

MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION  
 Federal state autonomous educational institution  
 higher education  
 “Ural Federal University named after the first President of Russia B.N. Yeltsin”

APPROVED BY  
 Deputy vice-rector for academic affairs

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**PROGRAM OF MAGISTRACY ADMISSION EXAMINATIONS**

The types of data on the program of magistracy admission examinations	The data
<b>Educational direction</b> Trading business	Code of the educational direction and the degree 38.04.06
<b>Educational program</b> International Trade and Logistic Relations of Regions	<b>All EP's codes</b> 38.04.06/33.02
<b>Degree</b> Master	
<b>SEES UrFU in the educational area “Social sciences”</b>	<b>Adopted at a meeting of the Academic Council of the University Protocol № 7 from 28.09.2020</b> <b>Approved by rector of UrFU, order №832/03 from 13.10.2020</b>

Ekaterinburg, 2024

The program of magistracy admission examinations was prepared by the authors:

№ п/п	Name	Scientific degree, academic title	Position	Department
1	Polbitsyn S.N.	PhD (Economics)	Associate Professor	Regional economics, innovative entrepreneurship and security

The program is approved by:

**Educational and methodical council of GSEM**

Protocol № 39 from 20.03.2024

Chairman of EMC of GSEM

E.S. Avramenko

**SUMMARY:**

The program is designed in accordance with the requirements of the independently established educational standard of the Ural Federal University in the field of knowledge "Social sciences" for the level of preparation of the applicants to the magistracy within the framework of the educational direction 38.04.06 Trading business.

**The purpose of entrance examinations** – to provide persons applying for admission to the UrFU to the educational program of magistracy, equal conditions, regardless of the previous document on higher education.

**The objective of entrance examinations** is to assess the preparedness of the applicants to study in the magistracy in terms of their information and communication competence that should not be lower than the basic level as well as their knowledge of the basics of the subjects of specialization.

**THE CONTENT OF THE PROGRAM OF MAGISTRACY ADMISSION  
EXAMINATIONS FOR THE EDUCATIONAL DIRECTION  
38.04.06 TRADING BUSINESS**

**1. The structure of content of the examination is represented by 4 sections**

	Section	Format, time	Points
1.	Identification of the level of development of communicative competence in English. <b>The tasks of the basic level of complexity</b> (Threshold level on the scale of the Council of Europe) are offered for the solution. <b>The basic level</b> provides language proficiency allowing to solve a minimum number of communicative tasks sufficient for limited professional communication in standard situations. <b>Type of tasks:</b> answers to questions about the scientific text (answers in the form of words//phrases//sentences//numbers are should be copied from the scientific text of 1-2 pages A-4).	Computer testing  30 minutes	0 - 20
2.	English language test of the level B1 (20 questions).	Computer testing  30 minutes	0 - 30
3.	Multidisciplinary test in the subjects of specialization.  Up to 50 tasks on knowledge of fundamental concepts, laws, concepts, solution of standard tasks in the direction of “Trading business”: tasks with a choice of answer, tasks for establishing compliance.	Computer testing  60 minutes	0 - 50
	<b>Maximal total score</b>		<b>100</b>

**2. CONTENT of test for identification of the developed communicative competence in English**

What is communication? [*From MOOC Introduction to Communication Science by Rutger de Graaf (University of Amsterdam)*].

The most simple definition is that communication is each act of transmitting information. Information in the broadest sense of the word: including thoughts, ideas and emotions. Giving someone a bouquet of flowers is communicating a certain message. Adding to that gift a verbal compliment (you're pretty) is another separate act of communication. Blushing because you have just received flowers and a compliment is again another form of communication. As social animals we communicate day in day out with spoken words, nonverbal gestures, signs and symbols. Sometimes we use media to communicate a message. Media are the channels that we use to communicate. Scholars don't really agree on the definition of the word media. Television, Internet,

Radio, Mobile Phones, the soapbox we stand on to give a speech. They are all technical media in a way. Things we constructed to amplify our communication. In the more broader definitions, we can include our hands, voice and eyes, that we all use to communicate somehow, in the list of communication channels, of media. In general however, whenever we discuss mediated communication, or THE mass media, we only mean the first category. Over the years scientists from different scientific disciplines have studied these channels for communication and all these different forms of communication. The results of their studies have formed the basis of the relatively new science of communication. Even today, many scholars in other disciplines study the exact same communication phenomena as we do. We share theories and models and often use the same methods to analyze and describe our field. It is therefore useful to be aware of how these other disciplines are connected with ours. To get an idea of the different levels of communication and how they are connected to other scientific disciplines, we can look at the so-called pyramid of communication. On the highest level of this pyramid we find societal communication, which is by its very nature aimed at a large mass audience. Therefore mainly historians, political scientists and sociologists studied this perspective. Under that is the level of institutional communication that is performed by political parties, organized religions, large corporations and such. Then comes the level of group communication. Groups are audiences that feel a high level of group identification, for instance a family or a fan club. Both institutional and group communication are in the field sociologists and cultural anthropologists. We have now arrived to the level of interpersonal communication, basically the communication between two or more people. Both sociologists and psychologists investigate this level. Finally there is the level of intrapersonal communication. This would be the communication you have with yourself. With this we mean all information processing, thinking, internalizing information and the process of giving meaning to the world around us. Of course this approach leans heavily on the discipline of psychology.

Questions:

1. According the text common definition of communication is ... information.
2. What example does author give to show difference between communication acts?.
3. What level of "pyramid of communications" goes beyond communication in a family or a fan club? It is ... communication.
4. In what order are the levels of the "pyramid of communications"?
5. In intrapersonal communication person communicates with ....

### **3. CONTENT of English language test of the level B1**

#### Grammar

1. Present simple, present continuous and present perfect simple
2. State verbs
3. Narrative forms
4. Time linkers: *as soon as/while, meanwhile/by the time (that), during/until*
5. Ability: *can, could, be able to, manage to, succeed to*
6. Obligation, permission and possibility: *must, have to, need to, can, could*
7. Predictions and decisions: *will/be going to*
8. Probability: *will/may/might*
9. *-ing* form and infinitive with *to*
10. Time expressions with present perfect and past simple
11. Defining and non-defining relative clauses
12. Present perfect simple and continuous
13. Used to and would for past habits and states

14. Questions: object and subject questions, indirect questions
15. Real conditions
16. Unreal conditions
17. Comparatives and superlatives
18. Modals of deduction and speculation: *must* and *can't*, *might* and *could*
19. Active and passive forms
20. *A/an, the* and no article
21. Unreal past conditional
22. *Should/shouldn't have*
23. Reported speech
24. Reported questions

#### Topics

1. Greeting. Personal information. Weather.
2. Shopping. Money. Requests.
3. Food. At the restaurant. Appreciation.
4. Entertainment: TV and cinema. Entertainment: sports and hobbies.
5. English as the means of cross-cultural communication. Learning English. Speech etiquette.
6. Cross-cultural Differences.
7. Health and fitness. Healthy eating.
8. War and peace, conflict. Ecology. Poverty.
9. Looking for a job. Applying for a job. Job interview. Writing a CV.
10. Company structure. Presenting a company. Presentation techniques.
11. Company culture. Management styles. Ethics and responsibility.
12. Academic writing. Formal Style. Clichés and Vocabulary.
13. Telephoning in Business English. Making a call. Answering a call. E-mail beginnings and endings.
14. Academic Writing: Formal Style. Academic vocabulary.
15. Signposting. Introduction Strategy. Strategy of effective discussion. Strategy for building a persuasive argument.

#### Sources for preparation to the test:

1. Brook-Hart, Guy. Business Benchmark : Advanced. Student's Book / G. Brook-Hart. — Cambridge : Cambridge University Press, 2007. — 192 p.
2. Brook-Hart, Guy. Business Benchmark : Advanced. Teacher's Resource Book / G. Brook-Hart. — Cambridge : Cambridge University Press, 2007. — 192 p.
3. Brook-Hart, Guy. Business Benchmark : Upper-Intermediate Vantage / G. Brook-Hart. — Cambridge ; New York : Cambridge UP, 2006. — 80 p.
4. Brook-Hart, Guy. Business Benchmark : Upper-Intermediate. Student's Book / G. Brook-Hart. — Cambridge : Cambridge University Press, 2006. — 192 p. — (BEC Vantage).
5. Brook-Hart, Guy. Business Benchmark [Soundtape] : Upper-Intermediate Audio CDs / G. Brook-Hart. — Electronic edition — Cambridge: Cambridge University Press, 2006. — 2 CD-ROM (126 min.) : stereo ; in the container. — Title from the label in the disk.
6. Coe, Norman. Oxford living grammar. Intermediate / Norman Coe. — Oxford : Oxford university press, 2009. — 156 p.
7. Greenall, Simon. Reward. Upper Intermediate. MacMillan. 2013.
8. Harrison, Mark. Oxford living grammar. Pre-intermediate / Mark Harrison. — Oxford : Oxford university press, 2009. — 156 с. : ил., цв. ил. + 1 электрон. опт. диск (CD-ROM). — Указ.: с. 153-156.
9. Shephard, Kerry. Presenting at Conferences, Seminars and Meetings. University of Southampton. 2010.

10. Trappe, Tonya, Tullis, Graham. Intelligent Business (with audio video and CD-ROM) – Pearson Longman. 2010.
11. Vince, Michael. Macmillan English Grammar in Context. Intermediate/Michael Vince.- Oxford: Macmillan, 2009. – 232p.:ill.
12. Whitby, Norman. Business Benchmark : Pre-Intermediate to Intermediate. Student's Book / N. Whitby. — Cambridge : Cambridge University Press, 2006. — 184 p.
13. Whitby, Norman. Business benchmark. Pre-intermediate to intermediate. Preliminary : personal study book / Norman Whitby. — Cambridge : Cambridge university press, 2006. — 80 с. : ил. — (For BEC and BULATS).
14. Wilson, J. J. Total English. Advanced : student's book / J. J. Wilson, Antonia Clare. — Harlow: Pearson education Ltd., 2010. — 175, [1] p.

#### **4. CONTENT of multidisciplinary test on the subjects of specialization**

##### "MANAGEMENT THEORY"

###### Topic 1. Conceptual approaches to the science of management

Theory, subject, methodology, management methods. The genesis of management theory. The origins of scientific management, the classical school of scientific management, behaviorism and the school of human relations.

###### Topic 2. Management organization

Organization mission, organization goals, self-management in management. Management organization. Management principles, management characteristics, management strategy and tactics.

###### Topic 3. Labor group as an object of management

The structure and dynamics of the labor group, team building and leadership in the labor group, the socio-psychological climate and communication barriers in the labor group, group decision-making.

###### Topic 4. Personality and management

The modern Russian manager is a socio-demographic portrait, a typology of Russian leaders, a personality in the organization.

###### Topic 5. Functional content of management

Division and cooperation of manager's labor, correlation and interaction of functions in management, specialization of management functions, place and role of solutions in management.

###### Topic 6. Management methods and tools

Research methods and impacts in management, classification of management methods, organization management tools, organizational and methodological support of management.

###### Topic 7. Process and management mechanism

The construction of the process of achieving the goal, the organization of management processes, the mechanism for managing subordinates. Organization of activities in management. Systemic methods and typical forms of organization of activity, organizational design and organizational development, process-oriented methods of organization and regulation of activities, the use of outsourcing.

###### Topic 8. Ownership and management

Property rights and management functions, managers and owners, effective owner and productive owner. Economic interests in management. The interests of the manager and the owner: general and contradictions, the transfer of management of the organization to the hired manager, the responsibility of managers to the owner.

#### Topic 9. Manager and owner in management

The behavior of the manager and the owner, the model of business ownership, the model of managers in building an effective organization.

#### Topic 10. Organizational Behavior

Organization behavior, individual behavior, group behavior. Organizational design. Organizational design models, organizational design technology, workplace design.

#### Topic 11. Organizational development

The need for organizational development, changes in organizations, resistance to changes in organizations. Management Evaluation. Approaches to management evaluation, organization management results, management effectiveness.

#### Topic 12. Prospects and directions for the development of management.

Trends in the development of modern management, paradoxes of the development of modern management, forecasting the development of management.

### "TRADING BUSINESS"

Topic 1. Trade: essence, functions, place and role in the economy of the Russian Federation

Trade as an integral part of the sphere of circulation. The economic nature of trading services. Goods - the subject of trading activities. The place and role of trade in the process of social reproduction. Trade in the structure of the economy, its relationship with other sectors, the financial system of the state budget and monetary circulation. Functions of trade as a branch of the economy. The role and place of trade in the Russian economy. Qualitative characteristics of the current state of the industry. Economic and social problems and prospects for the development of trade.

#### Topic 2. Trade and market

The correlation of the categories "market" and "trade". Elements of the market and their implementation in trade. Consumer goods market. Classification of the consumer goods market by product specialization, regional attribute, level of monopolization, degree of saturation of goods, activity of purchase and sale processes. Features of the formation of the consumer goods market. The structure of the consumer market. Supply and demand are factors that determine the state of the consumer market. The concept of conjuncture and capacity of the consumer market.

#### Topic 3. Organizational structure of trade

General characteristics of the types of trade. Domestic and foreign trade. Wholesale and retail trade, their tasks and functions. Types of wholesale trade: purchasing trade in industrial relations, trade in raw materials and materials. Forms of wholesale enterprises. Types of retail. Forms of retailers. Distinctive features of wholesale and retail. Retail and wholesale distribution networks.

Mass nutrition. Forms of catering enterprises.

#### Topic 4. State regulation of the sphere of circulation

Regulatory functions of the state in a market economy and their impact on trading activities. Methods of state regulation. Formation of a competitive market environment. Licensing

and certification of trade services. Organization of state control of trade. Consumer rights Protection. Trading Rules. Rules for the sale of certain types of goods. Foreign experience of state regulation of the sphere of circulation.

Topic 5. Social and economic efficiency of trade

The main financial and economic indicators of the trading company. Turnover as an economic category and indicator of economic activity. Revenues. Expenses. Profit from the sale of goods. The essence and criteria of economic efficiency of trade. Methodological approaches to assessing the effectiveness of trade.

Topic 6. Retail trade network: economic nature, classification and general characteristics

The concept, economic essence and basic functions of a retail network. Classifications of retail outlets. Characteristics of retailers by affiliation.

Classification of retail chains by stationarity, specialization, type of retail trade enterprises. The concept of the retail trade enterprise format and its determining factors. Description of modern formats of retail trade enterprises selling food and non-food products. Material and technical base of retail trade. Classification of commercial buildings and requirements for them. Indicators characterizing the development of the material and technical base of the retail distribution network.

Topic 7. Wholesale intermediaries, their types and functions

The role and functions of wholesale trade enterprises in the consumer market. Classification of wholesale trading enterprises. The main types of wholesale – intermediary structures: their general characteristics, tasks and functions of activities in the commodity market. Features of the functioning of various intermediary firms in the market of goods and services.

Creation of vertically and horizontally integrated systems in wholesale.

Topic 8. Warehouses: their types, functions, the basics of technological planning

The concept and economic purpose of warehouses in the supply system of trade enterprises. Classification and types of warehouses. The main trends in the development of modern storage facilities.

Topic 9. Organization of transportation of goods and freight forwarding services of trade organizations

The role of transport in trade and characteristics of the main vehicles. Organization of transportation of goods by rail, road, sea, river, air. Criteria for choosing the type of vehicles for the transport of goods. Features and scope of various types of vehicles in trade; their comparative characteristics.

## "BASES OF MARKETING"

Topic 1. The essence, types and approaches of marketing

Marketing concepts. The marketing environment of the enterprise. Target market selection: criteria and algorithm. Undifferentiated and differentiated marketing.

Topic 2. Basics of competitive positioning

The concept and criteria of segmentation. The concept of positioning. Assessment of the competitive environment, competitive advantages, competitive positioning. Marketing mix (marketing mix).

Topic 3. Product in the system of marketing events

Classification of goods. The concept of consumer value of goods. Product policy, its content in the marketing system. Consumer goods and industrial goods. Formation of the



assortment of goods. Product Life Cycle (LCT). Marketing solutions at various stages of the life cycle. Trademark and its essence. Packaging and labeling of goods. The concept of "new product": the criteria of novelty.

#### Topic 4. Sales in the marketing system

Resellers. Marketing solutions in retail and wholesale. Marketing logistics. Forms of organizing marketing channels. Sales planning. Criteria for choosing distribution channels depending on the characteristics of the goods of the sales markets and the length of the channels. Wholesale and retail trade in the marketing system. The concept of direct marketing. Competition in wholesale and retail.

#### Topic 5. Price and pricing

The concept of price. The role and function of price in the market. Types and price structure. The concept and stages of marketing pricing. Factors of marketing pricing. Basic solutions for the price. A complex of marketing communications. The main stages of the communication process. Integrated Marketing Communications. Advertising strategies. Marketing services. Industrial marketing.

#### Topic 6. Marketing Management

Marketing as a management concept. The value of the organizational structure of marketing activities in the enterprise. Organization of marketing in companies, organizations. Strategic and operational marketing management. Marketing decisions on the development of strategic directions (structure) of the business. Portfolio strategies. Marketing solutions to ensure the growth of the company. The main directions of corporate growth.

Growth Strategies by I. Ansoff. Marketing solutions to justify the company's competitive advantages in the market. Basic competitive strategies of M. Porter. Marketing solutions for target markets. Identification and selection of target markets. Methods for assessing the market and demand.

#### Topic 7. Marketing communications

The system of marketing communications. Advertising as an element of a marketing communications system. The basic concepts of advertising. Types of advertising by various classification criteria. Advertising strategy. Planning an advertising campaign. Methods for determining the effectiveness of advertising. Areas of application of direct marketing as a communication tool. The role of sales promotion in the company's marketing communications program. Setting goals for sales promotion. Problems, limitations and prospects of using sales promotion. The role of PR and publicity as elements of a promotion complex.

**Demo version of the complex test is places at the website:**

**<https://magister.urfu.ru/ru/programs/>**