

BACHELOR EXAM QUESTIONS 2020/2021

MANAGEMENT

1. **Definition of organisation and organisational management.**
2. **Primary functions of management.**
3. **The micro environment of a company.**
4. **The macro environment of a company.**
5. **Strategic management: definition and main tools.**
6. **Organisational structure: definition, types and examples.**
7. **Benchmarking: definition and types.**
8. **Project management: definition and methodologies.**
9. **Project life cycle: definition and stages.**
10. **Organisational life cycle: definition and stages.**
11. **Management style: definition, types and importance.**
12. **Democratic and autocratic management style: characteristic features and differences.**
13. **Change management: definition and change management process.**
14. **Resistance to change in an organisation: reasons and ways of overcoming resistance.**
15. **Human resources management: definition and importance.**
16. **Employee recruitment and selection: definition and types of recruitment.**
17. **Employee motivation: definition, types of motivation and motivational theories.**
18. **Employee training and development: definition and importance.**
19. **Organisational culture: definition and types.**
20. **TQM: definition and principles.**
21. **Quality management: methods and tools.**
22. **Marketing-mix: definition and elements.**
23. **Marketing research: definition, types and importance.**
24. **Company's intellectual capital.**
25. **Main methods of business financing.**