

Name of the entrance exam
International Trade Relations
Field/fields of study
38.04.06 Trade Business
Educational program/programs
38.04.06_04 International Trade Relations (International Educational Program)
Abstract
<p>The program includes a list of topics (questions) on subjects of the basic part of the professional block in the field of 38.03.00 Economics and Management, which are included in the content of the admission exam for the master program.</p> <p>The admission exam is evaluated on a 100-point scale and consists of three subjects:</p> <ul style="list-style-type: none"> - international trade; - commercial activities; - marketing. <p>The minimum number of points confirming its successful completion is set by the Admission Rules approved for the current academic year.</p> <p>The duration of the test is 60 minutes.</p> <p>It is allowed to use writing materials, a draft, and a calculator during the entrance test.</p>
Disciplines included in the program of entrance examinations for the Master's degree program
<ol style="list-style-type: none"> 1. International Trade 2. Commercial Activities 3. Marketing
Content of academic disciplines
<p>International Trade</p> <ol style="list-style-type: none"> 1. The concept of foreign economic relations, foreign economic activity, foreign trade, foreign trade operation. 2. Features of doing business in the foreign market. Objectives of foreign trade. 3. Foreign economic complex of the Russian Federation. 4. Management of foreign economic activity in the Russian Federation. 5. General scheme of methods of state regulation of foreign trade in the Russian Federation. 6. Non-tariff methods of state regulation of foreign trade in the Russian Federation. 7. Quantitative restrictions as a method of state regulation of foreign trade. 8. Technical barriers in foreign trade. 9. Methods of financial impact on foreign trade. 10. Protective measures of the domestic market of the Russian Federation. 11. Taxes and levies in foreign trade. 12. General characteristics of customs and tariff methods of state regulation of foreign trade. 13. The structure and characteristics of individual elements of the import customs tariff. 14. Commodity nomenclature of foreign economic activity. 15. The structure and characteristics of individual elements of the export customs tariff. 16. International trade deals and its features. 17. Classification of foreign trade operations. 18. Concept and algorithm of the export operation. 19. Characteristics of the stages of the export operation. 20. The concept and algorithm of the import operation. 21. Characteristics of the stages of the import operation. 22. Methodology for assessing the effectiveness of a foreign trade transaction. 23. Ways to establish contacts with potential partners when planning foreign trade operations. 24. Methodology for drawing up a foreign trade contract. 25. Characteristics of the main sections of the foreign trade contract. 26. Characteristics of the basic terms of delivery. Incoterms-2020. 27. Negotiation process: stages, development of one's own position and its defense. <p>Study Literature:</p> <ol style="list-style-type: none"> 1. Feenstra, R. C. International Trade / Robert C. Feenstra, Alan M. Taylor – 5th edition – Worth Publishers, 2020. – 1218 p. 2. The International Commercial Terms (Incoterms) 2020. 3. Bobrova, V. V. State regulation of foreign trade: a tutorial / V.V. Bobrova, Yu.V. Rozhkova, V.V. Popov. - Orenburg: OSU, 2017. – 156 p. 4. Dumoulin, I. I. International trade. Tariff and non-tariff regulation: textbook / Vseros. acad. ext. trade of the Ministry of Economic Development of Russia. – 4th ed. – M.: VAVT, 2015. – 547 p. 5. Panskov, V. G. Customs regulation of foreign trade in Russia in the context of the Customs Union within the EurAsEC: a tutorial / V.G. Panskov, V.V. Fedotkin. - SPb. : Intermedia, 2017 . – 580 p. 6. Prokushev, E. F. Foreign economic activity: textbook and workshop for applied baccalaureate / E. F. Prokushev, A. A. Kostin; edited by E. F. Prokushev. – 9th ed., Rev. and add. – M.: Urayt Publishing House, 2015. – 450 p. <p>Commercial Activities</p>

1. Essence, subjects, objects, tasks of commercial activity.
2. Stages of commercial activity.
3. Functions and principles of commercial activities.
4. Strategic business management.
5. Objectives and essence of commercial management.
6. Methods of business management.
7. Sources and types of commercial information.
8. The concept of commercial secrets and their protection.
9. Concept, types and forms of commodity information.
10. The concept of an assortment of goods, its types.
11. Characteristics and indicators of the assortment. Classification of goods.
12. The procedure for the formation of an assortment of goods depending on the life cycle of goods. Stages of assortment formation.
13. Assortment policy of the enterprise and the main directions of its change. Assortment matrix.
14. Essence and stages of procurement work.
15. Concept and types of demand. Cost types in procurement.
16. Channels of product distribution. Types of suppliers. Supplier selection methods.
17. Purchasing activities at wholesale fairs.
18. Purchasing activity in the wholesale markets.
19. Purchasing activity in small wholesale stores and warehouses.
20. Organization of exchange trading and trading operations on it.
21. Auction trade.
22. Organization of commercial work on the wholesale of goods.
23. Forms and methods of wholesale of goods.
24. Organization of commercial work on the retail sale of goods.
25. Forms and methods of retail sale of goods. Types of additional services.

Study Literature:

1. Ivanov, G. G. Commercial activity: textbook / G. G. Ivanov, E.S. Choline. – M.: ID Forum, 2020. – 384 p.
2. Commercial activity: textbook and workshop for applied baccalaureate / I. M. Sinyaeva, O. N. Zhiltsova, S. V. Zemlyak, V. V. Sinyaev. – M.: Yurayt Publishing House, 2019. – 404 p.
3. Levkin, G. G. Commercial activity. Fundamentals of commerce: a textbook for students in VO programs in the direction of training 38.03.06 "Trade Business" (qualification (degree) "bachelor") / G. G. Levkin, O. A. Nikiforov. – M.: KnoRus, 2017. – 259 p.

Marketing

1. The basic concepts of marketing, the conditions for their implementation.
2. The concept and models of analysis of the micro- and macroenvironment of the organization.
3. The concept and structure of the marketing mix. Types of marketing mix concepts
4. The concept of marketing research, the main stages of its implementation.
5. Office methods of collecting marketing information. Types, application features.
6. Field methods of collecting marketing information. Types, application features.
7. SWOT analysis, the main stages of its implementation.
8. Segmenting the market, highlighting the target segment and positioning the product.
9. Positioning and repositioning of goods. Concept, choice of base for positioning, positioning problems.
10. Model of buying behavior and the process of making a purchase decision by an individual buyer.
11. Buying Behavior Model and the Organizational Buyer's Purchase Decision Process. Shopping center concept.
12. Product and fixed assets of the organization's product policy.
13. The concept, the main stages of the life cycle of goods, features of the marketing strategy at each stage.
14. Pricing in the marketing system. Competitive and consumer-oriented pricing methods.
15. Sales activities in the marketing system.
16. Concept and types of marketing communications.
17. The main types and means of advertising distribution, their characteristics.
18. Criteria for choosing the means of advertising distribution.

Study Literature:

1. Bozhuk, S. G. Marketing research: a textbook for academic bachelor's degree / S. G. Bozhuk. – 2nd ed., Rev. and add. - M.: Yurayt Publishing House, 2019. – 304 p.
2. Dennis, S. Remarkable Retail: How to Win & Keep Customers in the Age of Digital Disruption / S. Dennis – LifeTree Media, 2020. – 240 p.
3. Kotler, F. Fundamentals of Marketing. Short course / F. Kotler. – M.: Williams, 2019. – 496 p.
4. Kotler, P. Marketing Management / P. Kotler, K. L. Keller – Global Edition, 2015. – 832 p.
5. Marketing: textbook for universities / S. G. Bozhuk, L. N. Kovalik, T. D. Maslova and others – St. Petersburg: Piter, 2012. – 448 p.
6. Soloviev, B. A. Marketing: textbook / B. A. Soloviev, A. A. Meshkov, B. V. Musatov. – M.: INFRA-M, 2020. – 337 p.

Entrance exam assessment criteria

The test is a set of test and calculation tasks, where questions and practical skills are grouped into four blocks of disciplines presented in the Program of entrance examinations to the master's program in the field of preparation

"Trady Business" (educational program 38.04.06_04 "International Trade Relations" (International Educational Program)):

- International trade (block 1);
- Commercial activities (block 2);
- Marketing (block 3).

Test tasks are completed without the use of auxiliary educational materials, in written form.

Types of test tasks.

Test tasks can be of the following main types (classified according to the type of answer):

- single option closed tests, where you need to choose only one correct answer from the proposed options;
- open tests with no given options for correct answers, the applicants must give their own correct answer;
- open calculation tasks with are no correct answer options; the applicants must give their own correct answer.

Test questions will be divided into three blocks.

Block 1. Discipline "Foreign trade activities"

The number of test questions is 15, including:

- closed test tasks – 10;
- open test tasks – 3;
- open calculation tasks – 2.

Block 2. Discipline "Commercial activity"

Number of test questions – 5, including:

- closed test tasks – 4;
- open test tasks – 1.

Block 3. Discipline "Marketing".

Number of test questions – 10, including:

- closed test tasks – 10.

Assigned group

Chairman of the Subject Committee:

Supervisor of the Educational Program, V. V. Bakharev

Compiled by:

Associate professor School of Service and Trade, I. V. Kapustina

Professor, Graduate School of Service and Trade, S. G. Bozhuk

Associate professor School of Service and Trade, T. V. Kirillova