

Pytania na egzamin licencjacki International Marketing

1. Name and briefly characterize basic brand portfolio strategies.
2. Brand identity: definition and importance for brand development and management.
3. Brand equity and its components.
4. Characterize the differences in the roles and responsibilities of project manager and functional manager.
5. Describe the process of risk analysis in project management.
6. What are the differences between managerial, professional and customer quality in public sector?
7. Describe the methods of demand management in public sector.
8. In reference to nonprofit organizations characterize the process of segmentation of the fundraising market.
9. What are the factors contributing to the popularity of fake news and conspiracy theories nowadays?
10. Describe Maslow's hierarchy of needs.
11. Name product life-cycle strategies.
12. What are the main factors affecting pricing strategies?
13. The role of SWOT analysis in the process of preparation of a marketing strategy.
14. The main criteria of market segmentation and their role in marketing strategy development.
15. Market niches strategies and their role in the development of small companies.
16. Main foreign market entry strategies and the conditions of using them by enterprises.
17. Marketing mix on political marketplace. Point out the characteristic features.
18. Describe the main forms of political communication.
19. Describe the role of social media as a brand touchpoint.
20. Describe the consumer motivation process.
21. What is a media plan in marketing communications and what functions it serves?
22. What is a correlation and what is a causation? Provide examples.
23. What are experiments and what advantages they offer to a researcher?
24. Where you can find open access cross-national statistical data on international trade, business environment, and global socio-economic development? Name and characterize the relevant databases.
25. The specificity and role of franchising system in the development of SME.