

Name(s) of graduate program(s)	MSc Marketing
Type of the exam	Written
Name of the exam	Competency profile
Duration of the exam	60 minutes
Method of the exam	online written
Short description of the exam	Competency measurement: we measure logical and critical thinking and numerical reasoning and information processing.
Materials that can be used during the exam	-
Recommended reading materials	-
Topics	-
Sample questions	Which number is the solution of the task? 5; 7; 11; 17; 25; ?
	The Monday relates to the Thursday so than, the Friday relation the? A: Tuesday B : Saturday C : Sunday D: Monday E: Wednesday
	The 400 seats in a parliament are divided amongst five political parties. No two parties have the same number of seats, and each has at least 20 seats. What is the largest number of seats that the third largest party can have? A: 22 B:118 C :119 D: 120 E:121

Name(s) of graduate program(s)	MSc Marketing
Type of the exam	Written
Name of the exam	Business Economics
Duration of the exam	40 minutes
Method of the exam	online
Short description of the exam	Multiple choice, True-false and essay questions
Materials that can be used during the exam	no materials
Recommended reading materials	Ronald J. Ebert - Ricky W. Griffin: Business Essentials. 12/E. Pearson Higher Education. 2020
Topics	<p>The Business Environment; Business Ethics and Social Responsibility, The Global Context of Business, Entrepreneurship, New Ventures, and Business Ownership, Managing Business Management; Organizing the Business, Operations Management and Quality, Employee Behaviour and Motivation, Leadership and Decision Making; Human Resource Management and Labour Relations, Marketing Processes and Consumer Behaviour, Developing and Pricing Products, Distributing, and Promoting Products, IT for Business, The Role of Accountants and Accounting Information, Managing Business Finances</p>
Sample questions	https://www.uni-corvinus.hu/contents/uploads/2022/01/BE MOCK.622.pdf

Name(s) of graduate program(s)	MSc Marketing
Type of the exam	Oral
Name of the exam	Professional and Morivation Interview
Duration of the exam	15 minutes
Method of the exam	online
Short description of the exam	<p>1.Introduction a.Please summarize your professional carrier and educational background. b.What are your best achievements during your professional carrier and education? c.Describe your professional experience (internship, employment, entrepreneurship, etc.) 2.Motivation a.Why would you like to study at Corvinus University of Budapest? b.What are your goals with completing the programme Msc Marketing? c.Why did you choose this programme? i.Are you working currently? If yes, how do you plan to complete the study requirements beside your work? d.Why did you decide to continue your studies in a master programme right after graduating in a BA programme? e.How do you see yourself in 5 years, 10 years? How the Msc Marketing programme will fit into your plans? f.What are your strengths and weaknesses? 3.Professional part a.Can you name a few examples when you used in practice the competences acquired in previous studies? How successful have you been? What would you do differently? b.Discussion of a short business article which describes a marketing problem. We are particularly interested in the fact whether the applicant i.has the necessary personal characteristics for the marketing profession (affinity for business problems, attitudes, communication skills, etc.) ii.general knowledge on various marketing topics iii.uses professional vocabulary iv.is able to give convincing answers to the questions asked during the interview v.is using arguments correctly and easily</p>
Materials that can be used during the exam	no material can be used
Recommended reading materials	Marketing Management,Fifteenth edition ,2016 by Philip Kotler and Kevin Lane Keller, Pearson
Topics	Short business articles on various marketing topics
Sample questions	none