

## Lista pytań egzaminacyjnych

Egzamin dyplomowy **na studiach I stopnia** (stacjonarne i niestacjonarne)

**kierunek: Program of Bachelor Studies in International Business**

1. Determinants and instruments of spatial policy.
2. Entities and subject matter of spatial policy.
3. System of spatial planning in Poland at the national and regional level and in a commune.
4. Structure of city and the course of urbanization process, example of European city.
5. Use of management of projects in international enterprise.
6. Standard terms of international trade and their usage.
7. Conditional methods of payment (documentary credit and documentary collection).
8. Contract and its classification.
9. Risk in international transactions.
10. Methods of minimising risks of international transactions.
11. Trade intermediaries in international transactions.
12. Obligations of agent and principal in agency contract.
13. Democratic rule of law; formal and institutional guarantees of legality.
14. Forms of economic integration.
15. Perspectives of European integration.
16. Motives of economic integration.
17. Institutional structure of European Union.
18. Benefits of economic integration for trade.
19. Turbulences of international marketing environment.
20. Types of marketing research on foreign markets.
21. Financial rules and international marketing strategy of an enterprise.
22. Joint ventures as a form of entry into foreign markets.
23. Pricing strategies on foreign markets.
24. Main function of management.
25. Indicate differences between domestic and international management.
26. Indicate elements of environment of an international company.
27. Explain notion of strategy and its elements.

28. Corporate culture and its elements.
29. Strategic orientations of multinational corporations.
30. Financing of multinational corporations.
31. The eclectic theory of foreign direct investment.
32. Protection against political risk of multinational corporations.
33. The notion and the types of strategic alliances.
34. Internationalisation process – definition and stages.
35. Subject, object and goals of monetary policy.
36. The regulation of the labour market – goals and instruments.
37. Functions of fiscal policy.
38. External and internal determinants of economic policy.
39. Competitiveness of economy – measurement, indicators, meaning.
40. Globalization – causes and effects (negative and positive).
41. Political regimes and economic systems.
42. Multinational corporations – the notion and the activities.
43. Purchasing power parity.
44. Define foreign exchange interventions and indicate their causes and effects.
45. Currency risk reversal.
46. Theories of absolute and comparative advantages.
47. International economic organisations and their impact on globalisation of the world economy.
48. Gross Domestic Product (GDP) - the definition and methods of calculation.
49. Fiscal policy objectives.
50. Central bank as a bank of a state and its policy tools.
51. The nature and types of unemployment.
52. Supply (cost) type inflation and demand type inflation.
53. Rarity of goods as a foundation of economic choices.
54. Market, structure of markets and market economy.
55. Doctrine of “invisible hand” and function of state in the market economy.
56. Reasons of market monopolisation. Forms of monopoly.
57. Definition of foreign direct investment.
58. Uppsala model of internationalization.

59. Impact of foreign direct investment on host economies.
60. Characterize product strategies in international markets.
61. What is adaptation in international marketing?
62. Explain grey marketing phenomenon.
63. Characterize pricing strategies in international marketing.
64. What is country of origin effect?
65. Methods of payment in international trade and their characteristics.
66. The characteristics of Incoterms – give some examples and describe them.
67. The qualities of documents required for international trade payments.
68. Contractual methods of minimizing the foreign currency risk.
69. Non-contractual methods of minimizing the foreign currency risk.
70. Identify and describe the roles and responsibilities of authorized banks in international settlements.