organisation. Control and analytical function in international business.
41. 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.
42. Evaluation of tourist resources for developing a certain region (on international level).
43. Opportunities for enhancement of sustainable tourism development of a tourist region on international level.
44. Evaluation of the supply of a tourist destination and its position on the international tourist market
45. Evaluation of the international tourist demand for summer holiday travels to destination Bulgaria
46. 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. Research on consumer attitudes towards the introduction of ... (a new product/service, new packaging, new payment modalities, etc.).
57. Research on employee satisfaction in company.
58. Study of consumer loyalty to the brand ...
59. The quality service gap in European public sector services.
60. Factors affecting the level of impulse buying on international markets.
61. Consumer awareness and usage of e-payment options through mobile phones.
62. Factors influencing customer retention in international hotel chains.
63. Comparative study on consumer buying behaviour in Bulgaria and ...
64. Organization, Jobs and Roles
65. Employee Resourcing
66. HRM Processes
67. Organizational Behavior and HRM
68. Work and Employment
69. Pricing of Bonds and Stocks.
70. Cost of Capital and Weighted Average Cost of Capital
71. Estimating Cash Flows of Investment Projects
72. Non Discounted Capital Budgeting Techniques - Payback Period
73. Discounted Capital Budgeting Techniques - Net Present Value
74. Discounted Capital Budgeting Techniques – Internal Rate of Return
75. The International Marketing Environment
76. Opportunity Analysis and Market Entry strategies
77. Decisions for the International Marketing Mix
78. Planning Marketing Organization and Control of Global Marketing Operations
79. The Process of Strategic Marketing Planning
80. Target Market Differentiation Strategies

81. Competitive Strategies in an International Environment
82. Global Strategies for the Marketing Mix
83. Measuring Marketing Performance and Productivity
84. Globalization. The Role of TNCs in Economic Globalization.
85. The definition and classification of TNCs
86. TNCs and Foreign Direct Investments. Current trends of FDI in the world economy.
87. The motives for transnationalization.
88. TNCs and International Production.
89. TNCs and International Trade.
90. International intra-firm trade of TNCs.
91. Transfer Pricing in TNCs.
92. Consequences of FDI and TNCs Activity.
93. What are the elements that differentiate the international logistics from domestic logistics?
94. What is the Incoterms rule that is most importer-friendly? Least importer friendly? Justify your answer.
95. Describe the risks that the sea/air/road/rail shipment faces.
96. Why would an owner choose to fly a flag of convenience?
97. What is the concept of intermodal transport?
98. What are the consequences of reverse logistics for company/customer?
99. What are the problems of outsourcing activities for company/customers?
100. Strategies for effective brand positioning
101. Building brand equity by choosing appropriate brand elements – the choice criteria
102. Advantages and disadvantages of the marketing communication options for building brand equity
103. Co-brand Vs Licensing

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