Final examination topics for students taking the final examination in the 2026/2027 academic year

Bachelor's Programme in Commerce and Marketing

1. Typologies of purchasing and consumption (with relevant marketing examples); the conceptualisation of overconsumption (including an example illustrating the contextual factors that shape its interpretation) (Consumer Behaviour)
2. Classification of consumer decision-making and their distinctive characteristics (classified according to information-processing mode and marketing practice, with relevant marketing examples) (Consumer Behaviour)
3. Common purchasing heuristics (with relevant marketing examples) (Consumer Behaviour)
4. The concept of attitude, its components and functions, the process of perception, Weber’s Law and different forms of learning (with relevant marketing examples for them) (Consumer Behaviour)
5. The influence of reference groups (peers) on purchasing and consumption, the factors determining the extent to which reference groups influence consumers’ purchasing and consumption behaviour (Consumer Behaviour)
6. The concept and main types of organizational processes; comparison of the key management characteristics of functional and process-oriented operations (Process and Quality Management)
7. The logic of standard process operation and control, the key characteristics of standard work, and the three levels of performance measurement (Process and Quality Management)
8. The role of the PDCA cycle in continuous process improvement, and the role of cause-and-effect analysis and Pareto/ABC analysis in supporting improvement actions (Process and Quality Management)
9. The Kano model, the main steps of its application, and the key managerial implications (Process and Quality Management)
10. The SERVUCTION model and its key message, Schmenner's classification of service organizations, and comparison the different categories with the main types of service processes (Process and Quality Management)

11. The current consensus on central banking and monetary policy: institutional framework and regime (Economic Policy)
12. The comparison of the main schools of economic policy (neoliberalism, welfare state, social market economy, Asian capitalism) (Economic Policy)
13. The concept of world regions and relations between them around 1000 CE (Economic History)
14. Arguments for the free market (why the free market is beneficial and for whom) according to Great Britain (Economic History)
15. Problems following the end of the First World War (the seven fundamental problems) (Economic History)
16. The essence, characteristics and role of private-label brands (own-brand products) in commerce (Commerce and Services Marketing)
17. Sales Promotion in the retail sector: push and pull strategies, and tools for incentivising consumers, retailers and sales staff (Commerce and Services Marketing)
18. The characteristics of services and their marketing implications (HIPI principle) (Commerce and Services Marketing)
19. Measuring service quality and consumer satisfaction: the GAP model, the SERVQUAL model and the IPA matrix (Commerce and Services Marketing)
20. The marketing mix in the services market (4Ps vs. 7Ps): the role of process, people and physical evidence (Commerce and Services Marketing)
21. Money Demand and Inflation (Economics II)
22. Aggregate Demand and Aggregate Supply (Economics II)
23. Customer value-driven marketing strategy: Segmentation, Targeting, Positioning (STP) (Marketing)
24. Integrated marketing program: Marketing considerations for consumer products, Product life-cycle strategies (Marketing)
25. Principles of marketing communication (ATL, BTL), Integrated Marketing Communication (IMC) (Marketing Communication)
26. Objectives and Mechanisms of Marketing Communication (AIDA & DAGMAR Models) (Marketing Communication)
27. Strategic planning of marketing communication (5M) (Marketing Communication)
28. Advertising (ATL): Radio, Television (concepts, advantages, disadvantages and measurement) (Marketing Communication)
29. Below the Line Tools: Direct marketing, Public Relations (PR) (concepts, advantages and disadvantages) (Marketing Communication)

30. Primary and secondary data (concepts, advantages, disadvantages, types) (Marketing research)
31. The primary research process (steps, research design, decision points, characteristics) (Marketing research)
32. Qualitative research methods (in-depth interviews, focus groups, projective techniques) (Marketing research)
33. Quantitative research methods (surveys, observation, experiments, questionnaire design, types and roles of measurement scales) (Marketing research)
34. Comparison of the characteristics of leaders and managers according to John P. Kotter’s perspective; management process and the interrelationships among the management functions (Management I)
35. Herzberg's two-factor theory and its practical implications for maintaining motivated workplace behaviour (Management I)
36. The concept of training and development; comparison and modern approaches to internal and external, as well as on-the-job and off-the-job methods (Management II)
37. The concept, main forms, and participants of performance management, and methods of performance appraisal (Management II)
38. The Long Tail theory/concept in e-commerce (Online Marketing)
39. Classification of online marketing tools: Types and characteristics of web-based online marketing tools (SEO, SEM, websites, social media, content marketing and display/rich media) (Online Marketing)
40. The concept, stages and role of the sales funnel in online marketing (Online Marketing)
41. The POES model: types of digital media channels and their roles (Online Marketing)
42. The content of the statement of financial position and the concept of the accounting equation (Accounting I)
43. The structure of the statement of cash flows, how the statement of cash flows is related to the statement of financial position (Accounting I)
44. Distributive and integrative negotiation strategies: their definition, key characteristics, conditions for application and a comparison (Negotiation)
45. The concepts of negotiation power and BATNA, and the relationship between them. The reservation price, the first offer price and the ZOPA (Zone of Possible Agreement) (Negotiation)
46. Linear models of innovation: Technology push, Market pull (stages, critics, examples) (New Product Marketing)
47. New product development (NPD) strategy, classification of new products (New Product Marketing)

48. The product – main functions, the whole-product concept, product experience (New Product Marketing)
49. Trademark, Patent, Design protection (aims, conditions, grounds for refusal, examples) (New Product Marketing)
50. The notion of legal relationships (its subject, object, content, absolute/relative rights, with examples) (Business Law I-II)
51. The notion of contract, the legal process of concluding a contract (Business Law I-II)
52. Fundamental rules of (proper) performing of a contract (Business Law I-II)
53. Scales of measurement and the measures of central tendency and variation applicable at different levels of measurement (Business Statistics I-II.)
54. Purpose and general framework for testing hypothesis, erroneous conclusions: type I and type II errors (Business Statistics I-II)
55. Correlation and regression coefficient, coefficient of determination. Assessing the strength of the relationship between two qualitative variables and between a qualitative variable used to form the groups and a quantitative variable (Business Statistics I-II)
56. The development of an entrepreneurial idea into a viable business opportunity and a workable business model, including the role of the value proposition, the business model, and the validation of entrepreneurial assumptions (Corporate Management Systems)
57. The alignment of expected demand with available resources in company operations, including the role of forecasting, capacity management, and inventory management (Corporate Management Systems)
58. The role of project management and the project manager in achieving project success, the main dimensions of project success, and the differences between predictive and agile project management (Corporate Management Systems)
59. Present value calculation and net present value (NPV) (Corporate Finance I)
60. Internal rate of return (IRR) and other investment criteria (Corporate Finance I)