

## Questions for the state final exam

**Bachelor study programme N0715A270012 – Engineering,  
Specialization S03 – Industrial Engineering  
academic year 2023/2024**

### **ECONOMICS AND MANAGEMENT**

1. Concept of economics, division of economics, definition.
2. Economics in the system of scientific disciplines and division of economic systems.
3. Macroeconomic indicators I. – economic output, inflation.
4. Macroeconomic indicators II. - employment, foreign trade balance.
5. Macroeconomic tools – monetary policy, fiscal policy, forms of foreign trade.
6. Economic role of the state - state's role in the economy, protection of economic competition.
7. Business as part of the national economy – production, distribution and redistribution, consumption.
8. Criteria for classifying businesses, small and medium-sized enterprises (SMEs), large enterprises.
9. Origin and development of strategic management and its definition, approaches to business strategy development.
10. Analysis of the external business environment.
11. Microenvironment analysis.
12. Porter's Five forces model.
13. Product life cycle.

14. Portfolio analysis and SWOT analysis.
15. Special strategic forms of management – strategic alliances, outsourcing, benchmarking.
16. Marketing and the market, definitions, Historical phases of market development.
17. Marketing as a business philosophy and the historical development of marketing.
18. Marketing mix, definition, history, the 4Ps of marketing.
19. Product in the marketing mix, price in the marketing mix.
20. Distribution in the marketing mix, Communication in the marketing mix.