

# MASTER IN INTERNATIONAL BUSINESS

## Master exam questions Effective as of June 1, 2026

1. What is a cultural stereotype? Give a few examples of their business consequences.
2. High-context and low-context communication. Please provide the characteristics of these types of communication and examples of countries.
3. List and describe the main determinants of economic growth in the long run.
4. GDP and GNP as imperfect measures of prosperity – characterize, compare, and propose alternative measures of well-being.
5. Customer satisfaction – methods of measuring and tools for increasing its level.
6. Family business challenges – list them and describe one.
7. What are the rules of effective crisis management communication? List them and describe one in detail.
8. Characteristics and differences between waterfall and agile project management.
9. Which contemporary megatrends impact companies' international strategies? Choose one and describe its effects in detail.
10. What determines the company's choice of terms of delivery?
11. What are the key challenges expatriates face during international assignments, and how do they impact their performance and adaptation in foreign environments?
12. Characteristics and differences between just-in-time and agile supply chain.
13. Characteristics and comparison of arbitrage and speculation in the foreign exchange market.
14. What are FX options? What are the types? Describe the advantages and risks of FX options.
15. What key characteristics and traits constitute the entrepreneurial mindset?
16. What are the three main tracks of entrepreneurial theories?
17. What is a feasibility analysis, and at what stage of business development should a feasibility study be conducted?
18. Discuss the approaches to export market analysis and selection.
19. What are the main types of export channel modes? Provide examples of each, as well as the advantages and disadvantages.
20. What is cross-border e-commerce? What are the key drivers of cross-border e-commerce growth globally?
21. Compare and contrast different leadership styles.
22. Define toxic leadership. What are the components of a toxic triangle?
23. What are the features of effective communication?
24. Define business clusters and explain their role in enhancing competitiveness.
25. Discuss the triple helix model in developing successful clusters.
26. How can companies integrate creating shared values (CSV) into their business strategy while maintaining competitive advantage?

27. Compare Search Engine Optimization (SEO) and Search Engine Advertising (SEA). What are their advantages and disadvantages?
28. Explain the meaning and business applications of social media monitoring and sentiment analysis.
29. Discuss the similarities and differences between influencer and celebrity marketing.
30. Explain the conceptual framework for Sustainable Development Goals (SDGs) and describe one goal in detail.