

### Marketing MSc admission exam requirements 2023A central admission procedure

Name(s) of graduate program(s)	Marketing MSc
Type of the exam	<b>Written</b>
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)	Marketing MSc
Type of the exam	<b>Written</b>
Name of the exam	Business Economics
Duration of the exam	45 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

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Topics	<ol style="list-style-type: none"> <li>1. The Business Environment (Economic systems; Economic Indicators; Economic stability)</li> <li>2. Business Ethics and Social Responsibility (Ethics in workplace, Social responsibility programs)</li> <li>3. The Global Context of Business, Entrepreneurship (Global Economy; International Business Management; SME"s; Starting and Operating the Business; Trends and Successes; noncorporate Business ownership, Corporations)</li> <li>4. New Ventures, and Business Ownership</li> <li>5. Managing Business Management (Management process; Management roles and skills; Strategic management; Corporate Culture)</li> <li>6. Organizing the Business (Organizational structure; Decision-Making hierarchy; Forms of Organizational structures, Informal organization)</li> <li>7. Operations Management and Quality (Services and Goods sector; Creating Value; Driver of Operations; Operations Planning; TQM, Supply Chain)</li> <li>8. Employee Behaviour and Motivation (Differences among employees; Matching People and Jobs; Types of Motivation; Enhancing Motivation)</li> <li>9. Leadership and Decision Making (Nature and approaches of Leadership; Issues and challenges of Leadership)</li> <li>10. Human Resource Management and Labour Relations (Foundations; Legal context; Staffing; Compensation and Benefits; Developing; Challenges)</li> <li>11. Marketing Processes and Consumer Behaviour (Value, Relationship; CRM; Marketing Plan; Marketing Strategy; Target Marketing; Marketing Research; Consumer Behaviour; Small Business)</li> <li>12. Developing and Pricing Products, Distributing, and Promoting Products (Developing New Product; Product Life Cycle; Determining Prices; Strategies and Tactics; Wholesaling; Retailing; Distribution, Promotion)</li> <li>13. IT for Business (Impacts of IT; Business Resources; Information Systems; Risks, Threats and Protection Measures)</li> <li>14. The Role of Accountants and Accounting Information (Accounting Information, Equation; Financial Statements; Ethics)</li> <li>15. Managing Business Finances (Capital Growth; Investing; Trading Securities; Risk-Return relationship; Financing the Business Firm; Public Corporations; Securities Markets)</li> </ol>
Sample questions	<a href="https://www.uni-corvinus.hu/contents/uploads/2022/01/BE MOCK.622.pdf">https://www.uni-corvinus.hu/contents/uploads/2022/01/BE MOCK.622.pdf</a>

Name(s) of graduate program(s)	Marketing MSc
Type of the exam	<b>Oral</b>
Name of the exam	Professional and Motivation Interview
Duration of the exam	15 minutes

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Method of the exam	online
Short description of the exam	<p>1.Introduction</p> <p>a.Please summarize your professional carrier and educational background.</p> <p>b.What are your best achievements during your professional carrier and education?</p> <p>c.Describe your professional experience (internship, employment, entrepreneurship, etc.)</p> <p>2.Motivation</p> <p>a.Why would you like to study at Corvinus University of Budapest?</p> <p>b.What are your goals with completing the programme Msc Marketing?</p> <p>c.Why did you choose this programme?</p> <p>i.Are you working currently? If yes, how do you plan to complete the study requirements beside your work?</p> <p>d.Why did you decide to continue your studies in a master programme right after graduating in a BA programme?</p> <p>e.How do you see yourself in 5 years, 10 years? How the Msc Marketing programme will fit into your plans?</p> <p>f.What are your strengths and weaknesses?</p> <p>3.Professional part</p> <p>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?</p> <p>b.Discussion of a short business article which describes a marketing problem. We are particularly interested in the fact whether the applicant</p> <p>i.has the necessary personal characteristics for the marketing profession (affinity for business problems, attitudes, communication skills, etc.)</p> <p>ii.general knowledge on various marketing topics</p> <p>iii.uses professional vocabulary</p> <p>iv.is able to give convincing answers to the questions asked during the interview</p> <p>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