

# **ENTRANCE EXAMS FOR MA PROGRAMS IN ENGLISH**

## **MANAGEMENT, MA Program INTERNATIONAL MANAGEMENT**

### **1. FORM OF THE EXAM**

The exam is conducted as an interview on management theory and practice.

### **2. QUESTIONS**

#### **General Management**

1. Essence and content of the concept “management”. Evolution of management as scientific discipline.
2. Methodological fundamentals of management.
3. Scientific school of management in the first half of the XX century.
4. Classical administrative school, human relations school.
5. Classical or administrative school in management.
6. Modern approaches in organization management: systems approach, situational approach, process approach.
7. Organization’s internal and external environment. Interaction of internal and external variables.
8. Basic concepts of management theory: mission, objectives, objectives tree, functions, tasks.
9. Nature, scope, and contents of management basic functions.
10. Classification of organizational management structures. Analysis of strengths and weaknesses of various structural types.

#### **Special branches of management**

1. Essence, content, and structure of strategic management.
2. Organization strategic analysis: SWOT-analysis, methods, areas of application.
3. Boston Consulting Group Matrix and its role in the company’s strategic management.
4. Competitive advantage. M. Porter’s competitive strategies.
5. CVP-analysis and its role in strategic management.
6. Main schools of strategic management.
7. Basic concepts of management decision theory.
8. Requirements to management decisions.
9. Types of management decisions.

10. Factors affecting the process of decision taking.
11. Methods of taking management decisions.
12. Content motivation theories.
13. Process motivation theories.
14. Leadership and management styles.
15. Conflict and stress management.

## **STATE AND MUNICIPAL ADMINISTRATION, MA Program PROJECT MANAGEMENT**

### **1. FORM OF THE EXAM**

The exam is conducted as an interview on theory and practice of state and municipal administration.

### **2. QUESTIONS**

Administration theory

1. Definition and essence of administration.
2. Administration as a system: administrated and administrating subsystem.
3. Basic concepts of administration: organization, division of labor, delegation of authority, internal variables of an organization.
4. Matrixes of functions, tasks, and responsibilities division in an organization.
5. Functions of administration, their content and classification.
6. Administrative decision. Classification of administrative decisions.
7. Meaning and essence of communication in administration. Types of communication.
8. Basic concepts of group dynamics. Scientific fundamentals of groups researching. Formal groups. Process of forming a team.
9. Administration style and its determining elements. Power and influence of an administrator. Types of administrators.
10. Leadership in an organization. Theories of leadership.
11. Organization of administrator's work. Self-management.
12. Culture of an organization as a factor of organization's efficiency. Culture, social responsibility, and ethics of a manager.
13. Constitutional fundamentals of authority organization.
14. Separation of powers principals. Modern conception of powers separation.
15. Basic components of the state administration system: territory, administration, power, economic system.

16. Forms of state setup.
17. Legal basis of state administration in the Russian Federation.
18. Legislature, executive, and judiciary in the state administration's system.
19. Peculiarities of administrating a federal multinational state. Municipal governance.
20. Modern system of municipal bodies: representative body, head of a municipal government, municipal administration, monitoring body of a municipal unit, other bodies.

#### Special branches of state and municipal administration

1. Peculiarities of state and municipal service.
2. Functions of state and municipal service: general and particular.
3. Legal regulation of state service.
4. Legal regulation of municipal service.
5. Guarantees of state and municipal officers.
6. Information on property and income of state and municipal officers.
7. Incentives for state and municipal officers. Their types and application order.
8. Disciplinary responsibility, its types.
9. Budget system of the Russian Federation. Definition, scope, and organizational principles.
10. Municipal property, local budgets, budget policy, interaction with budgets of different levels.
11. Social funds of the Russian Federation: main tasks and targets of payments.
12. State and municipal monitoring as the main finance monitoring. State and municipal bodies of financial monitoring and their authorities.
13. State and municipal debt. Essence, basic elements of state and municipal debt, management system of state and municipal debt.
14. Definition and essence of tax system, its setup principals.
15. Classification of taxes.
16. Tax bodies, their rights and obligations.
17. Forms and methods of tax bodies' monitoring tax calculation and payment.
18. Industry and territory administration structure.
19. Regional administration structure.
20. Economic potential of a region.

# **ADVERTISING AND PUBLIC RELATIONS, MA Program EVENT SERVICE TECHNOLOGIES**

## **1. FORM OF THE EXAM**

The exam is conducted as an interview on fundamentals of advertising and public relations.

## **2. QUESTIONS**

1. Advertisement in the modern world.
2. Establishment of PR institute in the modern Russia. Classification of development periods of Russian PR.
3. Objectives and functions of advertising. Participants of advertisement process and forms of their interaction.
4. PR as a professional communication activity and as a management function.
5. Communication process structure in PR and in advertisement activities.
6. PR as a management activity. Functions complex of PR as a social institute.
7. Society as a substantial subject of the public field. Target groups of society.
8. PR and RF legislation in the field of information activities.
9. Regulation types of advertisement activities. Basic provisions of the Law of the RF "Advertisement".
10. Fundamentals of PR professional ethics. Codices of PR professional behavior and ethics.
11. PR campaign planning model.
12. Methods and technologies of PR and advertisement. Criteria of advertisement and PR campaign efficiency.
13. Advertisement conception: definition and format.
14. "Strategic management" concept. Characteristics of strategic management.
15. Strategic planning in PR. Planning phases.
16. Crisis PR. Anticipation of crisis situations in the system of strategic management.
17. Model of crisis management. Strategies of crisis management.
18. Consulting in crisis management system.
19. Survey types in PR system.
20. Objectives and tasks of competitive analysis in advertisement.
21. Media-planning in advertisement.
22. Basic figures in media-planning process.
23. Image making as a PR field for creating a positive image of an organization.
24. Image creation strategies.
25. Image structure of an organization.

26. Institutional advertisement (advertisement of an organization's image). General requirements to institutional advertisement.
27. Three areas of PR professional activities: state PR, commerce PR, nonprofit organizations PR.
28. PR department typical structure and basic tasks.
29. Definition of PR-consulting.
30. Media relations role in strategic management system.
31. Structure of an advertisement agency. Organization principles of advertisement agencies.
32. Internet as a new communication environment in PR activities.
33. Text activities in PR as a channel of efficient interaction with society groups. Basic characteristics and genres of PR texts.
34. Basic characteristics of an advertisement text. Genres of advertisement texts.
35. Objectives and tasks of a presentation. Phases of preparation and making a presentation. Types of the presentation.
36. Exhibitions and fairs as a means of strengthening the enterprise's positions among competitors, partners, and consumers.
37. Organizing events for the press. Press-conference and its role in establishing relations with society audience.