

PROGRAM
on the entrance examination for the applicants
for the II stage of the higher education (Master)
Major 1-26 80 05 «Marketing»

The entrance exam program for those entering the second stage of higher education in **major 1-26 80 05 "Marketing"** (program “Event Marketing”) has been developed on the basis of standard curriculum of the academic disciplines of the I stage of higher education:

- «Marketing»;
- «Marketing in industries and areas of activity»;
- «Relationship Marketing».

The content of the program is of a complex systemic interdisciplinary nature and is aimed at identifying the general professional and special knowledge as well as skills received at the first stage of higher education required for admission to the master's stage.

The program determines the list of issues necessary for passing the entrance test, and includes a list of recommended literature in which normative, scientific, educational and other materials are given.

Admission to the second stage of higher education implies that a bachelor admitted to pass the test in the specialty should show a high level of theoretical and practical training, mastering of economic terminology and skills in working with economic scientific literature, knowledge of the current legislation, understanding and ability to analyze the processes occurring in the world economy, competence in matters related to the sphere of event marketing, so popular and industrious nowadays, and the ability to apply their knowledge to solve specific research and applied problems.

An introductory test is conducted orally on the basis of test cards. The mark of the exam is set on a ten-point scale.

LIST OF QUESTIONS

1. What are the main stages of the marketing science development?
2. What demand motivation theories do you know?
3. What types of markets are usually distinguished?
4. What definition of market is usually used in the market theory?
5. What is a buyer market?
6. What is a seller market?
7. How to determine a market volume?
8. What is an essence of marketing in a human activity?
9. What are the main concepts of business activity?
10. What is the main concept of product improvement?
11. Which concept of business activity is considered to be the concept of socio-ethical marketing?
12. Which main aims of market realization are considered?
13. What factors must be taken into consideration while firm marketing realization?
14. What factors are relevant while marketing micro environment determining?
15. What factors are relevant while marketing macro environment determining?
16. What main top management decisions have paramount importance for the services of marketing management?
17. What are the main tasks of the specialists in marketing?
18. When the mass marketing is usually used by the firm?
19. When the target marketing is used by the firm?
20. What does market segmentation mean?
21. What market segments do you know?
22. Why is the study of buying behavior important?
23. What is meant by marketing complex?
24. What does it mean to found marketing complex?
25. Why is it so necessary to coordinate functional departments' activities?
26. Why is it so important to control the firm activity and market realization?
27. How to develop a marketing complex?
28. What factors are considered to be uncontrolled?
29. Why is it necessary to be in contact with the buyers of the goods?
30. Why is it necessary to be in contact with providers?
31. What types of competitors do you know?
32. Why is it necessary to consider the development of culture?

Recommended Literature

1. *Boyo, Harper W.* Marketing Management/Harper W. Boyo, Oritte C. Walker, Jean-ClaudLarriche – HF5414,13,B669, 1995, 2002, 2007.
2. *Cherchill, Gilbert A.* Marketing: Creating Value for Customers/Gilbert A. Cherchill, J. Paul Peter – HF5415. C5275, 1994, 2008.
3. *Dillon, William R.* Marketing Research. Marketing Environment/William R. Dillon, Thomas J. Madden, Neil H. Firtle – HF5415.2.D54, 1994, 2008.
4. *Evans, Joel R.* Marketing/Joel R. Evans, Berry Berman – Macmillan Publishing Company, N.Y., HF5415 E86, 1990, 2007.
5. *Cundiff, Edward W.* Marketing in the International Environment/Edward W. Cundiff, Marye Tharp Hilger – Prentice-Hall, Inc., Englewood Cliffs, N.J.07622, 2007.