

Questions for bachelor examination

Field of study: Digital Communication and Social Media for Management

1. Role of finance. What skills does someone who works in finance have?
2. Digital transformation in finance
3. Primary functions of management. How do they contribute to the overall success of an organization?
4. Different management styles (e.g., autocratic, democratic, laissez-faire) and their effect on employee motivation and productivity
5. Influence of external environmental factors (e.g., economic, technological, political) on the management process within organizations
6. Business actions for cybersecurity
7. Data visualization in business
8. The influence of the organisation's situation on the design of the organization - describe the symptoms of structural misalignment.
9. The core and non-core work processes and their relationship to designing organization
10. The reinforcement of the culture on the strategy and structural design of the organization needs to be effective in its environment (including the role of culture in organizational learning)
11. Roles that people perform in business organisations
12. Factors of production - acquisition and combination
13. The impact of risk and uncertainty on business decision-making
14. Explain the concept of media convergence and discuss its impact on modern media production and consumption
15. The main differences between traditional media (such as television, radio, print) and digital media in terms of audience engagement and content distribution
16. Economic forces shaping business
17. Perspectives on business environment
18. Corporate Social Responsibility in business organizations
19. Concept of value from the perspective of a business and a customer
20. Concept of holistic marketing
21. Role of marketing instruments in marketing strategy
22. Concept of socially responsible marketing
23. Stages of group development. Their impact on team performance and cohesion.
24. Concept of organizational culture. Effective management of cultural change by leaders.
25. Maslow's hierarchy of needs versus Herzberg's two-factor theory of motivation.
26. The main global trends in the digital economy, and how do they impact businesses operating in various sectors of the economy
27. The main types of digital commerce, and what benefits and challenges are associated with each of them in the global market
28. Digital transformation - essence, consequences, challenges

29. Strategies of digital transformation and new business models
30. Key elements of a successful content marketing strategy
32. Business model innovation process
33. Utilizing marketing instruments in value creation, delivery and capture processes
34. Identify and describe a range of potential techniques that can be used to create an understanding of the market and to make marketing decisions.
35. The role and use of projective tests, experiments and observations to measure personality, the subjective and true opinions or beliefs of customers in marketing research.
36. The role of market communication in the modern business environment
37. The concept of business versus the concept of branding and market communication
38. Customer journey mapping. Benefits and challenges.
39. Methods of usability testing of websites and mobile applications
40. The habit loop and its impact on consumer decision-making.
41. The concept of behavioral economics and its differences from traditional economics in consumer decision-making.
42. Techniques and tools to encourage the client to interactivity in social media
43. Mistakes in constructing communication strategies based on social networks
44. Classification of social networking sites
45. The techniques of advertising on different types of social networks
46. The strategies of creating engaging social media content on each platform
47. Crisis situation - types and source of emergence
48. Strategies of the crisis management in social media
49. Social Media vs. Print Design
50. Social Media Graphics Best Practices
51. Typology of influencers
52. The key factors to consider when choosing the right influencer for a brand or product
53. Key steps involved in creating an engaging social media ad
54. Key metrics to focus on when evaluating the success of a social media campaign