

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

STATE BIOTECHNOLOGICAL UNIVERSITY

APPROVED

Head of the admissions committee
Acting rector of SBTU

_____ Andrii KUDRYASHOV

« » _____ 2025

PROGRAM

of professional entrance exam
for a Bachelor`s degree level
based on NQF6 (NQF7)

Field of study	D "Business, Administration and Law"
Specialty	D 5 Marketing
Educational program	Marketing

Kharkiv 2025

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GENERAL PROVISIONS

Admission based on (admission basis) – previously obtained educational (educational and qualification) level or educational degree and the corresponding level of the National Qualifications Framework (hereinafter – NQF), on the base of which admission to a higher education degree is carried out.

A professional exam is a form of entrance exam for admission on the base of the NQF6 (NQF7), which involves testing the ability to master an educational program of a certain level of higher education based on previously acquired competencies.

For studies in the Bachelor's program in the specialty D 5 Marketing (educational program Marketing) can be entered by persons who have received a Bachelor's (Specialist, Master's) diploma (NQF 6, NQF 7) in the relevant or other specialty and have demonstrated a sufficient level of knowledge on the topics listed to evaluate the applicant's readiness for higher education.

Commissions are created by order of the rector of SBTU for conducting competitive professional entrance exams for studies at previously obtained Bachelor's, Master's, and Specialist educational and qualification levels, professional attestation; the activities of these commissions are regulated by the Regulations on the admissions commission of a higher educational institution, approved by order of the Ministry of Education and Science of Ukraine dated October 15, 2015 No. 1085 and registered with the Ministry of Justice of Ukraine on November 4, 2015 under No. 1351/27796.

The professional entrance exam is conducted by a professional certification commission according to the program approved by the rector of SBTU.

The professional entrance exam program is designed for applicants who enter the State Biotechnological University for the educational and professional program of Bachelor in the specialty D5 Marketing and provides for the assessment of the basic knowledge of individuals who have obtained Bachelor's (Master's) degrees, the educational and qualification level Specialist, on the topics of professional disciplines, which make it possible to evaluate the general level of preparation of applicants for studies in the specialty D5 Marketing.

The program determines the list of questions, scope, components, and technology for assessing the knowledge of applicants when entering the Bachelor's degree program in the specialty D 5 Marketing.

The purpose of the entrance professional exam is comprehensively testing the knowledge of applicants obtained as a result of studying the disciplines and assess the compliance of this knowledge with the requirements for studying for a Bachelor's degree in the specialty D5 "Marketing" and admission to participate in the competitive selection.

Conditions for conducting entrance examinations. Professional entrance examinations are conducted orally, in the form of an exam in person or remotely. The oral exam is conducted by no less than two members of the commission with each applicant, who are appointed by the head of the professional commission in accordance with the schedule on the day of the exam. During the in-person exam, the commission

members mark the correctness of the answers in the oral answer sheet, which is signed by the applicant and the members of the relevant commission at the end of the exam. The exam is taken remotely using the Zoom (Google Meet) platform. Information about the exam results is announced to the applicant on the day of the exam.

The content and methodological support of the entrance exams is provided by scientific and pedagogical members of specialized departments.

1. REQUIREMENTS FOR THE ENTRANTS' TRAINING LEVEL

Applicants who have completed the full curriculum for a Bachelor's (Master's) degree or a Specialist's educational qualification level and have received a diploma in the relevant or other specialty are eligible to take the professional entrance exam.

The applicant must know:

- terminology related to basic concepts in the specialty;
- principles, functions and concepts of marketing;
- types of marketing;
- a systematic approach to the activities of an enterprise in a marketing environment
- methodology and areas of marketing research;
- features of studying consumer needs and behavior;
- criteria for market segmentation and selection of its target segments;
- methodology for positioning an enterprise on the market;
- components of the enterprise's marketing complex;
- organizational structures of marketing and features of their construction;
- marketing management in the enterprise.

The applicant must be able to:

- be fluent in professional terminology;
- apply the regulatory framework for marketing activities in Ukraine;
- analyze and predict market phenomena and processes based on the application of principles, theoretical knowledge and applied skills in implementing marketing activities;
- possess the methodology for researching the macro and micromarketing environment of an enterprise;
- to act socially responsible and conscious based on ethical principles of marketing, respect for cultural diversity and values of civil society, while respecting individual rights and freedoms;
- demonstrate the ability to apply an interdisciplinary approach and perform marketing functions of a market entity;
- apply approaches to conducting marketing activities of a market entity, flexible adaptation to changes in the marketing environment;
- collect and analyze the necessary information, calculate economic and marketing indices, and substantiate management decisions based on the use of the necessary analytical and methodological tools.

2. CONTENT OF THE PROFESSIONAL ENTRANCE EXAM BY DISCIPLINES

Program of professional entrance examination for admission to study for a Bachelor's degree in the specialty D5 Marketing contains basic questions on the following topics:

1. The essence and basic concepts of marketing.
2. Marketing concepts.
3. Types of marketing.
4. The market and its components.
5. Marketing environment.
6. Marketing research.
7. Studying consumer needs.
8. Market segmentation.
9. Planning of marketing activities of the enterprise.
10. Marketing product policy.
11. Product life cycle.
12. Pricing policy.
13. Marketing distribution policy.
14. Marketing communication policy.
15. Marketing management at the enterprise.

3. CRITERIA FOR EVALUATING THE PROFESSIONAL ENTRANCE EXAM

The results of the professional entrance exam are calculated (on a scale from 100 to 200):

$$R=Q1+Q2+Q3,$$

where Q1 is the score for the first question (0-60 depending on the school).

Q2 is the score for the second question (on a scale of 0-60).

Q3 is the score for the third question (on a scale of 0-80).

The results of the professional entrance exam are evaluated on a scale from 100 to 200 points with taking into account the levels of training:

If the result of the professional entrance exam is from 0 to 99, the exam is considered failed and the applicant is not allowed to participate in the competitive exam.

The evaluation of the level of preparation, i.e. the knowledge and skills of the applicant, is based on the following criteria:

1. Correctness of the answer;
2. Degree of awareness of the program material;
3. Ability to use the learned material.

4. PROCEDURE OF PROFESSIONAL ENTRANCE EXAM CONDUCTING

The professional entrance examination is conducted in the form of an oral exam in person or remotely. For the entrance exam, separate groups of applicants are formed in the order of documents registration. The list of those admitted to the entrance exam is approved by the decision of the admission (selection) committee, about which a corresponding protocol is drawn up.

For conducting the entrance exam, the heads of professional certification committees prepare examination tickets in advance in accordance with the “Program of the Professional Entrance Exam”. The program of the professional entrance exam is published on the University website.

The professional entrance exam is held within the time limits stipulated by the Admission Rules to SBTU.

At the exam, the applicant must present an identity document (a passport of a citizen of Ukraine in the form of a booklet, an ID card), upon presentation of which he will be given a task (examination ticket). The examination ticket contains tasks on the topics specified in the program of the professional entrance test. The duration of the exam is up to 2 astronomical hours. It is prohibited to use printed, electronic or other information media during preparation.

The test results are evaluated on a scale of 100 to 200 points according to the rules specified in the section "Criteria for evaluating the professional entrance exam". The applicant's level of knowledge based on the exam results is also entered into the examination report and confirmed by the signatures of the head and members of the commission. The report is drawn up and submitted to the admissions committee on the day of taking the professional entrance test.

Developed by: I.Yu. Tarasov – Candidate of Economic Sciences, Associate Professor of the Department of Marketing, Reputation and Customer Experience Management.

RECOMMENDED LITERATURE

Kotler P., Kartajaya H., Setiawan I. Marketing 6.0: The Future Is Immersive. John Wiley and Sons Ltd, 2024. 256 p.

Dawes J. Marketing Planning & Strategy: A Practical Introduction. SAGE Publications Ltd, 2021. 296 p.

Kotler P., Armstrong G., Balasubramanian S. Principles of Marketing, Global Edition. Longman (Pearson Education), 2023. 760 p.

Sample of "Exam Ticket"

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Higher education degree Bachelor
Specialty D5 "Marketing"
Educational program (if necessary) D5 "Marketing"

EXAM TICKET No. 1
professional entrance exam

1. The essence, definition and types of marketing.
2. The concept and essence of branded goods. The role and importance of packaging in marketing activities and its impact on consumer behavior.
3. Situational task. As a result of marketing research, it is expected that the company's market share will increase from 14% to 18% with a market capacity of 52 thousand units of the product. Calculate the additional profit of the company in the coming year, if the profit per product is 1400 UAH, and the market capacity does not change. The costs of marketing efforts per year are 65 thousand UAH.

Developed by the head of the professional certification commission, Candidate of Economic Sciences, Associate Professor of the Department of Marketing, Reputation and Customer Experience Management I.Yu. Tarasov