

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 Master`s degree level
based on NQF 6 and NQF7

Field of study
Specialty
Educational program

D "Business, Administration and Law"
D5 "Marketing"
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 is made for obtaining a higher education degree, Bachelor's degree – NQF level 6 (hereinafter – NQF6), Master's degree (educational and qualification level of a specialist) – NQF level 7 (hereinafter – NQF7).

A professional exam is a form of entrance test 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.

Individuals who have received a Bachelor's degree (NQF 6), a Master's degree (Specialist) NQF 7) in a relevant or other specialty and have demonstrated a sufficient level of knowledge on the topics listed to assess the applicant's readiness for higher education may enrol in the Master's degree program in the specialty D5 "Marketing" (educational program Marketing).

Professional attestation commissions are created for conducting competitive professional entrance exams for studies based on previously obtained Bachelor's (Master's) degree; Specialist educational and qualification level, by order of the rector of SBTU, the activities of commissions are regulated by the Regulations on the admission 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 Master's program in the specialty D5 "Marketing" and provides with the assessment of the basic knowledge of individuals who have obtained a Bachelor's degree, Master's degree, or Specialist's educational and qualification level, on topics of professional disciplines that make it possible to assess 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 evaluating the knowledge of applicants when entering the Master's degree program in the specialty D5 "Marketing".

The purpose of the entrance professional test is to comprehensively test 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 Master'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) platforms. Information about the exam results is announced to the applicant on the day of its conduct.

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 Bachelor's, Master's, or Specialist's educational and qualification levels and 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;
- classification, principles, functions, tasks, concepts and goals of marketing;
- models of purchasing behavior, factors of consumer behavior in the B2B and B2C market, approaches to market segmentation;
- the concept of the marketing environment and its components, analysis methods;
- the structure of the marketing information system (MIS) and the classification of marketing information;
- the essence, place, types, stages of planning and implementation of the marketing research process;
- the concept of the marketing mix and its model;
- the essence, content and objectives of the enterprise's product policy, classification of goods, the concept of product nomenclature, assortment, the concept of the product life cycle;
- the essence, content and objectives of marketing pricing, factors and methods of pricing;
- the essence, content and objectives of marketing distribution policy, types and functions of distribution channels, distribution strategies;
- essence, content and objectives of marketing communications policy, marketing communications complex, types and functions of communication tools.

The applicant must be able to:

- be fluent in professional terminology;
- analyze the marketing environment and take the results into account when making marketing decisions;
- identify needs, analyze consumer behavior, and use the results of the analysis in the marketing promotion of products, services, and ideas;
- plan, organize and conduct marketing research, form a marketing information system of the enterprise;
- develop product, pricing, sales and communication policies
- develop a marketing plan, correctly apply marketing methods, techniques and tools;
- to form and justify management decisions on marketing activities.

2. CONTENT OF THE PROFESSIONAL ENTRANCE TEST BY DISCIPLINE

The program of the professional entrance exam for admission to the Master's degree program in the specialty D5 "Marketing" contains basic questions on the following topics:

1. Basic concepts and classification of marketing.
2. Approaches of commercial organizations to marketing management.
3. Consumer behavior.
4. The concept of the marketing environment.
5. Marketing information system.
6. Marketing complex and marketing service organization system.
7. Marketing product policy.
8. Marketing pricing policy.
9. Marketing distribution policy.
10. Marketing communications policy.

3. CRITERIA FOR EVALUATION OF PROFESSIONAL ENTRANCE TEST

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 assessed on a scale from 100 to 200 points, taking into account the levels of training:

If a score of 0 to 99 is received, the exam is considered failed and the applicant is not allowed to participate in the competitive exam.

The assessment 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 TEST CONDUCTING

The professional entrance examination is conducted in the form of an oral exam. For the entrance examination, separate groups of applicants are formed in the order of receipt (registration) of documents. The list of those admitted to the entrance examination is approved by the decision of the admissions committee, and 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 test". 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 chairman 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 Chmil H.L., Doctor of Economics, Professor of the Department of Marketing, Reputation and Customer Experience Management.

RECOMMENDED LITERATURE

1. Kotler P., Kartajaya H., Setiawan I. Marketing 6.0: The Future Is Immersive. Wiley, 2024. 256 p.
2. Kotler P., Keller K., Brady M., Goodman M., Hansen T. Marketing Management. 5th European edition. Pearson Education Limited, 2024. URL: <https://www.pearson.com/en-gb/subject-catalog/p/marketing-management/P200000012196/9781292741635>
3. Kotler P., Pfoertsch W., Sponholz U. H2H Marketing: The Genesis of Human-to-Human Marketing. Springer, 2021. URL: <https://link.springer.com/book/10.1007/978-3-031-22393-8>
4. Kumar V., Kotler P. Transformative Marketing: Combining New Age Technologies and Human Insights. Springer, 2024. URL: <https://link.springer.com/book/10.1007/978-3-031-59637-7>

Sample "Exam Ticket"

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Higher education degree **Master's degree**
Specialty D5 "Marketing"
Educational program Marketing

EXAM TICKET No. _____
professional entrance exam

1. Typology of marketing depending on the state of demand: negative, absent, latent, declining, irregular, full, excessive, and irrational.
2. Pricing objectives: maximizing current profit, gaining leadership in terms of market share, gaining leadership in terms of product quality.
3. Task.
Given: demand equation: $Q_{(d)}=100-25*P$
supply equation: $Q_{(s)}=15*P+20$
Task:
 - 1) determine the equilibrium price;
 - 2) How will demand and supply change if the price increases by 10%?
 - 3) How should the price be changed (increased/decreased) to stimulate demand?

Developed by Doctor of Economics, Professor of the Department of Marketing, Reputation and Customer Experience Management H.L. Chmil