**Questions for the candidate exam in specialty 08.00.05, specialization "Marketing" (examination committee No. 25)**

**Questions from the section "General economic theory"**

1. The structure and patterns of development of economic relations. Productive forces: structure, patterns and forms of development.

2. Mode of production as a socio-economic and technical-production integrity. Individual and social production and reproduction in the structure of the mode of production.

3. Methods and criteria for typologizing economic systems. Factors and patterns of the evolution of economic systems.

4. National-state economic systems. The role and functions of the state and civil society in the functioning of economic systems. The theory of the state (public) sector in the economy.

5. Humanization of economic growth. Social subsystem of the economy: elements and relationships. Economic system and economic mechanism.

6. Regularities of globalization of the world economy and its impact on the functioning of national-state systems. The theoretical problem of economic security.

7. National wealth as a result of the economic activity of society. Composition, structure and dynamics of national wealth.

8. Theory of consumer demand. Demand, supply, market equilibrium. The elasticity of supply and demand: content, types, practical application.

9. Theory of the firm. The firm and the market as types of organization of economic exchange in society. A firm in a market economy: basic types, the ratio of ownership and control, target function.

10. Income of the firm and its costs. The dynamics of costs in the short and long term. Equilibrium (optimum) of the firm in the short and long term.

11. The theory of the organization of markets. Market structure: concept and defining characteristics. Classification of market structures.

12. Theory of competition and antitrust regulation. Monopoly, oligopoly, monopolistic competition: features of the market structure.

13. Markets for factors of production: labor, capital, land. Labor market models. Features of the capital market. Supply and demand in the natural resources market.

14. Information as a resource, its differences from other resources. Information asymmetry and the market for "lemons".

15. The theory of general economic equilibrium. General equilibrium and efficiency of resource allocation.

16. The theory of welfare economics. Factor income and their distribution. Pigou's theory of welfare. Efficiency and social justice.

17. Theory of national accounting. System of accounts of national income: main indicators and their relationship. Methods for calculating GDP. Nominal and real values.

18. The theory of macroeconomic equilibrium. Aggregate demand and aggregate supply. Macroeconomic Equilibrium Models: Classical and Keynesian.

19. The theory of economic growth: sources, factors and indicators. Multiplier and accelerator effects. The problem of the boundaries of economic growth.

20. Theory of money: traditional and modern understanding of nature, essence, functions and forms. Monetary Policy: Instruments, Directions, Efficiency.

21. Theory of business cycles and crises. Economic dynamics and its types.

22. Inflation and its impact on income distribution, production efficiency, entrepreneurial activity. Anti-inflationary policy: rules, types, efficiency.

23. Theory of unemployment. The concept of "full" employment and natural unemployment. The economic costs of unemployment.

24. Institutional structure of society, institutions: processes, structures, motives, rules.

25. Technological foundations of the institutional structure of the economy; technological determinants of firms, industries, economic structure. Technological structures, their development and change.

26. The theory of property rights. Specification and dilution of property rights. Historical evolution of forms of ownership.

27. The theory of transaction costs. Transaction costs: essence and classification.

28. Institutional theory of the firm. Contractual concept. Types of contracts. Neo-institutional theory of the firm: agreement theory.

29. Evolutionary theory of economic dynamics (D. North and others). Creation and evolution of institutions: conditions, models and consequences.

30. The theory of transitional economy and transformation of socio-economic systems. Types of new economies in transition.

**Questions from the section "Fundamentals of the theory of management of economic systems"**

1. The essence and functions of management. The principles of managing economic systems. Evolution of management theories, modern management theories.

2. Stages of development of theory and practice of management. Modern theories of organization. Scientific approaches and types of management of economic systems.

3. Economic systems as an object of management: concept, structure and classification. The main subsystems and elements of the economic system as objects of management.

4. Management functions: essence and objective prerequisites for their development. Place and role of functions in the management process. Classification of management functions.

5. Planning and forecasting in the control system. Types and systems of planning. Forecasting approaches and types of forecasts.

6. Organization and coordination as management functions. Content and principles of management organization.

7. Motivation and stimulation as management functions. The nature, content and structure of motivation. Motivational management models.

8. Communication as a management function. The concept of communication, its main characteristics. The value of communication in a post-industrial society.

9. Control as a management function. The essence and types of control. Benchmarking and modern trends in control development.

10. Principles of integration of management functions. The relationship between the categories of management.

11. Organizational and legal forms of various commercial and non-commercial organizations, their associations.

12. Organizational forms of management. Types of organizational structures. Control system. Promising directions of development of the control system.

13. Basic management methods, their classification. Methods for performing management functions.

14. Methods and stages of the process of making and implementing management decisions. Management decision support information systems.

15. Management of the organization as a whole. The concept, essence and functions of the culture of the organization, its place in the management system. The concept and types of style of management of the organization.

16. Management of changes and innovations. Theory and practice of mergers and acquisitions.

17. Reforming enterprises: concept, model, program. Restructuring: concept, types and emerging problems.

18. The essence of innovation management, management and technological innovation. Principles, methods and process of organizing innovations.

19. Risk management. The concept and criteria of risk. Types and factors of risks. Risk analysis and assessment. Risk regulation and optimization methods.

20. Quality management. Quality management concept. Principles and types of quality management. International quality management systems.

21. Human resource management (personnel) and HR technology. Staff development. Human resource management systems of the organization.

22. Essence, structure and specificity of personnel technologies. Personnel selection as a personnel technology. Personnel career management. Integrated personnel management.

23. Marketing and marketing technologies in management. The essence and functions of marketing. The main subjects and types of marketing.

24. Monitoring and monitoring technologies in management. The essence and functions of monitoring. The main subjects and types of monitoring. Basic monitoring technologies.

25. Information and communication technologies in management. The concept and types of information and communication technologies.

26. The role of Internet technologies in the management of organizations.

27. The concept and characteristics of the new economy ("knowledge economy"). Change in the content of traditional functions and forms of management.

28. The concept of intellectual capital and its role in the new economy. Management of the formation and development of intellectual capital; knowledge management.

29. Learning as a function of management. Modern and promising forms and structures of management organization (network, virtual).

30. Business leadership and its basic concepts.

**Questions from the "Marketing" section**

1. Essence, principles and functions of marketing. Basic marketing concepts. Description of the main types of marketing.

2. The impact of marketing on individual consumers and society as a whole. Criticism of the marketing activities of entrepreneurial structures from the public. The influence of marketing on the state of competition.

3. Product in the marketing system: essence, consumer properties, levels of consideration. Classification of goods in marketing.

4. General characteristics of the marketing environment. Controlled and uncontrolled factors. Marketing microenvironment, main actors. The concept and classification of contact audiences.

5. Essence, functions and types of marketing research. Description of the main types of information and sources of its receipt. Field methods of collecting information.

6. Study of the life cycle of goods (LCT), types of LCT. BCG (Boston Consulting Group) Matrix: Nature and Marketing Uses.

7. Essence, indicators and assessment of the level of quality of goods. Methods for assessing the competitiveness of goods.

8. The behavior of the organization depending on the strength of the competitor in the target markets. Providing a competitive advantage to the organization. Organizational behavior in the face of increased competition.

9. Model of consumer behavior, its main types. Characteristics of the buying process. Types of buying behavior. Current trends in consumer behavior.

10. Essence and signs of market segmentation. Assessment and selection of target market segments. Intermarket segmentation.

11. Essence, principles and advantages of relationship marketing, formation tools. The level and model of the life cycle of the relationship with the buyer.

12. Essence of positioning. The main stages of differentiation and positioning of the organization and the product. Positioning types.

13. The essence of product policy, its role in the marketing mix. Concept, types and main characteristics (indicators) of the product range.

14. Brand policy of the organization. The concepts of "trade mark", "trade mark" and "brand". Types of trademarks.

15. Pricing policy of the organization. Methods for calculating prices. Pricing within the product range. Features of pricing policy in trade and industry. Psychological aspects of price setting.

16. Essence, functions and levels of distribution channels. Choice of distribution channel. Distribution types depending on the market coverage.

17. The role and types of intermediaries in marketing. Distribution channel management. Vertical and horizontal marketing systems.

18. Formation of communication policy. Development of a budget for a complex of marketing communications.

19. Advertising in the communications system: essence, types, media. Essence, types and advantages of Internet advertising.

20. Personal sale as a means of communication, its features, implementation process, advantages and disadvantages.

21. Promotion of sales: characteristics of the main methods.

22. Public relations as an element of promotion policy.

23. Strategic planning in marketing: basic strategies for the growth of the firm. Marketing plan.

24. The system of organizing the marketing service. The main structures of marketing management, their advantages and disadvantages.

25. Marketing control: a process, a brief description of the main types.

26. The essence of international marketing and its features. Motives for entering the foreign market.

27. Pricing strategies in international markets, characteristics, goals and objectives. Dumping and transfer prices.

28. Choosing a way to enter international markets. Forms and ways of organizing international entrepreneurship. Features and stages of creating an enterprise with foreign partners.

29. Marketing of non-profit organizations: concept, features, stages of implementation.

30. Marketing in industries and spheres of activity: service sector, industry, trade, insurance, construction, tourism, hotel business, education, banking.

**Literature**

1. Kotler, F., Keller, K. Marketing management / F. Kotler, K. Keller. - St. Petersburg: Peter, 2018 .-- 848 p.
2. Lane Keller, K. Strategic Brand Management: building, Measuring, and Managing Brand Equity / K. Lane Keller. Fifth Edition. – New Jersey: Pearson Education Limited, 2019. – 600 р.
3. Lasserre, Ph. Global Strategic Management / Ph. Lasserre. Fourth Edition. – London: Palgrave MacMillan, 2018. – 492 р.
4. [Miller](https://www.amazon.com/Donald-Miller/e/B001H6Q2QC/ref%3Ddp_byline_cont_book_1), D. Building a StoryBrand: Clarify Your Message So Customers Will Listen / D. Miller. – New York: HarperCollins Leadership, 2017. – 240 p.
5. Weeler, A. Designing Brand Identity: An Essential Guide for the Whole Branding Team / A. Weeler. Fifth Edition. – New Jersey: John Wiley & Sons, Inc, 2017. – 336 р.
6. Bearden, William О. Marketing: principles and perspectives / William О. Bearden, Thomas N. Ingram, Raymond W. LaForge. - USA: Irwin, 1995. - 631 р.
7. Farese, L.Sh. Marketing Essentials / Lois Shneider Farese, Grady Kimbrell, Carl А. Woloszyk - McGrawHill Glencoe, 2006. - 881 р.
8. McDaniel, Carl Marketing research essentials / Carl McDaniel, Roger Gates. - 8th ed. - Hoboken: Wiley & Sons, 2012. - 480 р.
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10. Akulich, I.L. Fundamentals of marketing / I.L. Akulich. - Minsk: BSEU, 2015 .-- 538 p.
11. Danchenok L. Marketing in social media. Internet marketing communications / L. Danchenok. - St. Petersburg: Peter, 2013 .-- 288 p.
12. Golubkov, E.P. Technology of managerial decision making / E.P. Golubkov. - M .: Business and Service, 2005. - 544 p.
13. Larichev, O.I. Theory and decision-making methods. / O.I. Larichev. - M.: University. book, Logos, 2006. - 392 p.
14. Mkhitaryan, S.V. Industry marketing / S.V. Mkhitaryan. - M.: Eksmo, 2006 .-- 368 p.
15. Chernev, A. Strategic Marketing Management/ A.Chernev A., Ph. Kotler.– 8th ed. – Cerebellum Press, 2014. – 284 pp.
16. Lamben, J-J. Market-Driven Management: Strategic and Operational Marketing / J-J. Lamben, I. Schuiling. 3 rd. ed. Red Globe Press, 2012. – 624 pp.
17. Kumar, N. Marketing As Strategy: Understanding the CEO's Agenda for Driving Growth and Innovation / N. Kumar. – Harvard Business Review Press, 2004. – 288 pp.
18. McDonald, M. Marketing Plans: How to Prepare Them, How to Use Them / M. McDonald, Wilson H. – 7th ed.–John Wiley & Sons, 2011. – 592 pp.
19. Lowe, R. International Marketing Strategy: Analysis, Development & Implementation / R. Lowe, Kenyon A., Doole I. – 8th edition – Andover: Cengage Learning EMEA, 2019. – 480 pp.
20. Solberg, K.A. International Marketing: Strategy development and implementation. – Routledge, 2017. – 418 pp.