

STATE EXAM QUESTIONS – BACHELOR STUDY

Subject of the state exam: **MANAGEMENT**

STUDY PROGRAM: **MANAGEMENT AND LAW (FULL-TIME STUDY PROGRAM)**

IN THE FIELDS OF STUDY *ECONOMICS AND MANAGEMENT AND LAW*

Academic year: **2023/2024**

1. Management and managers. Explain the essence and contents of management, management as a process, management as science and profession. Explain the need of developing managerial competencies in employees.
2. Explain the use of the most recent approaches of management in an organization in connection with the development of information and communication technologies (for example, how a manager's interpersonal, information and decision-making role changes under the influence of information and communication technologies).
3. Define the main functions of management and their importance, focus and interconnectedness. Define their specifics when applying in the environment of micro and small enterprises. Present some examples of management software tools.
4. Planning in organizations. Define hierarchy and particular kinds of plans. Clarify the relationship of entrepreneurial model and entrepreneurial plan.
5. Describe basic approaches towards creation of organizational structures, kinds and types of organizational structures, their advantages and disadvantages. Describe the influence of organizational structures on communication processes (formal, informal internal communication).
6. Leadership. Describe the main theoretical approaches towards leadership. Power and authority in organization. Explain specifics of leadership in the environment of interim project structures.
7. Controlling in management. Define controlling as the function of management, what is its role in manager's work and individual types of controlling and their characteristics. Clarify the role of reporting in the processed of controlling and information support of controlling and reporting.
8. Decision-making in manager's work. Approaches to decision-making (behavioural vs quantitative, individual vs group). Clarify the importance and benefits of in-company controlling in manager's decision-making.
9. Define the essence and contents of organizational culture. Explain Hofstede's dimensions of organizational culture. Explain the influence of culture on entrepreneurship and being innovative.
10. Explain the workforce sources and methods of recruitment and methods of selection. Explain which mistakes need to be avoided in the process of recruitment and selection. Define the essentials of an employment contract from the point of view of labour law.

11. Essence, contents and functions of human resources management. Specify the present challenges which influence human resources management in Slovakia.
12. Management of job performance. Clarify the relationship of evaluation of job performance towards other activities in human resources management.
13. Specify which motivation theories are used today in managerial praxis and explain how they are used. Interpret on specific examples.
14. What options does the organization have for reducing labour costs in crisis situations? Describe the management of downsizing in the workplace. Why might it be beneficial for an organization to provide an outplacement service? It characterizes the rules for termination of employment in Slovakia from the point of view of labour law.
15. Rewarding of employees in organizations. Explain how the external environment influences the creation of rewarding system.
16. Define the relationship between employee development and career management. What are the career anchors and what is their influence on employee career planning? Specify the current trends in career development and their practical implementation.
17. Define the options of utilizing methods of time planning and scheduling in project management. Clarify the application and practical examples of participatory attitudes to leadership in the process of project plan creation.
18. Define the basic attributes of entrepreneurial behaviour and entrepreneurial characteristic. Describe legal forms of businesses within which entrepreneurship functions in Slovakia.
19. The character, importance and contents of marketing. Explain the terms of market, market segmentation and positioning. Describe the process of market segmentation and on an example of a specific organization define its importance in product mix management. Give examples of structured and unstructured data and methods of their processing.
20. By comparison define consumer buyer behaviour and organizational buyer behaviour. Applying motivation theories describe consumer behaviour motivation and purchase department in an organization.
21. Clarify the characteristics of marketing mix and extended marketing mix. Present them on an example of a real selected enterprise. Interpret the differences for a company offering services and production company.
22. Clarify the terms of product, product range, product mix and on a concrete example define levels of a product. Describe the role of marketing in the individual stages of product life cycle from the point of view of an entrepreneur of manager.
23. Explain the individual approaches towards pricing of products and clarify the strategies of pricing of new products. Describe the factors influencing pricing in perfect market, oligopoly and monopolistic market. Describe the behaviour of competing entities in these markets when adjusting and changing prices.
24. Explain the importance of distribution channels in marketing. Describe the organization of labour within the distribution channel in retail and wholesale, particularise in the context of management of supply chain management (SCM) and logistic processes.

25. On a concrete example describe the marketing communication process and its elements. Explain utilization of these elements from the point of view of meeting the demands of integrated marketing communication. What is the role of marketing communication in relationship to internal communication? Explain the concept of the Internet and give examples of solutions for external communication.
26. Explain the difference of attitude towards promotion, advertising and public relations (basic decision on advertising, promotional activities, ways of using public relations when creating effective communication), and explain the specifics if the organization follows a socially responsible approach.
27. Describe the basic components of a business idea. Name possible sources of business ideas and give an example of techniques for improving them. Explain the importance of testing and validation the business idea with potential customers. Then describe the procedure for registering a domain and setting up a corporate website to start a business.