FINAL EXAMINATION TOPICS

**TOURISM AND CATERING BA**

**Specialisation in**

**NATURE-BASED AND RURAL TOURISM**

**„A”**

1. Describe the major parts of statistical analysis: forms of data collection and data sorting (sampling techniques, statistical series and tables), main features of existing statistical methods and their forms of application (ratios, descriptive statistics, value based indexing, comparison of complex ratios based on standardisation, stochastic models – association, mixed relationship, correlation and regression analysis – means of deduction from a sample: estimation and hypothesis testing, time series analysis, methods of graphical display of the results (types of graphs, content, formal requirements).
2. Define and interpret the essence of marginal analysis in microeconomics from economic point of view. How does marginal analysis appear in terms of utility, production, costs, revenue and profit? What is the role of marginal analysis in optimization in microeconomics? (Economic interpretation of relationships in terms of consumer basket, cost-composition and the profit, and also in the case of short-term input consumption typical of perfectly competitive resource markets.)
3. Compare the perfectly competitive and monopoly market. Compare the function of total and marginal revenue, their cost functions, basics of profit maximization (similarities and differences). Compare and evaluate the two markets in terms of welfare (consumer and producer surplus, deadweight loss)
4. Define the concept of elasticity of demand for commodity. Describe the conclusions drawn from the sign of income and cross-price elasticity, factors affecting price elasticity, the relationship between price elasticity and revenue. How does price elasticity of the product manufactured by a monopoly influence its market performance?
5. What is the relationship between the one and two-variable utility functions and the one and two-variable production functions? (explain the relationship and the functions in terms of economics) Compare the two-variable utility function with the two-variable production functions, the indifference curve with the isoquant curve, the indifference map with the isoquant map. How and under what conditions do we interpret and measure substitution in the case of the indifference and the isoquant map?
6. Describe the indicators of the SNA system, their contents and the relationships between them. How do we calculate the indicator which is used to measure economic growth? How is the rate of economic growth expressed? What is the current rate of economic growth in Hungary? How does GDP appear in macroeconomic models (what can it be identified with?) What is inflation? How is it measured? Which group of the indicators of the SNA system does it influence? What is the current rate of in Hungary? How does raising the central bank base affect inflation and GDP?
7. Describe the influence of changes in taxes (income dependent and autonomous), transfers and government purchases on the equilibrium level of income, its appearance on the macro-demand function represented by the dependence of the macro income and the price level, as well as on the IS curve. Describe the possibilities of financing the budget deficit and their influence on macro economy. Explain the multiplier effect and the Haavelmo theorem.
8. What is meant by demand-pull and cost-push inflation? Describe some of its triggers, means of regulating money supply, their anti-inflationary effect. How does the result of the central bank’s monetary policy appear on the LM curve?
9. How can the total population be divided in terms of the labour market? What is the meaning of demand and supply function? What is employment function and the principle of the shorter side? What is the relationship between the employment function and the macro supply function? Can there be unemployment in the economy if it performs at the level of potential output? How can unemployment be measured? What is the current unemployment rate in Hungary? What types does unemployment have and how can they be treated?
10. List the main topics of international economics. What are the benefits of international trade? What does its structure depend on (think of trade theories)? Argue for protectionism and free trade. Describe and present balance of payment and its main components.
11. Describe the essence of stakeholder theory, their groups (internal and external stakeholders). Describe the characteristics, objectives and relationships of ownership categories (in terms of natural persons and institutional investors too). Explain the essential aspects of problems of representation and the concept and tasks of corporate governance. Compare their implementation in Anglo-Saxon and in German practice.
12. Define the development of human resource management. Describe the Peretti periods and vertical and horizontal section of György Kővari’s model, as well as its main components. Describe the concept and the objective of job evaluation including the elements of Hay’s method. Define the concept, the objective of benchmarking and its main tools. Describe the tools measuring individuals’ performance.
13. Define the objective and the function of accountancy including the rules determining its operation. Describe the system of accounting reports, conditions of writing them, its components, their content, periods applied in the Accounting Act, dates, publication of audit of the report. Determine the appearance and classification of the assets in accounting reports, the role and the content of the profit and loss report.
14. Describe the aspects and rules of asset valuation, the concept and content of historical cost, peculiarities of its determining, determining the historical cost of assets and liabilities denominated in foreign currency, and accounting for realized and unrealized exchange differences. Describe the methods of accounting for changes in inventories, and also the methods of planned and extraordinary depreciation of intangible and tangible assets, options for market valuation.
15. Define the concept of tax, duty and contribution, compare them according to the use of compensation. What are the main types of tax liability? Describe VAT as a value added tax. Describe obligation of providing invoices and receipts. Compare the personal income tax of enterprises and their taxation according to the corporate tax considering tax base, tax rate and discounts. What are the types of local taxation?
16. Define the concept of value, characterize the market and the capital value (intrinsic value), the main aspect of valuation. Describe the factors influencing bond prices, bond yields, sensitivity of interest rate, and valuation of shares, the components of share prices (PVGO)
17. Describe investment and financing decisions. Describe evaluation of investment proposals, estimation and content of cash flow. What are decision problems, criteria (NPV, IRR, PL, MIRR)? Describe some special investment valuation situations and methods used for analysing investment risks.
18. Characterize the concept and the two main types of banking system. Define the primary objective and tasks of the National Bank of Hungary (MNB). Describe the system of direct inflation targeting, the guiding instrument of MNB and the operation of the interest rate corridor. Describe the types of financial institutions. List and characterize the main risks of credit institutions. Describe the instruments of prudential regulation.
19. Describe and interpret the concept of sustainable development, the main steps of sustainability transition. Describe the criticism and shortcomings of GDP and new types of indicators (environmental, sustainability and welfare) (NEW, ISEW, GPI, HDI, ÖL). Characterize environmental economics as search for solutions. Determine external economic effects (externalities) and the ways of their internalization.
20. Why is marketing important for organizations? What is the process of marketing? What are the common misconceptions about marketing? Explain the following concepts (with real-life examples): marketing planning, marketing environment, segmentation, positioning, brand equity, supply chain management (SCM), holistic marketing. What are the features of service marketing, how can quality of service be improved? Compare consumer markets and organization/business markets.

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1. Describe the relationships between tourism resources, attractions and travel products through the example of the North-Hungarian Region, or another tourism destination highlighted as a regional priority in the ‘Energizing Hungary’ Programme of the National Tourism Development Concept of 2014-2024.
2. Using the principles of the systematic approach of the examination of tourism, assess the tourism market and competitiveness of Eger, or those of another city playing a significant role in Hungary’s tourism. Describe the importance and role of tourism in the life of the city from different aspects.
3. Describe the megatrends of tourism, and their impacts on the activities of tourism businesses and receiving regions.
4. Describe and analyse the market position of Eger – or that of another city playing an important role in Hungarian tourism – in relation to its tourism products which have the potential to be developed.
5. Describe the role, significance and organizational aspects of tourism industry events through the example of a chosen case study.
6. Assess the range of accommodation available in Hungary. List the types of accommodation and their main quality criteria. Do you find the supply of accommodation in Hungary suitable for the product priorities and the connecting target customers described in the National Tourism Development Concept?
7. You are the recently appointed director of a new conference and wellness hotel opening in Eger. Design the organizational structure of the hotel, and describe the main tasks of the members of management.
8. You are the recently appointed manager of a new restaurant opening in Eger. Design the organizational structure of the restaurant, and list the duties and responsibilities of your future employees.
9. Outline the connections between the World Heritage title and tourism using examples. Choose a World Heritage Site and describe its questions of tourism infrastructure and suprastructure, as well as the methods of its visitor management.
10. Describe the characteristics of the process of tourism project planning from the idea to implementation.
11. You are the Sales Manager of Hotel Eger & Park. Describe the different distribution channels you use to sell the services of the hotel. Mention both traditional channels of distribution and e-commerce.
12. Plan the advertising campaign of a city event. Describe the tools of marketing communication you would recommend.
13. Describe the legal aspects and impacts of Hungary’s accession to the European Union. Highlight the aspects relating to travel agencies and compensation liabilities.
14. Define catering and gastronomy, and describe their economic and social importance. What is your opinion about Hungarian gastronomy?
15. Describe the tourism of Hungary by listing its main characteristics, and highlighting the aspects of its domestic, inbound and outbound tourism.
16. The Hungarian and international interpretation of rural tourism, the territorial dimensions and roles of rural (village) tourism in rural development.
17. Define wine and gastrotourism, list its characteristics and describe the components of its supply. Choose a wine and gastroregion and describe it.
18. Define active tourism, list its characteristics and describe the components of its supply. Using Hungarian and international examples, characterise nature tourism and cycling tourism.
19. Characterise the components of supply and demand in water, hunting and angling tourism.
20. Hungarian and international characteristics of nature and ecotourism. National parks in Hungary, describing the ecotouristic aspects of a chosen national park.