

QUESTIONS FOR THE ORAL EXAM FMI II YEAR 2018-2019

1. What devices might be used in a presentation?
2. How can you express information about numbers in a presentation?
3. What is the importance of body language in a presentation? Explain
4. What makes a presentation great?
5. What makes a presentation bad?
6. How many parts are there in a presentation? Name them. (ppt)
7. How many parts are there in an introduction part in the presentation?
8. Why is it important to say why your topic is relevant for your audience?
9. What should you have prepared for a presentation?
10. When should you give handouts?
11. Where should you place your business card at presentation?
12. How many slides should you have at the handout?
13. When should you explain when you are going to deal with the questions?
14. How can you open the presentation?
15. How many parts are there in the main part of the presentation? Name them.
16. How many parts are there in the conclusion part in the presentation? Name them.
17. How can you deal with the questions at the presentation? What changes in a company reflect that the business is doing well?
18. What changes in a company reflect that the business is suffering?
19. How are business reports usually organized?
20. How do business compare their sales to a competitors?
21. What objectives might an organization have for taking part in a trade show or exhibition.
22. What is a shell at a trade fair? What does it include?
23. Who do you think usually works on the stand at a trade fair?
24. Seven easy tips for ensuring success on the stand.
25. In what ways can you compare the success of different companies?
26. How would you improve the efficiency of a business that exist today?
27. What is benchmarking?
28. Name some types of benchmark and explain them.
29. What is six sigma strategy? Explain.
30. Why should the company use trade shows?
31. Make a comparison among public trade show/horizontal trade show and vertical trade show.
32. Explain the procedure of organizing an event / trade show.
33. What decisions must someone make before opening a business?
34. What official steps are required to open a business?
35. What are some costs of running a business?
36. How can costs change from month to month?
37. Make a comparison between fixed and variable costs
38. How do business owners ensure they have enough money to run the businesses
39. What should business owners consider when making budgets
40. What is a business plan
41. What does an executive summary explain in a business plan
42. What does the part „company“ explain in a business plan
43. What does the part „product“ explain in a business plan
44. What does the part „market“ explain in a business plan

45. What does the part „financial analysis“ explain in a business plan
46. What does the financial planning involve
47. Define the rate of return
48. Define the cost of capital
49. Define the discounted cash flow
50. Define the purchasing power
51. Define the opportunity cost
52. Define the time value of opportunity cost
53. Define time value of money
54. Define NPV
55. Define IRR
56. Define discount rate or capitalization rate
57. Explain negotiation process
58. What is BATNA
59. Explain the negotiation styles
60. Explain some of the negotiation tactics
61. What is the marketing mix and what it includes
62. Define the four Ps
63. Define the additional four Ps
64. Define the four Cs
65. Define the four As
66. Define the four Os
67. What are some of the aims of street marketing
68. Explain the successful street marketing tactics
69. Name some types of display
70. What should you think about when you design an online store
71. Define Logistics
72. Explain the distribution chain
73. Compare direct and indirect distribution
74. Which documents should any business transaction
75. Explain invoice and what it includes
76. Explain which details the transport documentation include
77. What does payment in advance consist of?
78. When does a buyer usually pay an open account terms?
79. Name some of the financial documents
80. Explain Balance sheet
81. Compare short term and long term debt
82. Explain profit and loss accounts
83. Explain cash flow statement
84. How are you doing market research online
85. The four Ps online
86. Explain viral marketing
87. Explain buzz marketing
88. Define elements of e commerce
89. Explain procedure of buying on the internet
90. What does B2B stand for
91. What does B2C
92. What does C2C stand for

