



**THE LICENSE EXAMINATION THEME  
SPECIALIZING BUSINESS ADMINISTRATION  
JULY 2024**

1. Define economic assets and give concrete examples of economic goods and free goods
2. Describe the cost typology at the level of an economic agent (firms) by providing examples reflecting the framing of different costs in the typology presented;
3. Present the main macroeconomic indicators and their importance in economic analysis;
4. Present the functions of commercial banks with examples for economic agents (businesses) and the population
5. Define communication and present the elements of the communication system through a concrete example
6. Illustrate the types of communication with the presentation of the characteristics of each category presented;
7. Present the role of public relations work at the level of organizations (public or private);
8. Argue the difference between the concepts of "public relations" and "relations with the public";
9. Present the characteristics of the economic integration process with examples on the case of Romania and the European Union;
10. They exemplify the characteristics of the common market for Romania's case as a member country of the European Union;
11. Pre-accession instruments and their role in the preparation of national economies for integration into the European Union. Illustration: Romania;
12. Structural instruments and their role to reduce the economic development gaps at European level. Illustration: Romania;
13. Present and exemplify the functions of merceology;
14. Present the concept of quality of goods and documents of prescribing and certifying the quality of goods;
15. Explain the following concepts: maintainability, maintenance and reliability;
16. Define management functions and exemplify how they are exercised in a Romanian organization
17. Present the main business functions and exemplify the main component activities;
18. Distinguish between procedural organization and structural organization at the level of a Romanian organization;
19. Identify the main components of the structural organization and explain what they represent;
20. Present the organization's decision-making system underlining its role within a Romanian organization and which are the primary factors of managerial decision;
21. Define the information system and identify its main components with examples;



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22. Define strategic management to identify the main elements that explain the shift from strategic planning to strategic management;
23. Present the dimensions of the process of formulating and implementing a strategy (characteristics of strategic management) ;
24. Define strategic intent and strategic mission with examples for each;
25. Identify the main stakeholders (interest holders) of a Romanian organization and explain the relationship of influence on the organization;
26. Argument the relationship between company resources, performance skills and capabilities to gain competitive advantages for the organization;
27. Present the stages in recruiting human resources for the position of company manager;
28. Present and exemplify the motivation patterns of an organization's employees;
29. Present and exemplify the stages of business negotiation;
30. Present and illustrate two bargaining techniques used in business.

***Note: The bibliographic materials and course materials from the subjects of the Bachelor's Degree Specialization in Business Administration degree 2021-2024, as well as other bibliographic sources corresponding to this topic***

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