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LINCOLN UNIVERSITY

MBA Comprehensive Examination Questions
Summer 2011

Examination Procedure

1. Students randomly pick two chips with question numbers from the Core Business Topics section and one chip with a number from the students' Concentration section.
2. Students have to answer only one question from the Core Business Topics selected from the two picked straws and the picked question from the students' Concentration section.

Questions

1. Core Business Topic Questions

- 1.1 Discuss the reasons why the goals of a business manager and the goals of a business investor may be different. Consider different types of businesses. Provide an example to support your answer.
- 1.2 The intent of business research is the development of new knowledge. The intent of a Google search is to gather information. Discuss the differences between business research and an information search and provide an example that illustrates your explanation. Do differences in reporting research or search results exist?
- 1.3 You are a manufacturer of industrial products that are sold to other manufacturers and to consumers. Describe and give examples of the fundamental differences between their goals and methods for marketing to other businesses and for marketing to consumers.
- 1.4 Some firms and their products face intensively competitive markets while other firms and their products have little to no effective competition. Explain why this condition may exist, which economic models describe both situations, and give examples to support your answer.
- 1.5 Economic theory generally holds that in competitive markets price is a function of demand and supply. Describe and give an example of the effect of a shortage of supply as opposed to a shortfall in demand. What would

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