

**SZÉCHENYI ISTVÁN UNIVERSITY
SzEEDS^M DOCTORAL PROGRAM IN MANAGEMENT
DOCTORAL SCHOOL OF REGIONAL SCIENCES
AND BUSINESS ADMINISTRATION**

COMPREHENSIVE EXAMINATION FOR DOCTORAL STUDENTS

ILLUSTRATIVE QUESTIONS

***Note:** These questions are for illustrative purposes only; they should not be interpreted as a test bank or a full repository of questions. The goal is to illustrate the scope and nature of questions you may receive on the written portion of the Comprehensive Examination. The questions chosen for a particular exam may be different from the ones listed here. The questions are listed in no particular order.*

What is the nature of trans-disciplinary approach in research? How does it differ from interdisciplinary, cross-disciplinary, and multidisciplinary approaches? Explain with examples or illustrations.

Discuss tools of decision making available to corporate managers.

How does business administration differ from public administration?

What are the issues in separation of ownership and control of corporations?

What is the Agency Theory and how does the theory play out in a modern corporation?

What is the Stakeholder Theory and how does the theory play out in a modern corporation?

What are the rights and responsibilities of a corporation? (What is meant by the 'corporate veil'?)

What are the forces shaping the institution of corporation? What do you see as the impact of these forces and corporate adaptation to them? How do these adaptations may differ in Hungary from other parts of the world?

Multinational corporations bring together people who are differently acculturated, educated, and nurtured; who come from different political and social systems, and have had different sets of experiences; to work towards a common corporate vision, mission or goals. What are the implications of such diversity for management of multinational corporations?

What are the trends shaping business activities in the West Transdanubian region of Hungary? What are the implications for Hungary? How are Hungarian businesses adapting to these trends?

Trace the evolution of business organizations from barter to conglomerates and beyond.

What is the trade-off concept, how does it appear in the management literature? Explain with examples, illustrations and relate it to other, perhaps competing concepts.

Define simulation. What is it? Why simulate anything? When is it good to simulate? What would one do after one has simulated?

In a free market system one can view a business as a set of activities carried out in order to provide goods and or services to customers with the purpose of generating profits and profitability to the business' owners, subject to constraints from all stakeholders. Describe two broad activities that add customer value and explain how you would measure their performance.

Which challenges can influence the marketing practice and theory today?

What are the similarities and differences between Kotler's marketing management and the Vargo-Lusch Service Dominant Logic approaches?

Explain how resource-based view contributes to achieving competitive advantage.

Why is supply chain management important to an organization? Discuss all the issues related to supply chain management and its impact on firm performance.

Using concepts from complex systems theory and complex networks give reasons why large cities produce much more GDP, inventions, and patents than their population size would indicate? Why are material costs lower in a large city?

What is lean Six Sigma? How can organizations use lean six sigma to improve capability of their business?

Accountants measure revenue as the product of a product's price and quantity sold. In a free market system, in the long run, the total revenue from customers must exceed the costs of providing the goods and or services, or the business will not survive. Explain the importance of cost in the pricing decision and the difficulty of accurately measuring a product's cost? Besides cost, what other factors are important for a business to consider when setting prices.

What is "Chaos"? How can deterministic rules lead to random outcomes? Give examples when this occurs in business?

How would you measure the performance of an investment center? Your measure(s) must include both current results and the impact of current decisions on the long term.

How is defined the methodology of transdisciplinarity?

According to Polányi, in the master-apprentice relationship the apprentice does not become a pale copy of the master but an improved version of herself/himself. Explain how tacit knowledge is passed on in a master-apprentice relationship. Use an example to illustrate your explanation.

Explain the process of enacted sense-making in a transdisciplinary context of practitioners thinking together in order to change the reality. Illustrate your explanation with a story from experience.

Give a few business and statistical examples where Pareto's 80/20 rule applies and where it doesn't! Describe the statistical distribution behind Pareto's rule.

What are the benefits and limitations of a traditional business budgeting system?

Explain the concept of "Long tail" and its implications in business. How is the Pareto law related to Anderson's long tail concept? Explain the effects of Internet on the music, video and publishing industries. How is the recent collapse of shopping malls related to this phenomenon?

Explain the concept of "Tipping point" (TP) and give a few examples? Why are complex systems (in business and life) always close to criticality and to the TP?

What is the "Small World" phenomena? How is "six degrees of separation" related to that? What is the difference between a spatial grid of neighbors and a social network?

What are the relationships of the Pareto rule /Long tail/Black Swan phenomena and the concept of a "Scale-free" network? Give examples of social/economic/disease related relationships which follow a "Scale-free" rule and give counter examples.

Look at web pages. Count A) how many other web pages point to this page and B) how many web pages this web page points to. Explain which one of these (A or B) will follow the Long tail phenomena!

What is the concept of "Urban scaling"? How is it related to the "Pareto law" and to the "Scale-free networks"?

What is the difference between a real business/social network and a random network?

What are the main reasons for "bullwhip effect" and, how to counter act bullwhip effect?

Define the concept of LEAN. Why is it so important?

How do the service companies and manufacturing companies differ from each other in management point of view?

What is the resource-based view (RBV) and how does the theory play out in a modern corporation?