

Marketing Strategy and Innovation MSc admission exam requirements 2023A central admission procedure

Name(s) of graduate program(s)	Marketing Strategy and Innovation MSc
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)	Marketing Strategy and Innovation MSc
Type of the exam	Written
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"> 1. The Business Environment (Economic systems; Economic Indicators; Economic stability) 2. Business Ethics and Social Responsibility (Ethics in workplace, Social responsibility programs) 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) 4. New Ventures, and Business Ownership 5. Managing Business Management (Management process; Management roles and skills; Strategic management; Corporate Culture) 6. Organizing the Business (Organizational structure; Decision-Making hierarchy; Forms of Organizational structures, Informal organization) 7. Operations Management and Quality (Services and Goods sector; Creating Value; Driver of Operations; Operations Planning; TQM, Supply Chain) 8. Employee Behaviour and Motivation (Differences among employees; Matching People and Jobs; Types of Motivation; Enhancing Motivation) 9. Leadership and Decision Making (Nature and approaches of Leadership; Issues and challenges of Leadership) 10. Human Resource Management and Labour Relations (Foundations; Legal context; Staffing; Compensation and Benefits; Developing; Challenges) 11. Marketing Processes and Consumer Behaviour (Value, Relationship; CRM; Marketing Plan; Marketing Strategy; Target Marketing; Marketing Research; Consumer Behaviour; Small Business) 12. Developing and Pricing Products, Distributing, and Promoting Products (Developing New Product; Product Life Cycle; Determining Prices; Strategies and Tactics; Wholesaling; Retailing; Distribution, Promotion) 13. IT for Business (Impacts of IT; Business Resources; Information Systems; Risks, Threats and Protection Measures) 14. The Role of Accountants and Accounting Information (Accounting Information, Equation; Financial Statements; Ethics) 15. Managing Business Finances (Capital Growth; Investing; Trading Securities; Risk-Return relationship; Financing the Business Firm; Public Corporations; Securities Markets)
Sample questions	https://www.uni-corvinus.hu/contents/uploads/2022/01/BE MOCK.622.pdf

Name(s) of graduate program(s)	Marketing Strategy and Innovation MSc
Type of the exam	Oral
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 the 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 besides your work?</p> <p>d.Why did you decide to continue your studies in a master's programme right after graduating from 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 competencies acquired in previous studies? How successful have you been? What would you do differently?</p> <p>b. We are particularly interested in the fact whether the applicant has the necessary personal characteristics for the marketing profession (affinity for business problems, attitudes, communication skills, etc.), uses professional vocabulary, is using arguments correctly and easily, is able to give convincing answers to the questions asked during the interview.</p> <p>c. For the admission interview, you have to choose a peer-reviewed marketing article from the marketing journals listed below that will be discussed with the committee.</p> <p>d.Finally, you shall discuss a marketing research question received from the committee that is related to <u>typical marketing problems</u>.</p>
Materials that can be used during the exam	no material can be used

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Recommended reading materials	Marketing Management, Fifteenth edition, 2016 by Philip Kotler and Kevin Lane Keller, Pearson Selected chapters from Marketing research: An applied orientation. 6th (2010) or 7th ed. (2019), by Naresh, K. Malhotra, Pearson: Chapters: Introduction to Marketing Research, Defining the Marketing Research Problem and Developing an Approach, Research Design, Exploratory Research Design: Secondary and Syndicated Data, Exploratory Research Design: Qualitative Research, Descriptive Research Design: Survey and Observation, Causal Research Design: Experimentation, Measurement, and Scaling: Fundamentals and Comparative Scaling, Measurement and Scaling: Noncomparative Scaling Techniques, Questionnaire, and Form Design, Sampling: Design and Procedures, Sampling: Final and Initial Sample Size Determination, Frequency Distribution, Cross-Tabulation, and Hypothesis Testing.
Topics	Discussion of the favorite marketing article of your choice from one of the listed marketing journals: Journal of Marketing, Journal of Product Innovation Management, Journal of Consumer Behavior, Journal of Advertising, Journal of Retailing Marketing research questions related to typical marketing problems
Sample questions	How can you research the buying decision process of consumers? What research and data collection methods can be used to study consumers' buying decision process? What are the pros and cons of the suggested methods?