

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
Sumy State University

APPROVED  
Head of the Admissions Committee



2023

**PROGRAM**

entrance exam in specialty 075 "Marketing"  
upon admission to study for the degree "Doctor of Philosophy"

**1. GENERAL PROVISIONS**

Specialty 075 "Marketing" is aimed at training scientific and scientific-pedagogical personnel, as well as highly qualified practitioners who are engaged in research in marketing, marketing management, strategic marketing planning, innovative marketing and marketing of innovations, marketing research, possess scientific methods of researching economic processes in market conditions.

This specialty is focused on the identification of methodological, methodical and scientific-applied aspects of marketing activity, the identification of regularities, trends in the development of market processes, the acquisition by a person of competencies that allow the production of new ideas, solving complex problems of professional and/or research and innovation activities in marketing, apply the methodology of scientific and pedagogical activity, as well as conduct own scientific research, the results of which have scientific originality, theoretical and practical significance.

The entrance exam program is formed considering the educational and scientific program of specialty 075 "Marketing". The basis of this program was the key provisions of the following educational courses: "Marketing", "Consumer behavior", "Marketing pricing", "Marketing product policy", "Marketing communications", "Marketing distribution policy", "Sales and sales management", "Strategic marketing management", "Marketing of services".

The exam is conducted in the form of a written test in the classroom, where a separate place is provided for each participant for 80 minutes without a break. Mobile phones must be switched off during the test.

## **2. ABSTRACTS AND TYPICAL QUESTIONS OF THE COURSES FOR THE ENTRANCE EXAMINATION**

### **Marketing**

The main categories of marketing. Formation of marketing theory. Relationship of marketing with related disciplines. Marketing concepts. Types of marketing and their characteristics. The essence and content of marketing activities of a modern enterprise. Market segmentation. Marketing research as a basis for making managerial decisions. Formation of the marketing complex.

#### **The list of questions submitted to the entrance test:**

1. Marketing, basic concepts, evolution of concepts. Objectives, functions of marketing. Types of marketing. Marketing mix and its components.
2. Marketing environment. Macro and microenvironments. Factors of the macro and microenvironments.
3. Objectives of marketing activities of an enterprise.
4. Structure of the marketing department and its variants in enterprises of different orientations.
5. Components of marketing control systems in an enterprise, their content.
6. Structure of the marketing information system. Main methods for gathering marketing information.
7. Marketing research.
8. Concept of market segment and market segmentation. Factors of market segmentation. Types of marketing depending on market coverage (segments).
9. Market opportunities. Market threats. Directions and options for developing market opportunities and mitigating market threats.
10. Evaluation of enterprise competitiveness. Indicators for evaluating enterprise competitiveness. Factors influencing enterprise competitiveness.
11. Strengths and competitive advantages.
12. Forecasting in marketing. Classification of marketing forecasts. Subjective and objective forecasting methods.
13. Development of marketing programs and plans, monitoring their implementation.

### **Consumer behaviour**

Basics of motivation theory. Classical theories of motivation. The role of motivation in modern conditions on enterprises. Types of consumers based on their motivational factors. External and internal factors influencing consumer behavior. Individual consumer decision-making process. Behavioral response of buyers. Quantitative and qualitative research on consumer behaviour. Consideration of cross-cultural differences among consumers. Key methods of motivating innovation process participants.

**The list of questions submitted to the entrance test:**

1. Concept of motivation. Components of motivation. External and internal motivation. Motives. Needs and interests. Incentives. Situational factors.
2. Early theories of motivation. Content theories of motivation. Process theories of motivation.
3. Motivation as one of the functions of enterprise management in market conditions. Motivation for creative work. Motivation for career choice.
4. Socionics as a science. Classification of personality types. Psychological mechanism of interrelationships between personality types.
5. Indicators for classifying consumers based on their behavioral motivations. Internal and external motivational factors influencing consumer behavior.
6. Influence of cultural factors on consumer behavior. Influence of social class membership. Influence of social factors. Influence of family. Situational factors.
7. Personal factors of consumer behavior. Psychological factors. Emotions and feelings. Resources and knowledge of consumers.
8. Model of purchase decision-making. Recognition of needs. Information search. Evaluation of alternatives. Purchase decision. Post-purchase reaction.
9. Involvement in the purchase decision-making process. Perception of information about brands. Assimilation of information about brands. Attitudes toward the product.
10. General characteristics of research methods on consumer behavior. Measurement of cognitive responses of consumers. Measurement of emotional responses of consumers.
11. General characteristics of qualitative research. Methods of conducting qualitative research. Techniques used in qualitative research.
12. Market share analysis. Brand preference analysis. Measurement of satisfaction or dissatisfaction.
13. Methods of cross-cultural research. Marketing strategies of differentiation in the international market. Socio-cultural determinants of consumer behavior. Motivation of consumers in the international market.

**Marketing Pricing**

State regulation of pricing processes in Ukraine. Formation of price policy. Price as a tool of marketing price policy. Price system and its classification. Factors of marketing pricing. Marketing pricing strategies. Pricing methods.

**The list of questions submitted to the entrance test:**

1. State regulation of pricing processes in Ukraine.
2. Formation of price policy. Price as a tool of marketing price policy.
3. Price system and their classification.
4. Factors of marketing pricing.
5. Marketing pricing strategies.

6. Pricing methods.
7. Key elements of price policy. Objectives of the company's price policy.
8. The state as a pricing factor. Forms of state regulation of pricing.
9. Research on factors of consumer price sensitivity.
10. Information support for the pricing process at the enterprise.
11. Choosing a pricing method considering the product's life cycle stage.

### **Marketing product policy.**

Goods (products and services) in marketing activities. Product quality. Evaluation and quality management. Competitiveness of a product and its indicators. Market of goods (products and services). Creating demand in the market for a particular product. Company's product policy. Product life cycle. Planning new products and product development. Branding and packaging.

#### **The list of questions submitted to the entrance test:**

1. Categories of goods and the consumers who purchase them. Key concepts of marketing product theory: assortment, width, length, depth of product assortment, harmony.
2. Product segmentation. Product path and sales funnel. Consumer readiness to purchase goods of different categories. Consumer classification.
3. The need to consider the qualitative characteristics of goods. Standards regulating the level of product quality.
4. Concept of competitive advantage of a product. Indicators for determining the competitive position of a product. Image as a subjective parameter of product competitiveness.
5. Entities in the product market. Interaction among participants in the product market. Types of markets.
6. Concept of product policy modification for a company. Development of modifications for company's product lines. Essence of product policy diversification.
7. Concept of positioning maps. Purpose of positioning maps. Types of positioning maps. Process of building a positioning map.
8. Concept of product image. Positive and negative image. Sequence of forming a product image.
9. Concept of the product life cycle. Stages of the product life cycle and their characteristics. Approaches to managing the product life cycle.
10. Components of packaging. Classification of packaging. Functions of packaging. Key requirements for packaging. Labeling and its purpose. Production and trade labeling. Barcode.
11. Types of product brands. Functions of a brand mark. Examples of corporate styles. Formation of product branding. Brand strategy.

## **Marketing Communications**

Communications in the marketing system. Integrated marketing communications. Branding. Organization of marketing communications. Strategies and planning of marketing communications. Evaluation of the effectiveness of marketing communications.

### **The list of questions submitted to the entrance test:**

1. Marketing Communications. Communication Policy in Marketing.
2. Functions of Communication in Society and Business.
3. Classification of Key Tools in Marketing Communications. Key Features of the Marketing Communications Market.
4. Integrated Marketing Communications.
5. The Essence of Synergistic Effect in the Application of Integrated Marketing Communications.
6. Advertising, its Functions, Types, Classification, Role in Business and Society. Advantages and Disadvantages of Advertising as a Marketing Communications Tool. Evaluation of Advertising Effectiveness.
7. The Essence of Sales Promotion, Objectives, Classification of Sales Promotion Activities. Advantages and Disadvantages of Sales Promotion as a Marketing Communications Tool.
8. Classification of Marketing Communications into ATL and BTL Activities. Comparative Characteristics of Advertising and Sales Promotion.
9. Sales Promotion Strategies: Pull and Push.
10. Organizing the Process of Sales Promotion for Products.
11. Combined Selling. Types of Consumer Incentives.
12. Evaluation of Economic and Communication Effectiveness of Sales Promotion Activities.
13. Communication Goals.
14. Propaganda, its Essence, Content, Functions.
15. Basic Principles and Rules for Creating an Advertising Message.
16. Public Relations, Essence, Content. Functional Focus of Public Relations in Marketing Department.
17. Point-of-Sale Advertising and Merchandising.
18. POS Materials.
19. Structure of an Advertising Agency.
20. Direct Marketing, Functions, Planning Algorithm for Direct Marketing Activities.
21. Types of Direct Addressing. Specifics of Monitoring Direct Marketing Implementation.
22. The Essence and Objectives of Personal Selling, its Key Features, Stages. Most Common Forms of Personal Selling.
23. Evolution of Advertising Development.
24. Non-Commercial Advertising, Types, and Functions.

### **Marketing Distribution Policy.**

Essence and Importance of Marketing Distribution Policy. Product Mix and Mechanisms for Utilizing Distribution Channels. Managing Product Flow. Wholesale Trade in Distribution Channels. Retail Trade in Distribution Channels. Selection of Marketing Policy and Distribution Channels. Marketing Logistics.

#### **The list of questions submitted to the entrance test:**

1. Essence and main objectives of marketing distribution policy.
2. Marketing distribution policy and sales policy of the enterprise: key measures and elements.
3. Types of operations in marketing distribution policy.
4. Content and elements of managing product flow.
5. Planning the product flow system.
6. Key indicators of intermediaries' performance effectiveness.
7. Distribution channels in the marketing environment of the enterprise.
8. Direct and indirect distribution.
9. Types of interactions in the marketing channel.
10. Economic content, types, and functions of distribution in an industrial enterprise.
11. Control and evaluation of the effectiveness of marketing channel functioning.
12. Packaging and labeling in product distribution.
13. Warehousing of goods as a function of physical distribution. Organization of transportation and logistics services.
14. Essence, types, and functions of wholesale trade. Factors necessitating the emergence and functioning of wholesale enterprises in the market.
15. Role and significance of wholesale trade in product distribution. Organizational structure of wholesale trade. Location of wholesale enterprises.
16. Conflict, competition, and cooperation in marketing channels.
17. Supply chain management.
18. Concept, composition, and functions of retail trade. Factors influencing the development of the retail network, its role, and significance. Organization of product supply to retail trade enterprises.
19. Marketing channel strategies as the basis for forming marketing distribution policy.
20. Formation of optimal distribution channels.

### **Sales and distribution management**

Evolution of marketing and sales concepts. Building a sales system based on harmonization principles. Sales organization. The place and role of marketing in the entrepreneurial activity of trade intermediaries. Customer relationship management - an effective tool for increasing sales. Sales strategy and tactics. Sales forecasting and planning. Marketing analysis and evaluation of sales effectiveness.



**The list of questions submitted to the entrance test:**

1. Modern trends in sales management theory.
2. Essence and importance of sales management of goods and services in the modern economy.
3. Formation of the company's sales system and modern trends in sales management.
4. Typology of intermediary structures.
5. Marketing intermediaries.
6. Allocation of functions and flows in marketing channels for sales management tasks.
7. Organizational conditions for the use of distribution channels by manufacturers.
8. Conflicts in marketing channels and tools for harmonizing relationships between business partners.
9. Theoretical aspects of sales organization at the enterprise.
10. Process and techniques of sales organization.
11. Directions for improving the efficiency of the sales department.
12. Goals, objectives, and functions of the enterprise in sales management.
13. Organization of relationships with commercial agents.
14. The place and role of marketing in the entrepreneurial activity of trade intermediaries.
15. Wholesale trade as a form of relationships between enterprises. Typology of wholesale trade enterprises.
16. Essence and importance of retail trade.
17. Typology of retail trade enterprises.
18. Marketing decisions for the effective operation of retail trade.
19. Factors influencing the formation and development of marketing and sales strategies.
20. Process of sales strategy development. Nature of competition in marketing channels.
21. Analysis of company's market opportunities.
22. Methods of sales forecasting.

**Strategic marketing management**

Content and process of strategic marketing management. Mission and objectives of the enterprise. Essence and key features of the marketing strategy of the enterprise. Segmentation and target market selection (strategic marketing). Analysis of the marketing environment. Strategic models in marketing management. Integrated marketing mix strategies. Strategic and tactical marketing. Digital marketing strategies. Content marketing strategies. Strategies for financing marketing activities. Control and evaluation of strategic marketing activities of the enterprise. Marketing audit.

**The list of questions submitted to the entrance test:**

1. Concept of strategy, its essence, and characteristics.
2. Components of the strategic set of an enterprise.
3. Essence, purpose, objectives, and functions of strategic marketing.
4. Scope, process, and position of strategic marketing in the structure of enterprise management.
5. Factors and criteria for successful mission formation of an enterprise.
6. Strategic and marketing objectives.
7. Types of marketing strategies of an enterprise.
8. Formation of marketing strategy and the mechanism of its selection.
9. Evaluation and selection of target segments.
10. Strategic marketing analysis: content and types.
11. Methods and stages of strategic marketing analysis.
12. Marketing environment: factors and methods of analysis.
13. Essence and types of marketing competitive strategies.
14. Michael Porter's strategic model.
15. Integrated marketing mix strategies.
16. Strategic, tactical, and operational marketing planning: essence and content.
17. Methodology for developing marketing programs and marketing budget.
18. Digital marketing strategies.
19. Modern tools of digital marketing.
20. Control and evaluation of the strategic marketing activities of an enterprise.
21. Marketing audit.

**Service Marketing**

Services as an Economic Category. Theoretical Foundations of Service Marketing. Marketing Mix for Services. Pricing Policy in the Services Market. Distribution Policy in the Services Market. Communication Policy in the Services Market. Service Delivery Process. People in the Service Delivery System. Physical Environment of Services.

**The list of questions submitted to the entrance test:**

1. The Place and Importance of the Service Sector for the Economy of Ukraine.
2. Concept of Services and Their Characteristics. Existing Approaches to Service Classification. General Classification of Services.
3. M. Bitner's Model.
4. F. Kotler's Model.
5. Concept of Service Marketing, Its Principles, and Functions. Key Differences of Service Marketing.
6. Definition of the Primary Pricing Strategy. Definition of Pricing Methods.
7. Marketing Tools for Service Promotion in the Market.



8. Location of the Service Enterprise.
9. Service Delivery System. Concept of the Service Delivery Process. Factors Influencing the Service Delivery Process.
10. Methods for Developing and Analysing the Customer-Provider Interaction Process. Models of Service Delivery Process and Demand-Supply Balance.
11. Characteristics of Participants in the Service Delivery Process.
12. Formation and Management of Consumer
13. Internal Marketing.
14. Essence of the Physical Environment of Services.
15. Concept of Guarantees as a Means of Service Materialization.

### 3. STRUCTURE OF EXAMINATION TASKS

Each of the proposed exam tasks contains 40 test questions where you need to select the correct answer from the four options provided. Only one answer is correct. The exam papers (example - Appendix A) are generated randomly while approximately maintaining equal representation of the subjects. Written works are to be completed on specially prepared answer sheets (Appendix B).

### 4. EVALUATION CRITERIA

#### General requirements

The commission evaluates the applicant's written answers to the test tasks on a 100-200 point scale. Applicants who score less than 100 points receive a grade of "unsatisfactory" and are not eligible to proceed to the competitive selection. Applicants who score 100 or more points are eligible to participate in the competitive selection.

To obtain a positive evaluation in the entrance examination, the applicant must achieve the minimum allowable test threshold, which is set at 10% of the total number of test points.

Each correct answer in the tasks earns test points, while a wrong answer receives 0 points. The test points obtained in the entrance examination are converted to a 100-200 point scale (rounded to the nearest whole number, following the rules of mathematical rounding) using the following algorithm:

$$O = O_{\min} + k \cdot (N - r \cdot T), \text{ where}$$

- $O$  – assessment from the entrance test on a scale of 100-200 points;
- $O_{\min}$  – the minimum score from the entrance test on a scale of 100-200 points, at which the entrant is allowed to participate in the competitive selection;
- $k$  – the coefficient of transfer of test scores to the scale of 100-200 points, where

$$k = 100 / T \cdot (1 - r)$$

- R – minimum acceptable test threshold with an accuracy of 0.01, which is set in the range from 0 to 1, but not less than 0.10;
- T – the total number of test points that the entrant can receive during the entrance test;
- N – the number of test points that the entrant received during the entrance test.

Provided that the number of test points that the entrant received during the entrance test (N) is "0", then the entrant receives an "unsatisfactory" grade and is not allowed to participate further in the competitive selection.

### **Accumulation of Test Points**

For each correct answer to a test question, 2 test points are awarded. An incorrect answer receives 0 points.

The total number of test points (T) that an applicant can receive during the entrance examination is 80 test points.

The number of test points for the entrance examination (N) is calculated as the sum of test points excluding the points deducted for corrections made on the answer sheet.

### **Policy on Corrections**

For every 5 corrections made, 1 test point is deducted from the total number of test points (T) that an applicant can receive in the entrance examination.

## **5. LIST OF RECOMMENDED LITERATURE**

### **Marketing**

1. Kartajaya, H., Setiawan, I., & Kotler, P. (2021). *Marketing 5.0: Technology for humanity*. John Wiley & Sons.
2. Godin, S. (2018). *This is marketing: you can't be seen until you learn to see*. Penguin.
3. Dib, A., & Richards, J. (2018). *The 1-Page Marketing Plan: Get New Customers. Make More Money, And Stand Out From The Crowd* Audible Logo Audible.
4. Іванечко, Н., Борисова, Т., Процишин, Ю., Окрепкий, Р., Дудар, В., Хрупович, С., & Борисяк, О. (2021). *Маркетинг: навч. посіб. Тернопіль: ЗУНУ*, 180 с.
5. Сенишин, О. С., & Кривешко, О. В. (2020). *Маркетинг: навч. посібник. Львів: Львівський національний університет імені Івана Франка*, 347 .
6. Кібік, О. М., Котлубай, В. О., Хаймінова, Ю. В., Нестерова, К. С., & Калмикова, Н. Ю. (2020). *Маркетинг: навч.-метод. посібн. Одеса: Одеська юрид. акад.*, 68 с.
7. Божкова, В.В. (2019). *Мерчандайзинг: навч. посіб. Суми: Університет. кн.*, 125 с.

8. Летуновська, Н. Є., Хоменко, Л.М., & Люльов, О. В. (2021). Маркетинг у цифровому середовищі: підручник. Суми: СумДУ, 259 с.

### **Consumer Behaviour**

1. Kartajaya, H., Setiawan, I., & Kotler, P. (2021). Marketing 5.0: Technology for humanity. John Wiley & Sons.

2. Godin, S. (2018). This is marketing: you can't be seen until you learn to see. Penguin.

3. Dib, A., & Richards, J. (2018). The 1-Page Marketing Plan: Get New Customers. Make More Money, And Stand Out From The Crowd Audible Logo Audible.

4. Талер, Р. (2018). Поведінкова економіка. Як емоції впливають на економічні рішення. Київ: Наш формат, 464 с.

5. Іванечко, Н., Борисова, Т., Процишин, Ю., Окрепкий, Р., Дудар, В., Хрупович, С., & Борисяк, О. (2021). Маркетинг: навч. посіб. Тернопіль: ЗУНУ, 180 с.

6. Іванова, Л. О., Семак Б. Б., & Вовчанська М. О. (2018). Маркетинг послуг: навч. посіб. Львів: Львівський торговельно-економічний університет, 508 с.

7. Летуновська, Н. Є., Хоменко, Л.М., & Люльов, О. В. (2021). Маркетинг у цифровому середовищі: підручник. Суми: СумДУ, 259 с.

### **Marketing Pricing**

1. Kartajaya, H., Setiawan, I., & Kotler, P. (2021). Marketing 5.0: Technology for humanity. John Wiley & Sons.

2. Godin, S. (2018). This is marketing: you can't be seen until you learn to see. Penguin.

3. Dib, A., & Richards, J. (2018). The 1-Page Marketing Plan: Get New Customers. Make More Money, And Stand Out From The Crowd Audible Logo Audible.

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5. Макаренко, Н. О. (2020). Маркетингове ціноутворення. Теоретичні основи: навч. посіб. Буринь: Буринська районна друкарня, 129 с. <https://repo.snau.edu.ua/bitstream/123456789/8280/1/13.pdf>

6. Перерва, П.Г., Кобелева, Т.О., Косенко, О.П., Матросова, В.О., & Кобелев, В.М. (2021). Ціноутворення на міжнародному ринку: конспект лекцій. Харків: ХПІ, 39 с.

### **Marketing product policy**

1. Kartajaya, H., Setiawan, I., & Kotler, P. (2021). Marketing 5.0: Technology for humanity. John Wiley & Sons.

2. Godin, S. (2018). This is marketing: you can't be seen until you learn to see. Penguin.

3. Dib, A., & Richards, J. (2018). The 1-Page Marketing Plan: Get New Customers. Make More Money, And Stand Out From The Crowd Audible Logo Audible.

4. Окландер М.А., & Кірносова М.В. (2020). Маркетингова товарна політика: підручник. Київ: Центр учбової літератури, 246 с. <https://oklander.info/?p=2082>

5. Іванечко, Н., Борисова, Т., Процишин, Ю., Окрепкий, Р., Дудар, В., Хрупович, С., & Борисяк, О. (2021). Маркетинг: навч. посіб. Тернопіль: ЗУНУ, 180 с. <http://dspace.wunu.edu.ua/handle/316497/42757>

6. Іванова, Л. О., Семак Б. Б., & Вовчанська М. О. (2018). Маркетинг послуг: навч. посіб. Львів: Львівський торговельно-економічний університет, 508 с.

### **Marketing Communications**

1. Kartajaya, H., Setiawan, I., & Kotler, P. (2021). Marketing 5.0: Technology for humanity. John Wiley & Sons.

2. Godin, S. (2018). This is marketing: you can't be seen until you learn to see. Penguin.

3. Dib, A., & Richards, J. (2018). The 1-Page Marketing Plan: Get New Customers. Make More Money, And Stand Out From The Crowd Audible Logo Audible.

4. Бурмака, Т.М., & Великих, К.О. (2019). Комунікативний менеджмент: конспект лекцій (для студентів бакалаврату всіх форм навчання спеціальність 073 – Менеджмент). Харків: ХНУМГ ім. О.М. Бекетова, 69 с.

5. Летуновська, Н. Є., Хоменко, Л.М., & Люльов, О. В. (2021). Маркетинг у цифровому середовищі: підручник. Суми : СумДУ, 259 с.

6. Король, І.В. (2018). Маркетингові комунікації: навчально-методичний посібник. Уманський державний пед. Ун-т імені Павла Тичини. Умань: Візаві, 191 с.

### **Marketing Distribution Policy**

1. Kartajaya, H., Setiawan, I., & Kotler, P. (2021). Marketing 5.0: Technology for humanity. John Wiley & Sons.

2. Godin, S. (2018). This is marketing: you can't be seen until you learn to see. Penguin.

3. Dib, A., & Richards, J. (2018). The 1-Page Marketing Plan: Get New Customers. Make More Money, And Stand Out From The Crowd Audible Logo Audible.

4. Олексенко, Л.В. (2020). Маркетингова політика розподілу: Навчальний посібник. Київ: Видавництво Ліра-К, 468 с.

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6. Михаліцька, Н. Я., & Верескля, М.Р. (2020). Логістичний менеджмент : навч. посіб. Львів : Львівський держ. ун-т, 440 с.

7. Іванечко, Н., Борисова, Т., Процишин, Ю., Окрепкий, Р., Дудар, В., Хрупович, С., & Борисяк, О. (2021). Маркетинг: навч. посіб. Тернопіль: ЗУНУ, 180 с. <http://dspace.wunu.edu.ua/handle/316497/42757>

### **Sales and distribution management**

1. Kartajaya, H., Setiawan, I., & Kotler, P. (2021). Marketing 5.0: Technology for humanity. John Wiley & Sons.

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4. Литвиненко, С.Л., Трегубов, О.С., Войцеховський, В.С., Семенда, О.В., Попова, Ю.М., & Кайдакова, Т.В. (2021). Маркетинг в підприємницькій діяльності та управління продажем логістичних послуг: підручник. Київ : Видавничий дім «Кондор», 280 с.

5. Сумець О. М. (2021). Стратегічний менеджмент: підручник. Харків: ХНУВС, 208 с.

6. Орлова, К.Є. (2019). Управління бізнесом : підручник. Житомир: Державний університет «Житомирська політехніка», 319 с.

### **Strategic marketing management.**

1. Kartajaya, H., Setiawan, I., & Kotler, P. (2021). Marketing 5.0: Technology for humanity. John Wiley & Sons.

2. Godin, S. (2018). This is marketing: you can't be seen until you learn to see. Penguin.

3. Dib, A., & Richards, J. (2018). The 1-Page Marketing Plan: Get New Customers. Make More Money, And Stand Out From The Crowd Audible Logo Audible.

4. Ларіна, Я.С. (2019). Стратегічний маркетинг : навчальний посібник. Херсон: ОЛДІ-плюс, 364 с.

5. Сумець О. М. (2021) Стратегічний менеджмент: підручник. МВС України, Харків. нац. ун-т внутр. справ, Кременч. льот. коледж. Харків : ХНУВС, 208 с.

6. Язвінська, Н.В. (2020). Маркетинговий менеджмент: опорний конспект лекцій. Київ: КПІ ім. Ігоря Сікорського, 37 с.

### **Service Marketing**

1. Kartajaya, H., Setiawan, I., & Kotler, P. (2021). Marketing 5.0: Technology for humanity. John Wiley & Sons.

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Approved at a meeting of the admissions committee.

Protocol No. 14 of 04 04 2023

Responsible secretary  
admissions committee

Ihor Roi

/ Head of the subject committee



Tetyana VASYLIEVA

## SUMY STATE UNIVERSITY

APPROVED

Head of the Admissions Committee

\_\_\_\_\_ 2023

**EXAMINATION TASK**  
**of the entrance exam for admission to study**  
**to obtain the degree of "Doctor of Philosophy" in the specialty**  
**075 "Marketing"**

Variant № 0

Level 1 (The tasks have only 1 correct answer)	
1. Goods - it is:	a) A set of consumer qualities embodied in material products that are capable of satisfying the needs and demands of consumers, which they obtain through exchange. b) A set of consumer qualities embodied in spiritual products or services that are capable of satisfying the needs and demands of consumers, which they obtain through exchange. c) A set of consumer qualities embodied in both material and spiritual products or services that are capable of satisfying the needs of consumers, which they obtain through exchange. d) A set of consumer qualities embodied in both material and spiritual products or services that are capable of satisfying the needs and demands of consumers, which they obtain through exchange.
2. Bread belongs to:	a) Goods of everyday demand b) Goods of pre-choice c) Goods of special demand d) Goods of passive demand
3. If there are several producers on the market, then it is:	a) Perfect competition b) Monopsonistic competition c) Oligopoly d) Monopoly
4. Product positioning is:	a) Bringing the product to the market b) Clear differentiation from other products in the eyes of competitors c) Clear differentiation from other products within the company d) Clear differentiation from other products in the eyes of target consumers
5. The maximum or minimum allowable level of prices that can be applied by an economic entity is:	a) Fixed price b) Marginal price c) Discount d) Dumping price
6. The tax base for VAT includes:	a) cost price + normative profit



		b) cost price + normative profit + taxes and fees c) cost price + normative profit + transportation expenses d) cost price + normative profit + transportation expenses + taxes and fees
7.	The group of customers willing to sacrifice low prices and wide range of assortment to support certain businesses:	a) individualized customers b) ethical customers c) economical customers d) apathetic customers
8.	The essence of the Veblen effect lies in the fact that:	a) purchase goods that increase in price to emphasize social status b) customers share the price with others c) buy goods for demonstrative consumption d) the higher the share of the price in the total expenses to obtain the final result, the less it is realized, and vice versa
9.	Read the quote from the marketing department manager and suggest a more suitable pricing strategy in your opinion: "Our product is special, you could say it's the best in its category! Despite the limited number of competitors, we strive to maintain high product quality and a corresponding image of our company in the market. But unfortunately, with such aspirations, we incur high costs. Our consumers are not price-sensitive when it comes to products of our quality category, and we want to set high prices to occupy a certain segment and maintain the image of our customers."	a) collection of cream b) maintaining price levels while increasing consumer properties of the product c) prestigious prices d) high prices
10.	Loyal consumer:	a) loyal to a certain brand and recommends it to others b) very sensitive to competitors' actions c) dissatisfied with consuming the brand d) buys products from all competing companies
11.	Traditional marketing communication tools include:	a) sales promotion b) exhibitions c) trade fairs d) branding
12.	Non-traditional marketing communication tools include:	a) exhibitions b) sales promotion c) advertising d) public relations
13.	Marketing distribution policy refers to:	a) a partially ordered set of manufacturers and intermediaries for the delivery of goods to end consumers b) a complex of measures and corresponding operations aimed at efficient planning, organization, regulation, and control of product and service delivery to consumers c) a complex of measures and corresponding operations aimed at defining sales and distribution policy objectives to deliver products to consumers d) a complex of measures and corresponding operations aimed at delivering products to consumers
14.	The term "merchandising" refers to:	a) the activity of physically moving goods from their origins to consumption points b) a direct path from the product manufacturer to the end consumer without intermediaries c) supply and distribution d) the path of material and information flows from a specific manufacturer to the consumer
15.	The number of participants at each level of distribution channel determines:	a) channel structure b) channel length

		c) channel width d) channel profitability
16.	The following forms of merchandising are distinguished:	a) intermediary, transit, warehousing b) warehousing, transit c) transit, chain, distribution d) warehousing, chain, transit
17.	The goal of marketing management is:	a) marketing-oriented management approach that allows for more efficient satisfaction of needs through exchange and achieving planned outcomes b) market situation analysis c) expanding the technological potential of the company d) identifying products with the highest sales growth potential
18.	The tasks of marketing management include:	a) defining quantitative and qualitative business goals b) using coordinated marketing tools c) long-term goals that the company seeks to achieve d) concept of the company's market activity
19.	The result of marketing activity control is:	a) evaluating the implementation of the company's marketing concept in terms of goal setting and achievement b) adjusting marketing plans and firm's behavior in the market c) considering feedback in the marketing department's activities d) options for adapting the company's marketing policy to changing environmental factors
20.	The budget is determined based on the analysis of the breakeven point of expenses:	a) residual budget b) technical budget c) percentage of sales d) budget based on the competitive parity method
21.	The regular organizational and methodical process of developing and adjusting a system of formalized plans, projects, and programs aimed at achieving defined enterprise goals is:	a) strategic planning b) strategy c) plan d) planning
22.	Operational marketing plans are plans that:	a) developed to create and maintain strategic alignment between goals and marketing capabilities, as well as to define overall directions of activity and develop corporate and competitive strategies, typically for a period of 3-5 years. b) developed for the first year of implementing the company's strategic plan, reflecting the current marketing situation, the marketing strategy for the year, and identifying existing market threats and opportunities for the product for which the plan is being developed. c) developed in written form, outlining the essence, directions, and methods of implementing the entrepreneurial idea, characterizing market, production, organizational, and financial aspects of future activities, as well as management features. d) current action program communicated to each department of the company.
23.	Corporate culture consists of the following components:	a) company's own principles b) company's own mission c) company's own general policy d) company's own code of values
24.	The criterion for assessing the ethical behavior of economic entities and business individuals in the market of goods and services is:	a) consumer interests and response b) competitors' response c) code of conduct d) ethical code of conduct
25.	Way of goods is:	a) a path formed by a partially ordered set of legal or physical entities that are united to achieve a common goal, and ensure the creation and delivery of material flow from one logistics system to another and to the end consumer. b) a partially ordered set of legal or physical entities that facilitate the initial creation of material flow.

		<p>c) a system designed to ensure the delivery of goods to sales locations at a precisely defined time with the highest level of customer service.</p> <p>d) a direct path from the product manufacturer to the end consumer without intermediaries.</p>
26.	For medical services, the following distribution system is most characteristic:	<p>a) service provider - consumer</p> <p>b) service provider - agent - consumer</p> <p>c) service provider - retailer - consumer</p> <p>d) agent - consumer</p>
27.	If the service provider is located far from the consumer and it is not economically viable for the firm to establish its own distribution network in the region, it is advisable to form the following distribution system:	<p>a) service provider - consumer</p> <p>b) service provider - agent - consumer</p> <p>c) service provider - retailer - consumer</p> <p>d) agent - consumer</p>
28.	When the level of contacts averages two to three interactions, it is called:	<p>a) high-contact service process</p> <p>b) medium-contact service process</p> <p>c) low-contact service process</p> <p>d) micro-contact service process</p>
29.	Marketing strategy is:	<p>a) company's charter</p> <p>b) marketing plan and program</p> <p>c) set of long-term foundational marketing decisions and principles</p> <p>d) marketing section of a business plan</p>
30.	Rhythm and continuity in the organization of logistical processes, as one of the principles of logistics, means:	<p>a) harmonization of all logistic processes and efficient use of material resources</p> <p>b) optimization of material flow within the entire enterprise as well as its individual units</p> <p>c) calculation of logistic costs throughout the entire logistic chain</p> <p>d) comprehensiveness in achieving set goals</p>
31.	The solution to the entire set of problems related to satisfying the solvent demand of customers forms the basis of the logistics principle:	<p>a) integration</p> <p>b) adaptation</p> <p>c) systematicity</p> <p>d) complexity</p>
32.	The activity associated with transforming natural resources into a product to satisfy needs is:	<p>a) sphere of material production</p> <p>b) sphere of services</p> <p>c) sphere of non-material production</p> <p>d) non-production sphere</p>
33.	According to the position on the BCG matrix, products that operate in fast-growing markets but do not have a competitive advantage on the market are referred to as:	<p>a) "cash cows"</p> <p>b) "stars"</p> <p>c) "dogs"</p> <p>d) "question marks"</p>
34.	Choose the most appropriate actions regarding the product based on the BCG matrix: "This product operates in a very promising market but unfortunately holds a small market share. Considering that our company is small, we cannot invest large amounts in its development."	<p>a) move this product to the "question marks" quadrant</p> <p>b) phase out of the market entirely</p> <p>c) transport the product to the "stars" quadrant</p> <p>d) introduce a similar product to the market</p>
35.	The niche-seeking strategy according to the McKinsey-GE Matrix corresponds to which strategic zone:	<p>a) growth zone</p> <p>b) selective development zone</p> <p>c) harvest zone</p> <p>d) star zone</p>
36.	With low competitiveness and high market attractiveness in the McKinsey-GE Matrix, it is advisable to choose the following strategy:	<p>a) development strategy</p> <p>b) selective development strategy</p> <p>c) harvest strategy</p> <p>d) elimination strategy</p>
37.	Which strategies are considered corporate strategies, depending on the	<p>a) promotion strategy, market stabilization strategy, optimization strategy</p>

	overall economic situation of the company and its market position?	b) promotion strategy, market stabilization strategy, market expansion strategy c) survival strategy, market stabilization strategy, growth strategy d) differentiation strategy, market expansion strategy, competitive strategy
38.	What is the main goal of diversification?	a) a company's desire to increase dependence on a narrow product range b) a company's desire to expand its market share c) a company's desire to enter new markets d) a company's desire to reduce dependence on a narrow product range
39.	Which VAT rate does not exist in Ukraine?	a) 0% b) 7% c) 10% d) 20%
40.	What characterizes horizontal integration of a company?	a) carried out within one country and one industry b) carried out within one industry, when a firm merges with a competitor c) carried out across different industries and countries d) carried out within different industries, when a firm aims to optimize costs

/ Head of the subject commission

  
(signature)

Tetiana VASYLIEVA

# ANSWER SHEET

**of the entrance exam for admission to study  
to obtain the degree of "Doctor of Philosophy" in the specialty  
075 "Marketing"**

Variant № 0

[illegible]

Number of correct answers – \_\_\_\_\_;

The number of points for them – \_\_\_\_\_;

Number of corrections – \_\_\_\_\_;

Deduct points for corrections – \_\_\_\_\_;

A	B	C	D
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Total points

including removed –

\_\_\_\_\_ .  
(number and letter)

Head of the committee

\_\_\_\_\_  
(signature) (full name)

Members of the commission

\_\_\_\_\_  
(signature) (full name)

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(signature) (full name)