



## Faculty of Management Master degree studies Master exam questions – field of studies

1. Compare the essence of entrepreneurship based on Schumpeter theory and Austrian School of Economics.
2. Describe Elton Mayo's Human Relationship Theory
3. Difference between knowledge and information – implications for innovation management.
4. What are the definition, types and stages of innovative process?
5. What are the generations of smart cities according to the Boyd Cohen model?
6. The stages of design and development process of software solutions supporting innovation management
7. Eco-innovations in Sustainable development
8. Methods of testing ideas in the process of implementing new products
9. Techniques of manipulation in consumer behaviour
10. Differences between inbound and outbound marketing on the internet marketing
11. Value chain characteristics and their impact on perceived value
12. Environmental product life cycle – definition, stages, measurement
13. Discounted cash flow (DCF) methods in business valuation
14. Difference between brand image and brand identity
15. What are the reasons which motivate domestic firms to go international?
16. What are the most important cultural barriers to International Business?
17. Differences between qualitative and quantitative marketing research.
18. Correlations and regressions - similarities, differences, measures of goodness of fit
19. Scientific experiment, compare field and laboratory experiment in merchandising
20. Mobile and ad-hoc access - describe basic application areas and technologies of Internet of Things

