1. What is the essence of the term ‘management’?
2. What are the principles of management? Dwell on the importance of each principle in the work of a manager. Try to exemplify your answer?
3. What is one of the most important tasks of a manager?
4. What problems are managers typically confronted with?
5. What are the main managerial functions?
6. How would you define the concept ‘quality service system’?
7. What are the main components that should be used to develop and implement a quality service system?
8. What is the role of quality in the non-commercial services?
9. Why is it important for a hotel manager to collect information about the guests?
10. What technique of total quality management is used by hospitality managers today?
11. What characteristics do you find absolutely necessary for every manager?
12. What is the definition of marketing?
13. What are the elements of marketing mix?
14. What is marketing research and why it is so important?
15. Why is marketing considered to be the evolution of the exchange process?
16. How does the study of marketing relate to economics?
17. How does the study of marketing relate to sociology?
18. How does the study of marketing relate to psychology?
19. How does cultural environment affect marketing orientation?
20. What are the four basic steps in successful selling?
21. Differentiate between needs and wants.
22. What factors are required for marketing to occur?
23. Explain the importance of psychographics, demographics, and geographics for a marketer. Give some examples.
24. Why is the knowledge of consumers’ lifestyle so important for marketers?
25. What factors determine and influence lifestyle?
26. In what way can the consumers be categorized?
27. What is the target market?
28. What should be done to satisfy the needs of target customers?
29. What are four Ps? Give the examples.
30. What are four Is? Give the examples.
31. What is brand?
32. What are the approaches to branding?
33. How is brand created?
34. What requirements should a brand name meet?
35. What are the benefits of international marketing?
36. What difficulties can a company encounter when entering international marketing?
37. What is the main difficulty in assessing the political and legal condition of a country?
38. What dimensions are taken into account when evaluating political and legal condition?
39. What does the option of a means of entry to the international market depend on?
40. What is exporting?
41. What is licensing?
42. What is joint venture?
43. Give the examples of product extension, adaptation, and invention.
44. Describe some international marketing price policies.
45. What steps does product placement involve?
46. What is advertising?
47. What do you know about the history of advertising?
48. What can you say about the Babylonians’ contribution to advertising?
49. When did the written advertising appear?
50. Why should advertising people understand the complexity of human behavior?
51. What qualities, knowledge, skills are necessary for an ad manager to be a success?
52. What techniques (channels) are used in advertising?
53. What factors influence effectiveness of the message?
54. What three processes is consumer behavior governed by?
55. What is motivation?
56. What do you understand under the term ‘Public Relations’?
57. Do many companies use PR activities to inform target audience about their projects and why?
58. What is the main purpose of PR?
59. Do PR activities usually involve media communications? Why?
60. What types of Public Relations do you know?
61. What are the major tools of Public Relations?
62. What are the main responsibilities of the public relations manager?
63. What requirements are needed to become the public relations manager?
64. What services are to be offered by the public relations manager?
65. What qualities should public relations managers possess?
66. What attributes should be involved to a good PR story about the company?
67. What are the main news criteria in PR?
68. How to write the perfect press release?
69. Will you speak on some techniques used in advertising and PR?
70. What do you understand by the term ‘creative mix’?
71. What are the differences between PR and advertising?
72. What are the objectives of sales promotion?
73. What are the most common forms of consumer sales promotion?
74. What are the most common tools for trade sales promotion?
75. What are the objectives of personal selling?
76. What are the key differences between relationship selling and traditional selling?
77. List the steps in the selling process.
78. What are the advantages of personal selling over other forms of sales promotion?
79. What are the functions of sales management?
80. What types of goals do managers wish to attain?