MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE Sumy State University



PROGRAM

professional entrance test in management and administration upon admission to study for a master's degree with specialty 061 "Journalism",073 "Management", 075 "Marketing", 076 "Entrepreneurship and trade", 281 "Public management and administration"

1 GENERAL PROVISIONS

The purpose of the professional entrance test program management and administration in order to obtain a master's degree, determine the level of theoretical knowledge and practical skills and abilities necessary for mastering normative and selective disciplines according to the master's level specialist training program from the specified specialties. The program was developed in accordance with the Program of the subject test on the management and administration of a single professional entrance test (order of the Ministry of Education and Culture No. 154 dated 11.02.2022) and in accordance with the methodological instructions "General requirements for the design of examination materials for control activities conducted using test technologies" (version 04), put into effect by the order of the rector of Sumy State University No. 0871-I dated September 22, 2021.

Fthe security entrance test is carried out by assessing the level of professional knowledge, abilities and skills of graduates from using methods of complex diagnostics. The professional entrance test consists of multiple levels test tasks of theoretical and practical directions, which allows you to check the formation of the theoretical base and the ability to apply it in practice.

The professional entrance test is conducted in written form and is ongoing 80 min. A black or blue ballpoint or gel pen and a calculator are used during the test. It is forbidden to use all other things and devices (including mobile phones).

For professional admission the following sections are tested:

- 1. Management.
- 2. Marketing.
- 3. Entrepreneurship.

Sections submitted to the professional entrance test for admission to study for the master's degree in the specified specialties correspond to the general competencies of educational and professional programs.

2 TYPICAL QUESTIONS FROM THE SECTIONS TO BE TAKEN FOR THE PROFESSIONAL ENTRANCE TEST

2.1Management

- 1. The essence and functional areas of management.
- 2. The organization and its environment in management.
- 3. Management levels in an organization.
- 4. Management methods: administrative, economic, socio-psychological
- 5. Essential characteristic of process, system and situational approaches in management.
- 6. Management functions: planning, organizing, motivating, controlling.
- 7. Definition of planning and its tasks.
- 8. System of organization plans, stages of the planning process according to R. Akoff.
- 9. Definition and strategic purpose of strategic planning. Stages of strategic planning. Management of the implementation of the strategic plan.
- 10. Organizing and organizational activity.
- 11. Delegation of authority in management: concepts, elements of the delegation process, types of authority (line, staff, functional).
- 12. Organizational structure as a result of organizational activity: levels of complexity, centralization and decentralization.
- 13. The main elements and composition of the organizational structure of management.
- 14. Types of management organizational structures: linear, functional, linear-functional, divisional, matrix, network.
- 15. The main concepts of motivation: need, motive, inducement, incentive, reward, value.
- 16. Types of motivation.
- 17. Content and process theories of motivation.
- 18. The main types of control. Stages of the control process.
- 19. Information and communication in management.
- 20. Information and its types. Requirements for management information.
- 21. The concept of communication, its types and means. Obstacles in communications. Communication process.
- 22. Managerial decisions in management. Factors influencing the process of management decision-making.
- 23. Content of the main stages of management decision-making (according to M. Meskon).
- 24. Methods of substantiation and management decision-making.
- 25. Influence, power and leadership in management. Leadership styles.
- 26. Forms of influence in management.
- 27. Types of power in management.
- 28. Approaches to leadership. Classification of leadership styles (according to Kurt Levin).

2.2Marketing

1. The main categories of marketing. Formation of marketing theory.

- 2. Types of marketing and their characteristics.
- 3. The essence and content of the marketing activity of a modern enterprise.
- 4. Marketing research as a basis for making managerial decisions.
- 5. Theoretical aspects of marketing commodity policy
- 6. Goods (products and services) in marketing activities.
- 7. Product quality. Assessment and quality management.
- 8. Product competitiveness and its indicators.
- 9. The market of goods (products and services). Formation of demand in the market of a separate product.
- 10. The product's target market and its selection method.
- 11. Product policy of the enterprise.
- 12. Innovative products. Product life cycle. Product innovation cycle.
- 13. Planning of new products and product development.
- 14. Trademarks and packaging
- 15. Communications in the marketing system.
- 16. Product advertising. Stimulation of the sale of goods.
- 17. Organization of work with the public.
- 18. Advertising at the point of sale and merchandising.
- 19. Direct marketing. Organization of exhibitions and fairs. Personal sale of goods.
- 20. Packaging as a means of communication.
- 21. Integrated marketing communications.
- 22. Organization of marketing communications. Strategies and planning of marketing communications.
- 23. Evaluating the effectiveness of marketing communications.
- 24. State regulation of pricing processes in Ukraine. Formation of price policy.
- 25. Price as a tool of marketing price policy. Price system and their classification. Marketing pricing factors.
- 26. Methodical approaches to pricing and price adjustment in the marketing system. Peculiarities of the study of the market situation in pricing.
- 27. Marketing strategies of pricing.
- 28. The essence and significance of marketing distribution policy.
- 29. Merchandise movement and mechanisms for using distribution channels.
- 30. Management of goods movement. Wholesale trade in distribution channels.
- 31. Retail trade in distribution channels.
- 32. Choice of marketing policy and distribution channels.
- 33. Marketing logistics.

2.3 Entrepreneurship

- 1. The essence of entrepreneurship.
- 2. Basic principles and functions of entrepreneurial activity.
- 3. Manufacturing enterprise. Types of industrial entrepreneurship by direction and character.
- 4. Trade (commercial) entrepreneurship. Types of trade (commercial) entrepreneurship depending on the market and links of passage of goods.

- 5. Exchange activity business. Types of stock exchanges by activity profile. The main functions of commodity exchanges.
- 6. Entrepreneurship in the field of services. The main types of services by destination (production, distribution, professional, consumer, public).
- 7. Types of enterprises by the purpose and nature of the activity (commercial and non-commercial).
- 8. Types of enterprises according to the method of creation (foundation) and formation of authorized capital (unitary, corporate) and their basic features.
- 9. Types of enterprises by forms of property ownership (private, collective, public utility, state, mixed-ownership).
- 10. Types of enterprises by national ownership of capital (national, foreign, mixed).
- 11. Types of enterprises according to technological integrity and degree of subordination (main, subsidiaries, associates, branches).
- 12. Types of enterprises by size (big, average, small, micro) and their basic features.
- 13. Justification and selection of the idea of entrepreneurial activity. Business idea. Choosing a field of activity. Choosing a form of business organization.
- 14. Ways to create a business.
- 15. Registration of business entities. The main stages of registration of legal entities and individual entrepreneurs.
- 16. Business planning.
- 17. Development of a business plan. Purpose, sections, and stages of business plan development.
- 18. Contents of the main sections of the business plan. Summary, industry and enterprise analysis, product (service) characteristics, market analysis, marketing plan, production plan, organizational plan, financial plan, risk analysis.
- 19. Key performance indicators of the project (NPV, PI, PP, BEP).
- 20. Resource provision of entrepreneurial activity. Material resources (fixed assets, material resources).
- 21. Resource provision of entrepreneurial activity. Intangible resources (objects of industrial property, objects of copyright and related rights, non-traditional objects of intangible resources).
- 22. Resource provision of entrepreneurial activity. Workforce (categories of staff, forms, and payment systems).
- 23. Resource provision of entrepreneurial activity. Financial resources (own, involved, borrowed).
- 24. Investments in entrepreneurial activity. Real and financial investments (types). Direct and indirect investments. Public and private investments.
- 25. The results of entrepreneurial activity (income from the sale of products (goods, services), expenses, profit, cost of production).
- 26. Indicators of the efficiency of the use of fixed assets (return on fixed assets, intensity of fixed assets).
- 27. Indicators of the efficiency of using labor resources (labor output, labor intensity).
- 28. Profitability (economic essence, calculation of profitability of capital, production, products, sales).
- 29. Ways to increase the efficiency of business activity.
- 30. Social responsibility of business (requirements).

- 31. Components of social responsibility of business (economic, environmental, social).
- 32. Business ethics of an entrepreneur (characteristics).

3 STRUCTURE OF EXAMINATION TASKS

The exam tickets are randomly generated and contain test tasks divided into sections:

- 1. "Management" 17 test tasks;
- 2. "Marketing" 17 test tasks;
- 3. "Entrepreneurship" 16 test tasks.

The examination ticket consists of 50 test tasks; each test task contains four answer options, among which only one is correct.

4 EVALUATION CRITERIA ANSWER

General requirements

The commission evaluates the entrant's written answers to test tasks on a 100-200 point scale. Entrants who scored less than 100 points receive an "unsatisfactory" rating and are not allowed to further participate in the competitive selection. Entrants who scored 100 or more points are allowed to participate in the competitive selection.

In order to receive a positive grade from the entrance test, the applicant needs to pass the minimum acceptable test threshold at the level of 0.30 or 30% of the total number of test points.

Test points are awarded for each correct answer to the task, 0 points are awarded for an incorrect answer. The received test scores for the entrance test are converted into a 100-200 point scale (with rounding to the nearest whole, according to the rules of mathematical rounding) according to the following algorithm:

$$0 = 0min + k \cdot (N - r \cdot T)$$
, where

O - assessment from the entrance test on a scale of 100-200 points;

Omin – 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 a scale of 100-200 points, while:

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

- r the 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 further participate in the competitive selection.

Calculation of test points

For each correct answer to a test question, 2 test points are awarded. Incorrect answer - 0 points.

The total number of test points (T) that an entrant can receive during the entrance test is 100 test points.

The number of test points for the entrance test (N) is calculated as the sum of test points excluding test points removed for corrections in the answer sheet (if provided by the program).

Corrections Policy

For every 5 corrections, 1 test point is deducted from the total number of test points (T) that the entrant can get on the entrance test.

5 LIST OF RECOMMENDED LITERATURE

Management

- 1. Management: study guide / N.S. Krasnokutska, O.M. Nashchekina, O.V. Zamula et al. Kharkiv: Madrid Printing House, 2019. 231 p. URL: https://repository.kpi.kharkov.ua/server/api/core/bitstreams/199f9704-c25d-4e5a-a0fb-aa85fe21dd82/content
- 2. Palekha Yu., Moshek G, Mykolaichuk I. Fundamentals of management. Theory and practice. K: Lyra. 2018. 528 p.
- 3. Shkilnyak M. M., Ovsyanyuk-Berdadina O. F., Krysko Zh. L., Demkiv I. O. Management: Training manual. Ternopil: Krok, 2017. 252 p. URL: http://dspace.wunu.edu.ua/bitstream/316497/31710/1/%D0%9C%D0%B5%D0%BD%D0%B5%D0%B6%D0%BC%D0

<u>%B5%D0%BD%D1%82%20%D0%A8%D0%BA%D1%96%D0%BB%D1%8C%D0</u> <u>%BD%D1%8F%D0%BA.pdf</u>

4. Basics of management: Synopsis of lectures: teaching. manual/KPI named after Igor Sikorskyi; compilers: T.V. Lazorenko, S.O. Perminova. Kyiv: KPI named after Igor Sikorsky.

2021.

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p. UPL: https://ole.kpi.us/hitstreem/123456780/41103/1/Meanagement.pdf

URL: https://ela.kpi.ua/bitstream/123456789/41193/1/Managment.pdf

Marketing

- 1. Senyshyn O. S., Kryveshko O. V. Marketing: teaching. manual. Lviv: Ivan Franko Lviv National University, 2020. 347 p.
- 2. Starostina A.O., Kravchenko V.A., Prygara O.Yu., Yarosh-Dmytrenko L.O. Marketing. Study guide / By general editor. Prof. Starostina A.O. K.: "NVP "Interservice", 2018. 216 p.
- 3. Oklander M.A., Kirnosova M.V. Marketing commodity policy: a textbook. Kyiv: Center for Educational Literature, 2020. 246 p.

- 5. Marketing communications: educational and methodological manual / comp. I.V. Korol; MES of Ukraine, Uman State Ped. Pavlo Tychyna University. Uman: Visavy, 2018. 191 p.
- 6. Lysak O.I., Andreeva L.O., Zavadskikh H.M. Pricing: a course of lectures/ O.I. Lysak, L.O. Andreeva., V.M. Tebenko Melitopol: Lux, 2020. 193 p.
- 7. Sigida L.O., Bilovodska O.A. Marketing of trade and intermediary services and commercial activity: a summary of lectures. Sumy: Sumy State University, 2017. 202 p.

Entrepreneurship

- 1. Gontareva I. V. Entrepreneurship: a textbook. Kharkiv: V. N. Karazin KhNU, 2021. 392 p. URL: https://tinyurl.com/bz3cb65w
- 2. Enterprise economics: a textbook / under general ed. Doctor of Economics, Prof. Kovalska L.L. and Prof. Kryvyovyazyuk I.V. Kyiv: "Condor" Publishing House, 2020. 700 p. URL: https://tinyurl.com/27ujnkju
- 3. Enterprise economy / in general ed. L.L. Lazebnik Irpin: SFS University of Ukraine, 2021. 426 p. URL: https://tinyurl.com/jntyc6mb
- 4. Basics of entrepreneurship: a textbook / under general ed. N.V. Valinkevich. Zhytomyr: Zhdtu, 2019. 493 p. URL: https://tinyurl.com/ym86afha
- 5. Entrepreneurship, trade and exchange activity: a textbook / by general ed. Doctor of Economics, Prof. I.M. Sotnyk, Doctor of Economics, Prof. L. M. Taraniuk. Sumy: VTD "University Book", 2018. 572 p. URL: https://tinyurl.com/mue7mmyj

Approved at the admissions committee meeting. Protocol No. 16 of 17.042023

Reception secretary Commission

Head of the professional certification commission

Igor ROY

Tatiana VASYLIEVA

A sample of an exam task for a professional entrance exam

SUMY STATE UNIVERSITY

TAPPROVE
Head of the admissions committee
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EXAMINATION TASK

professional entrance test in management and administration upon admission to study for a master's degree with specialty 061 "Journalism", 073 "Management", 075 "Marketing", 076 "Entrepreneurship and trade", 281 "Public management and administration"

Option № 0

- 1. The macro environment of the organization is:
- A) socio-cultural factors, technology;
- B) physical and geographical conditions, politics, law, economy;
- C) politics, economy, law;
- D) all of the above.
- 2. What is the most important purpose of management:
- A) obtaining the maximum profit;
- B) create conditions for further successful operation of the enterprise;
- C) minimization of tax payments;
- D) conquest of new sales markets.
- 3. Which of the given expressions best explains the phenomenon of power?
- A) the level of power of person A over person B is equal to the level of dependence of person B on person A;
- B) the level of power of person A over person B is equal to the level of dependence of person A on person B;
- C) the level of power of person A over person B is equal to the level of asymmetry of information provided from A to B;
- D) the level of power of person A over person B is equal to the level of causality of role attitudes used by person A.
- 4. Which of the definitions reveals the essence of the manager's work in the most complete way?
- A) creative work in the field of people management, the subject of work is the object of management;

- B) creative intellectual work, the subject of which is information, the means of labor are intelligence and subordinates, the result is the profit of the organization;
- C) creative work that combines heuristic and administrative activities;
- D) mental work that combines administrative and educational, heuristic and operator activities.
- 5. Socio-psychological management methods can be conditionally divided into the following groups:
- A) methods of social and psychological influence;
- B) methods of collective and individual influence;
- C) methods of informational, social and regulatory influence;
- D) methods of formal and informal influence.
- 6. What elements does the organization's management system consist of?
- A) control and managed systems;
- B) the main and auxiliary systems;
- C) production and processing systems;
- D) target and service systems.
- 7. As a rule, the elements of the internal environment include the following:
- A) goals, structure, people, technology, tasks;
- B) mission, analysis of the external environment, analysis of the internal environment, development of strategic solutions, implementation of the strategy;
- C) personnel, finances, information, energy resources, natural resources, time;
- D) technologies, segments, distribution channels, legislative acts, financial reporting.
- 8. What category can be characterized as "logical relationships between levels of management and functional areas, built in such a way that allows the most effective achievement of the organization's goals"?
- A) goals;
- B) structure;
- C) people;
- D) technology.
- 9. What type of relationship corresponds to the relationship between the master and the head of the workshop:
- A) functional relations;
- B) material relations;
- C) linear relations;
- D) the relations of the management apparatus.
- 10. Primary needs include:
- A) psychological needs;
- B) physiological needs;
- C) economic needs;
- D) material needs.

- 11. What types of control exist:
- A) previous, current and final;
- B) explicit and implicit;
- C) actual and potential;
- D) setting of standards, measurement process and corrective actions.
- 12. Specify the elements of the communication process:
- A) idea generation, encoding and channel selection, transmission, decoding;
- B) sender, idea, message, recipient;
- C) message, channel, recipient;
- D) all answers are incorrect.
- 13. Why is it important to evaluate the efficiency of a management decision?
- A) evaluation of the effectiveness of a management decision is important, because it affects the organization;
- B) evaluation of the effectiveness of a management decision is important, because it affects the level of wages;
- C) evaluation of the effectiveness of a management decision is important, because in this way it is possible to evaluate the development of the organization;
- D) evaluation of the effectiveness of a management decision is important, because in this way it is possible to determine the effectiveness of the manager's work.
- 14. What are the main disadvantages of linear management structures?
- A) the autonomy of units can block the achievement of the benefits of a strategic combination;
- B) the presence of excessive competition between units for resources and authority;
- C) high competence of specialists responsible for the implementation of specific functions;
- D) a tendency towards excessive centralization.
- 15. What organizational structure is considered the most effective for organizations with branch offices in different regions?
- A) functional;
- B) linear;
- C) mixed;
- D) divisional.
- 16. Give the correct definition of the term "relevant information":
- A) data relevant to the research objectives and relevant only to this specific problem, person, purpose or time period;
- B) information data used in the decision-making process;
- C) data collected as a result of primary and secondary marketing research;
- D) specific data on resource limitations of a specific management decision.
- 17. Why is it necessary to control the implementation of managerial decisions?

- A) to identify employees who are irresponsible in their duties;
- B) that the executors fear punishment and properly fulfill the duties assigned to them;
- C) that executors perform tasks on time;
- D) to detect deviations in the implementation of decisions and take the necessary measures.
- 18. The use of short-term measures aimed at quick market response in response to the company's offering of its products is:
- A) propaganda;
- B) sales promotion;
- C) personal selling;
- D) promotion.
- 19. Creating a positive image in the eyes of the public is:
- A) advertising;
- B) merchandising;
- C) franchising;
- D) PR.
- 20. The relatively low cost of placement, the ability to post a large amount of information, a fairly large number of consumers and more time for them to understand the advertising link are advantages:
- A) advertisements in newspapers;
- B) television advertisements;
- C) radio advertisements;
- D) advertising on transport.
- 21. To whom should advertising of industrial goods be directed:
- A) for individuals who purchase goods for personal use;
- B) on intermediaries;
- C) on commercial agents;
- D) on legal entities that make decisions on the purchase of goods to meet the needs of the enterprise
- 22. What are the main tasks of pricing?
- A) all answers are correct;
- B) maximization of current profit;
- C) market conquest by market share indicators;
- D) gaining leadership in product quality indicators.
- 23. What is the stage of pricing, at which: the upper level of prices is determined; calculate price elasticity indicators?
- A) definition of demand;
- B) setting pricing tasks;
- C) cost estimation;
- D) analysis of competitors' prices and products.

- 24. At what stage of pricing is the own cost of goods or services calculated?
- A) cost estimation;
- B) definition of demand;
- C) setting pricing tasks;
- D) analysis of competitors' prices and products.
- 25. At what stage of pricing do they monitor the prices of goods or services of other companies, the quality of their products?
- A) analysis of competitors' prices and products;
- B) cost estimation;
- C) definition of demand;
- D) formulation of pricing tasks.
- 26. At what stage of pricing is a specific method, technique, set of consecutive actions determined and justified for the price of a specific product determined?
- A) selection of pricing method;
- B) setting pricing tasks;
- C) setting the final price;
- D) determination of demand.
- 27. What is the name of the last stage of pricing?
- A) setting the final price;
- B) selection of pricing method;
- C) setting pricing tasks;
- D) determination of demand.
- 28. Define the task of pricing: the company analyzes different price levels and volumes at them, chooses the price that provides the greatest current financial result?
- A) maximization of current profit;
- B) market conquest by market share indicators;
- C) gaining leadership in product quality indicators;
- D) survival of the organization.
- 29. Define the task of pricing: does the company lower prices, expecting to increase sales volumes?
- A) market conquest by market share indicators;
- B) maximization of current profit;
- C) gaining leadership in product quality indicators;
- D) survival of the organization.
- 30. Define the task of pricing: does the company set a high price for an innovative, high-quality product that finds its customers?
- A) gaining leadership in product quality indicators;
- B) market conquest by market share indicators;
- C) maximization of current profit;

- D) survival of the organization.
- 31. What refers to pricing factors?
- A) all answers are correct
- B) the purpose of the seller; cost of own products or services
- C) competitors' prices
- D) elasticity of demand
- 32. What pricing factor sets the minimum price level at which the produced products can be sold, if based on the interests of its seller?
- A) cost price;
- B) the purpose of the seller;
- C) prices of competitors;
- D) elasticity of demand.
- 33. What pricing factor should be linked to market share, objective properties of goods, positioning, consumer attitude to their goods, communication capabilities, etc.?
- A) prices of competitors;
- B) cost price;
- C) the purpose of the seller;
- D) elasticity of demand.
- 34. Determine the type of demand: a percentage decrease in price causes a larger percentage increase in the volume of sales of goods.
- A) demand is elastic;
- B) demand is inelastic;
- C) perfectly elastic demand;
- D) unit elasticity.
- 35. An individual who performs a special economic function by performing certain tasks, and at the same time combines factors of production in an innovative way (usually in the form of a new business) to create economic value is:
- A) Entrepreneur;
- B) Economic agent;
- C) Manager;
- D) Entrepreneurship.
- 36. What was the name of the economist who is believed to have coined the term "entrepreneur"?
- A) Richard Cantillon;
- B) Jean-Baptiste Sey;
- C) Frank Knight;
- D) Joseph Schumpeter.

- 37. According to the typology of entrepreneurs in relation to risk and innovation, entrepreneurs whose activities are characterized by a low level of innovation and who do not take high risks are called:
- A) Dreamers;
- B) Incrementalists;
- C) Real entrepreneurs;
- D) Desperately.
- 38. According to the typology of entrepreneurs in relation to risk and innovation, entrepreneurs whose activities are characterized by a high level of innovation and who do not take high risks are called:
- A) Dreamers;
- B) Incrementalists;
- C) Real entrepreneurs;
- D) Desperately.
- 39. According to the typology of entrepreneurs in relation to risk and innovation, entrepreneurs whose activities are characterized by a high level of innovation and who take high risks are called:
- A) Dreamers;
- B) Incrementalists;
- C) Real entrepreneurs;
- D) Desperately.
- 40. According to the typology of entrepreneurs in relation to risk and innovation, entrepreneurs whose activities are characterized by a low level of innovation and who take high risks are called:
- A) Dreamers;
- B) Incrementalists;
- C) Real entrepreneurs;
- D) Desperately.
- 41. What is the name of the function of entrepreneurial culture, which creates forces of internal stability and external influences due to the representation of traditional ties of entrepreneurial labor?
- A) Security;
- B) Communicative and integrative;
- C) Regulating;
- D) Conservative.
- 42. What is the name of the function of entrepreneurial culture that contributes to the creation of new models that are more adapted to the changing circumstances of the external environment?
- A) Conservative;
- B) Adaptive;
- C) Broadcasting;

- D) Innovative.
- 43. What is the name of the function of entrepreneurial culture that facilitates the mutual adaptation of employees to the organization and the organization to employees?
- A) Communicative and integrative;
- B) Regulating;
- C) Conservative;
- D) Adaptive.
- 44. What is the name of the function of entrepreneurial culture that preserves and reproduces values of various forms and types, passing them on from generation to generation?
- A) Regulating;
- B) Adaptive;
- C) Developing;
- D) Reproducible.
- 45. The set of conditions that affect the possibility of formation and successful implementation of an entrepreneurial idea is called:
- A) Entrepreneur;
- B) Economic agent;
- C) Entrepreneurship;
- D) Business environment.
- 46. Which component of the entrepreneurial environment is usually not distinguished as a separate species in the general structure?
- A) Economic environment;
- B) Demographic environment;
- C) Socio-cultural environment;
- D) Educational environment.
- 47. To which group of factors of the business environment is the degree of market development?
- A) Technological;
- B) Institutional;
- C) Legal;
- D) Economical.
- 48. To which group of factors of the business environment is the educational level of the population?
- A) Institutional;
- B) Legal;
- C) Economical;
- D) Social and cultural.

- 49. To which group of factors of the business environment is the level of industrial development of the country?
- A) Natural and demographic;
- B) Technological;
- C) Institutional;
- D) Legal.
- 50. To which group of factors of the business environment are the nature of the relationship between society and the state?
- A) Natural and demographic;
- B) Economical;
- C) Social and cultural;
- D) Political.

Head of the professional certification commission
Vasylieva
(signature)

A sample answer sheet for the professional entrance exam

SUMY STATE UNIVERSITY

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ANSWER SHEET

professional entrance test in management and administration upon admission to study for a master's degree with specialty 061 "Journalism",073 "Management", 075 "Marketing", 076 "Entrepreneurship and trade", 281 "Public management and administration"

Option No.

question	question					
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WARNING! Tasks have several answer options, among which only one is correct. Choose the correct option in your opinion and mark it as shown in the sample. The number of corrections affects the overall rating of the work!

Α	В	С	D
×			