

Exam Questions for Postgraduate Educational Program in International Marketing

Literature:

1. Philip Kotler and Gary Armstrong. *Principles of Marketing*, 14th edition in Georgian, 2015.

Exam Questions:

1. What is marketing and what is its aim?
2. What does marketing process include?
3. What is value and how is it calculated?
4. What do marketing management concepts include? (define each of them separately)
5. What are the steps in marketing planning?
6. Define corporate mission.
7. What criteria should mission meet?
8. What is business portfolio and how is it planned?
9. What do you know about strategic business units?
10. What is meant by product / market expansion (expansion) matrix?
11. What is segmentation, its types?
12. What is positioning?
13. Define market and its types.
14. What are the micro and macro forces acting on the company and what impact do they have on it?
15. For what purpose do companies seek information?
16. What are the ways to get marketing information? Briefly explain each.
17. What is the difference between product and service?
18. Who are marketing intermediaries? Name each one and explain briefly.
19. Define wholesale and retail.
20. What strategies do you know for defining a target market?
21. Define three levels of a product
22. What is a consumer product, name and briefly describe its types?
23. What kind of product assortment is there? Explain each
24. How to choose a name for a brand?
25. What are the main stages of new product development? Briefly describe each
26. What stages of the product life cycle do you know? Describe each step
27. What does a marketing communication complex involve? Briefly explain what characterizes each?
28. Name and explain the strategies of the stimulus complex
29. What decisions are made when developing an advertising program? Briefly describe each of them
30. What do you need to consider when making an advertising budget?

The exam for the Postgraduate Program in International Marketing will be held in written form. Each question will be worth 10 points. There are 3 questions in each version. The maximum points MA candidate can earn is 30 points. The exam is considered passed if the candidate accumulates at least 15 points.

Papers Evaluation Criteria:

9-10 points: The content and formal side of the paper is perfect. The question is precisely posed and expressed in details;

7-8 points: The content and formal side of the paper is good, but it does not reveal a thorough knowledge of the issue;

5-6 points: the question is posed appropriately, but it is not presented in details;

3-4 points: The answer is vague, the student reveals little knowledge;

1-2 points: The paper is incomplete