EDUTUS EGYETEM

Final Exam Topics

Marketing MSc

2026/2027

1. Describe the place of sales in the marketing mix. How do we base sales decisions?
2. Interpret the following terms in terms of consumer behavior: reference group, group dynamics, identification with the group, personal influence, opinion leaders!
3. What logistics processes are important for businesses? How can these be organized to develop sales?
4. What is the difference between financial management for a small company and a multinational company? Highlight investment decisions!
5. Describe the tools of international market segmentation and market potential analysis. What is the determining role of cultural factors?
6. How does marketing planning relate to marketing controlling? Why can the BCG matrix be used for controlling purposes?
7. What does a strategic approach to marketing mean? What are the steps in the marketing management process?
8. What will make supply chain management an effective leadership tool? How can logistics help marketing?
9. What are the challenges of international market research compared to domestic? List examples and solutions.
10. What changes are taking place in trade globally? What role will Asia play as a producer and consumer in the economy of the coming decades?