

Angol nyelvű szigorlat tételsora

1. Introduce and explain the two main economic questions.
2. Define and explain the elements and the mechanism of the demand-supply analysis.
3. Explain the circular flow model of the economy.
4. Define and explain economic growth and the real business cycles.
5. Show in a comprehensive way the four basic managerial functions and how the goals are connecting them. Emphasise their application through the differences between managers and leaders.
6. What are the aspects and the contemporary factors influencing and reshaping the managerial job? Bring up comprehensive examples.
7. Show and explain the six key elements in the organisational design. Bring an example for all of them.
8. Elaborate the topic of the organisational design types. After presenting them briefly, contrast two types in detail by bringing an example.
9. Describe the four types of production systems and outline them into the product-process matrix.
10. Describe the typical supply chain actors. What is the difference between production and service supply chain?
11. Present the studied inventory models and common inventory types.
12. What are the main elements of Toyota Production System? Describe them in a few sentences.
13. How would you define marketing? Introduce the role of corporate- and marketing strategy.
14. Describe how marketing helps to understand business (marketing) environment and the consumer.
15. Describe the role of product and price in the marketing mix (4Ps).
16. Describe the role of place and promotion in the marketing mix (4Ps).
17. The structure and content of the balance sheet.
18. The structure and content of the income statement.
19. Explain the time value of money concept.
20. Describe capital budgeting, its process and methods for evaluating capital investments.