

BACHELOR IN BUSINESS ADMINISTRATION PROGRAM

BACHELOR EXAM QUESTIONS

EFFECTIVE AS OF JUNE 1, 2026

1. The circular flow diagram. Describe the circulation in the market for goods and services and the market for inputs.
2. Gains from specialization and trade. Explain the principle of comparative advantage.
3. Market mechanisms and their micro- and macroeconomic consequences – explain and provide examples.
4. Monopoly, oligopoly, and perfect competition – describe the market structures, compare their features.
5. CPI as the measure of inflation. Explain the definition and provide some examples of situations where official CPI overstates the true cost of living.
6. Long-run factors of economic growth – list at least four and explain their significance for economic growth.
7. Describe the functions of money and money market equilibrium.
8. The central bank's tools of monetary policy – list and explain the mechanisms of applying tools.
9. Twin deficits – the effects of a government budget deficit in an open economy.
10. Theories of business cycle – list them and explain differences.
11. Describe the motives of the international expansion of companies.
12. Describe the forms of the international expansion of firms. Discuss the advantages and disadvantages of each form of expansion.
13. Describe the concept of standardization and customization of a company's marketing activities. Discuss the advantages and disadvantages of both.
14. Describe the process of introducing a product to a foreign market.
15. Time value of money. Explain the concept and provide some real-life examples of its application.
16. Financing sources for a corporation. Define major characteristics of equity financing and debt financing.
17. Sustainable Development Goals – meaning and implementation (describe five of them).
18. Fixed vs. flexible exchange rate – advantages and disadvantages.
19. Explain the division of transport costs between the seller and the buyer in INCOTERMS formulas.
20. List and describe the types of innovative processes.

21. Key element of a business plan.
22. Qualitative and quantitative market research methods – differences and examples.
23. Indicate the main segments of the macro-environment of a firm and characterize the key economic factors that can influence the strategy of a firm.
24. When do firms use the model of 5-competitive forces developed by M.E. Porter? Please explain which factors determine the bargaining power of buyers.
25. How can we evaluate a firm's competitive position? Please indicate the key methods and explain one of them.
26. Why do firms use scenario planning in strategic management? Please explain what a scenario is and how it can contribute to the firm's success.
27. Cultural dimensions – explain the concept and provide two examples of classifications.
28. Nontariff trade barriers – examples, motives, and effects.
29. Leadership styles – describe and give examples from real life.
30. List and discuss the major tools of digital marketing.