BUDAPEST UNIVERSITY OF ECONOMICS AND BUSINESS

FACULTY OF MARKETING AND BUSINESS COMMUNICATION

COMMERCE AND MARKETING BSC

FINAL EXAM TOPICS

2025, WINTER SEMESTER

1. Market and Market Analysis

Define the concept of the market and explain the importance of market analysis. Describe the essence and application areas of analytical procedures and models (STEEPLE analysis, SWOT analysis, Porter's Five Forces, Ansoff Matrix). Explain how market analysis forms the foundation for corporate strategic planning. Present the Business Model Canvas.

2. Procurement, Inventory, and Sales Management

Present the main elements of procurement, inventory, and sales management, and the interconnections among them. Focus particularly on the tasks of procurement, supplier selection, inventory management and replenishment, as well as the planning, organization, and controlling aspects of sales. Explain the concept of the "bullwhip effect."

3. Supply Chain Management and Coopetition

Define supply chain management and its key areas. Explain the concept of coopetition and the challenges of competition and cooperation. Emphasize the importance of strategic partnerships, make-or-buy decisions, and the issues of outsourcing and insourcing in terms of corporate management (profitability and liquidity), logistics performance, and corporate image.

4. Efficiency and Profitability of Trade

Present the key issues related to the efficiency and profitability of commercial operations:

- Turnover-based and capital-based profitability questions, capital requirements
- Relationship between company-, product-, and product-group-level margin indicators
- Relationships among margin amount, margin rate, commercial costs, and profitability indicators
- Contribution margin calculation, value, price, and volume index calculations and their interrelations

5. Consumer and Buyer Behavior

Present the theoretical foundations of consumer and buyer behavior and their conceptual connections. Describe the system of external and internal factors influencing consumer decisions. Review buyer decision-making models (e.g., customer journey models). Explain why understanding consumer behavior is important from a marketing perspective and how it connects to marketing strategy development.

6. Market Research

Explain the purpose and main methods of market research. Discuss primary and secondary research methods and quantitative and qualitative techniques. Address the relationship between data, information, and knowledge, as well as the effects of "big data" and AI on market research.

7. Product and Service Marketing

Define the concepts of product and service in marketing and compare the similarities and differences between the trade concept of goods and the marketing concept of products. Present the process of product development and the relationship between product and customer value. Analyze the connections between products and services, and define the term "service product." Explain the essence of product portfolio analysis using the BCG Matrix and the product life cycle model, including their marketing implications.

8. Pricing in Marketing and trade

Define the concept of price in marketing. Present the role of pricing and its connection to product, distribution, and communication policies. Explain pricing principles (cost-based, competitor-based, customer-based, goal-oriented) and the strategic and tactical aspects of pricing. Present the process of pricing in commerce and the role of margins. Discuss new challenges in pricing such as dynamic pricing, mass personalization, and information asymmetry between buyers and sellers.

9. Sales Models and Distribution Channels

Present various sales models in commerce (traditional, self-selection, self-service, sample-based). Describe the characteristics of different sales channels: classical, artificial, demi-wholesale, and direct routes. Discuss modern distribution models: single-, multi-, cross-, and omnichannel sales. Highlight the importance of store location selection today and the relationship between in-store and online sales. Address mobile-based, AR- and VR-based sales solutions, and issues related to live and social media-based sales.

10. Sales Promotion and Marketing Communication

Present the fundamental questions of sales promotion and marketing communication. Describe the marketing communication mix and its elements (Advertising, PR, Sales Promotion, Personal Selling). Explain the principle of Integrated Marketing Communication and the ATL, BTL, and TTL models. Discuss advertising communication effect models (AIDA, DAGMAR, Rogers), the PESO model, and issues of communication regulation and ethics. Present current challenges related to social media communication, consumer-generated media (CGM), and influencers.

October 7, 2025