

Questions for master examination

Field of study: Business and Digital Analytics

1. Budgets: advantages and disadvantages of budgetary thinking
2. Measuring and reporting cash flows
3. Methods of analysing and interpreting financial statements
4. Usefulness of cost–volume–profit analysis for decision making
5. Indicate and characterize the measurement scale used for the variable in statistical analyses
6. Name and characterize measures of location used in descriptive statistics
7. List and characterize measures of dispersion used in descriptive statistics
8. Indicate and characterize correlation coefficients used for quantitative variables
9. Sources of business success - challenges in making strategic decisions
10. Heuristics and their impact on business decision making
11. ERP systems - classification and applications
12. Digital applications for data managing and mining
13. Digital applications for customer insights discovery
14. Successful critical thinking – prerequisites and practices
15. Emotions influencing judgement - mechanisms
16. Key barriers to critical thinking
17. Comparison of Maslow's hierarchy of needs with Herzberg's two-factor theory of motivation
18. Comparison of transactional and transformational leadership styles. Types of organizational situations where each style may be most effective
19. Key drivers of company value and their influence on enterprise value creation
20. Market and medium term enterprise performance metrics
21. List and briefly discuss the measures of value created from the point of view of the company and its owners
22. Critical factors of Search Engine Optimization
23. Analytical tools for content marketing
24. Elements of PICOC concept
25. Perfect competition versus monopolistic competition - similarities and differences
26. Stages in the qualitative research process
27. Qualitative research methods - present comparative analysis and application two of them
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30. Business problem identification and evaluation of alternative solutions
31. Research process - stages
32. Measurement system - key pillars and elements
33. Customer equity – concepts and methods of evaluations
34. People efficiency and effectiveness - metrics
35. Typology of AI applied in business models
36. The structure of a digital platform as a business model

37. Sessions, users, page views, events, key events, and conversion rate - definitions and interpretation
38. Traffic sources in Google Analytics - the most popular categories and their interpretation
39. Social media algorithms - characteristics and differences between the platforms
40. Website analytics - adjusting tools to specific needs
41. The persuasion process - elements and rules
42. Common pitfalls when presenting complex data and ways to overcome them