

**MASTER'S DEGREE EXAMINATION**  
**DOUBLE DIPLOMA PROGRAMME – European University Viadrina**  
**Study major: Management**

1. What is price and income elasticity of demand? Indicate the use of demand elasticity for decision-making by a company.
2. Characterise and sketch a company's balance in perfect competition in a long- and short-term perspective.
3. Characterise and sketch the company's balance in monopolistic competition in a long- and short-term perspective.
4. Characterise and sketch the typical monopoly equilibrium. What is a natural monopoly? Show the natural monopoly on the sketch.
5. Discuss the concept of deadweight loss. Indicate the deadweight loss on account of introduction of an indirect tax on the market and the deadweight loss of monopoly on the sketch.
6. Discuss various oligopoly models (in your discussion, make use the "prisoner's dilemma" game, Nash equilibrium concept, Cournot and Stackelberg model).
7. Using the concept of expected utility, please describe decision making in the conditions of risk (for various approaches to risk). Please make use of decision-making trees.
8. Concept of institution and major stages of development of institutional economy.
9. Main tasks (areas of interest) of institutional economy.
10. Formal and informal institutions. Classification and significance.
11. Transaction cost. Examples and significance in the light of institutional economy.
12. Market failure and state failure. Provide examples.
13. Causes of success and failures of countries in the area of economic development in the light of ideas of selected institutional economists.
14. Corruption, its causes and modes of counteracting it. Measuring corruption.
15. Impact of enterprise proprietary structure on its economic results. Define a state-owned company and a private company.
16. What is the natural rate of unemployment? Can it be reduced (and how)?
17. How do unemployment allowances affect the labour market?
18. Factors affecting demand for labour and supply of labour in economy.
19. Can raising the minimum wage reduce employment in one country and increase it in another one? Justify your answer.
20. How do demographic phenomena affect labour markets?
21. Discuss at least 3 advantages of the house of quality, indicating the possibilities of extending them by applying another known method used in operational management.
22. Characterise the principles of task queuing that you are familiar with. Which of them would you recommend and why to be introduced in customer servicing in organisations with a significant volume of mass operations (e.g. an international airport, a hospital) with the aim of adhering to the principles of corporate social responsibility?
23. Discuss the major standardisation systems.
24. Using an example, explain how operations affect the conditions of human work in an enterprise.

25. Describe the essence of application of the Kaizen method. In which organisational cultures does this method perform best?
26. List the measures of use of production capacity. What are the strategies of managing the production capacity? Justify your answer.
27. Describe one of the methods of assessing the choice of location. How can it be evaluated via location risk management?
28. System approach to organisation. System of operation as a special case of an organisation.
29. Borders of modern organisations.
30. Organisation in a competitive environment: types of environment and types of competitiveness. Competitive advantage.
31. What are business models and what is their role in managing a modern organisation?
32. Changes in organisation vs. innovations in a technical, economic and social approach.
33. What does leadership in modern organisations consist in and what are its substitutes?
34. Sustainable development of an organisation. Concept of stakeholders and corporate social responsibility.
35. Role of managerial accounting and cost account in the process of decision-making in a company.
36. Cost account models: advantages and disadvantages.
37. Relevant and irrelevant costs.
38. Essence of participatory budgeting.
39. Characterise the financial measures in a decision-making process.
40. Characterise the non-financial measures in a decision-making process.
41. Define a business process and present classifications of business processes.
42. What does management of a business process with the use of key performance indicators consist in?
43. What is the role and the benefits related to the business process re-engineering?
44. Discuss the significance of change management in business process re-engineering.
45. What does the continuous improvement of business processes consist in?
46. How are business processes modelled in a company?
47. Discuss the sample approaches to procuring knowledge on how to streamline business processes in an enterprise.
48. Factors of choosing distribution channels at foreign markets.
49. Methods of selection of foreign markets.
50. Standardisation vs. adaptation in international marketing. Benefits and barriers.
51. Psychological (cultural) distance: implications for international marketing.
52. Problems of international marketing organisation in enterprises.
53. In which conditions is franchising the preferred method of entering a foreign market?
54. Strategies of foreign expansion of an enterprise. Advantages and disadvantages.
55. Motives for internationalisation of a company's operation.
56. Efficiency and observance of moral principles in company management.
57. Ethical aspects of holding executive and managerial roles in a company. Professional ethos.
58. Responsible management concept. Stakeholders and their participation in management.

59. Ethical dilemmas in management and control. Application of solutions on the basis of ethical concepts.
60. Issue of observing principles of personalistic ethics in human resource management.
61. Ethical problems of public relations in management and control.
62. Sustainable management based on ethics and ecology.
63. What are the determinants of entrepreneurship? Discuss one of them.
64. Explain the dependence between entrepreneurship and economic development.
65. Enumerate and discuss the sources of entrepreneurial behaviour in an organisation.
66. What are the basic constraints to entrepreneurship? Discuss two of them.
67. What features should characterise an enterprising person?
68. Discuss the modes of development of entrepreneurship in an organisation.
69. Discuss the advantages and disadvantages of conducting own business activity.
70. Describe the role of human capital in the creation of company goodwill.
71. Characterise the methods and the principles of measuring human capital.
72. Describe the manner in which the labour market affects the management of human capital in an organisation.
73. Enumerate and briefly discuss the major processes of human capital management. Discuss a selected human capital management process in detail.
74. Characterise the role of organisational culture in the formation of human capital.
75. Describe the types of human capital management strategies and their determinants.
76. Characterise the assumptions and the methods of efficiency assessment of human capital management.
77. Buyer's decision making process: using an example, enumerate and discuss its individual stages.
78. Enumerate and discuss types of consumer decisions using examples.
79. Discuss levels of consumer engagement.
80. Enumerate and briefly discuss internal determinants of buyer behaviour.
81. The impact of social emulation and aspirational groups on consumer behaviour.
82. What is the global consumer culture? What is the course of the innovation diffusion process among consumers?
83. Define the concept of strategic management and briefly discuss the stages of strategic management process.
84. Discuss the methodology of building a strategic plan on various levels of an enterprise.
85. Discuss the areas of strategic analysis and provide examples of strategic analysis methods in every area.
86. Explain the essence of development strategy of an enterprise and discuss a selected theoretical model describing an enterprise development model.
87. Explain the essence of a competition strategy and discuss the mechanism of building a competitive advantage.
88. Indicate the conditions in which an internal development path is recommended and the conditions for an external development path. Discuss a selected form of external development.
89. Discuss the essence of implementing a strategy and provide examples of tools supporting efficient implementation of a strategy.
90. Essence of the concept of managing a company goodwill and causes of its development.

91. Stages of managing a company goodwill.
92. Methods of enterprise valuation.
93. Measures of creating company goodwill and value for shareholders.
94. How can logistics affect the company's competitive edge?
95. What does the systemic approach in logistics and supply chain consist in?
96. How can logistics affect profitability and company goodwill?
97. What is the meaning of logistic outsourcing? What benefits and risks can it be related to from the point of view of production and trade companies?
98. What is a supply chain? What is the difference between supply chain management and traditional enterprise management?
99. Which breakthrough technologies have greatest impact on the supply chain management and logistics in the 21st century? Characterise the impact using the example of one technology.
100. How can supply chain management and logistics managers influence reduced consumption of fuel and application of alternative energy sources in transport?

**Literature:**

By the decision of the Management Programme Committee no specific literature is indicated. It is recommended to consult the literature indicated in the syllabuses of major subjects.