

Oral exam topics

1. Employment / Labour market

Full employment - unemployment / supply and demand of labour / efficiency and employment / structural changes in the labour market / technological advance and the rate of employment / globalization and employment / emerging and disappearing jobs, etc.

2. Banking

Banking systems / banking services / banking operations / Hungarian banking system

3. Economics and ecology

Environmental acceptability (eco-efficiency) of manufacturing / sustainable mobility / sustainable economic growth / feasible legislation to reduce industrial emission, etc.

4. Economic policy

Money supply and demand / monetary policy / fiscal policy / anti-inflation measures, exchange rate, central bank, Ministry of Finance, etc.

5. Business organizations

Types (sole trader, partnerships, companies, joint ventures, etc.) - which-when? ways of integration (reorganization, liquidation, merger, takeover, buyout)

6. Stock exchange

Functions / kinds of securities / operation / BSE / BCE / virtual stock market, etc.

7. International finance and trade organizations

World Bank, IMF, ECB, FED, WTO(GATT) – function, structure, scope of activity Hungary and the above organizations, etc.

8. Marketing

Definition / functions / marketing mix / marketing strategies / promotional tools / international marketing, etc.

9. Finance

Corporate finance, public finance, consumer credit, money markets, commodity markets, securities markets, banking and insurance, etc.

10. Management

Functions of management / types of management (production, HR, information, quality, etc.) managerial skills / organizational theories, organization behaviour, motivational theories, management styles-cultural diversity, etc.

11. Economy and the EU

Common industrial policy, employment policy, immigration control and labour force mobility, common EU currency, economic and monetary union, consumer protection, cooperation in R&D, two-speed Europe, banks in the EU, etc.

12. Current issues in the Hungarian economy

Changes after the transition of 1989 in terms of ownership, effects of globalization on all sectors of economy, effects of global recession / state-of-the-art of labour market, unemployment, economic growth, GDP, inflation forecasts, budget cuts, etc.

13. Current issues in the economy of the target language country/ies

UK: effects of global recession, reforms of macro-economic policy, GDP, inflation forecasts, labour market, unemployment rate, reforms of public services, tax rises, etc.

USA: recession in the USA, the effects of 9/11 and current war on US economy, embezzlement scandals, budget issues, health care reforms, tax cuts, etc.

14. e-commerce

definition, electronic markets, benefits and limitations, impact on finance, manufacturing, marketing, traditional retailing systems, HR, training, etc.

15. Commerce

definition, functions , structure (internal, foreign, retail , wholesale) stakeholders, pricing policy, etc.

Speaking

Part 1

Studies / Research / Languages / Work / Future plans

In the first part of the exam you will be asked questions related to your professional background. Your examiner might ask you questions similar to the ones below.

1. Say a few words about yourself and your studies.
2. What were your reasons for choosing this particular field of studies?
3. Have you done any scientific research in this field? If so, tell us about your achievements.
4. How could more students be involved in research at the university?
5. Why do you find English useful in your studies?
6. Have you had a summer job yet? If so, what did you find different from life at university?
7. In what ways and to what extent did your university studies help you to solve your tasks at work?
8. What job opportunities do you think you will have when you graduate?

Part 2

In the second part of the exam you are expected to discuss a topic. You will find two topics below. Choose one and discuss it on your own. The examiner may also ask you some topic related questions.

Topics:

A: Marketing

1. Why is marketing so important in business life?
2. When would you consider a marketing strategy effective?
3. What are the 4 Ps?
4. Why should we research consumer behaviour?
5. What are the components of STP strategy?

B: Banks

1. What do you know about the Hungarian banking system?
2. Define the two-tier banking system.
3. How does it differ from the one-tier system?
4. What are the main functions of the central bank?
5. What are the traditional tasks of the central bank?
6. What banking risks do you know?

Part 3

Read the situation carefully and act it out with the help of the examiner.

Starting up business - convincing

You would like to start up a small business of your choice. The examiner is the small business adviser of the local bank considering your application for a loan. Be prepared to answer his/her questions on the following:

- **the planned product / service – description, name**
- **sales / profit potential**
- **target market – size, competition**
- **marketing approach**
- **his / her expertise , capacity to succeed**