



ENTERING EXAM INTERNATIONAL BUSINESS MANAGEMENT TEST & INTERVIEW

Rules and requirements



Test on 27th of June

- **Duration** – 1 hour
- **Start time:** 10.00am Moscow time
- **Login time:** 9:30am Moscow time (you will need some time to pass identification procedure and check your equipment)
- **Interview:** 2:00pm–6:00pm (27.06.25), 9:00am–1:00pm (28.06.25)

Before exam!

- Pass the trial test (check your equipment)
- Fill in the Consent for using the personal data
- Upload your motivational letter

System check

During test it is not allowed to:

- *Allowing third parties in the exam room;*
 - *Using assistance from others;*
 - *Providing computer/account access to third parties;*
 - *Communicating or otherwise interacting with third parties;*
 - *Using reference materials (paper or electronic);*
 - *Using any electronic devices (including phones, tablets, monitors, computers) except those required for the exam or specifically permitted by the examiner;*
 - *Using headphones or earpieces;*
 - *Running any programs or applications not directly related to the exam system (except antivirus, camera, microphone, and a single browser tab for the exam);*
 - *Taking screenshots, except when required by the examiner*
 - *Highlighting the text of the task in whole or in part.*
- Violation of these would lead to fail in the exam!
 - Please, check the **Temporary regulations for the entrance examination!**

The structure of the exam

- Test (Macroeconomics, Microeconomics, Statistics, Management) – 40 marks
- Motivational letter – 10 marks
- Interview – 50 marks

What should be included into motivational letter

- your international experience (education, work, travel, other)
- your previous education experience
- your working experience
- reasons why you have chosen to apply to IBM program
- how would your experience contribute to the program and students' community
- what are your future plans?
- other important achievements (ex. TOEFL, IELTS, etc.)

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- Motivational letter (ML) should be uploaded before the interview (submission would be closed on 27.06.25 at 9:30am)
 - Some questions during interview would be based on the information provided in ML

How to prepare for the interview?

- The main objective of the interview is to assess:
 - *applicant's communicative skills*
 - *ability to conduct a discussion*
 - *ability to express own opinion, and*
 - *provide arguments based on knowledge of contemporary trends in international business.*
- *Please, login to Zoom 15 minutes prior to your scheduled time of interview!*

Areas of questions

1. TRENDS IN INTERNATIONAL ENVIRONMENT OF THE ORGANIZATION

- *The influence of globalization on the micro-and macro-environment of the organization*
- *Evolution of the nature of international business activities over the past twenty years*
- *Features of international business activities in countries with different levels of development: developed, developing and transition economies*
- *The role of WTO in regulating international trade and investment.*

2. INTERNATIONALIZATION OF BUSINESS ACTIVITY

- *Reasons for national companies to go international*
- *International competitiveness and factors of formation of competitive advantages*
- *Causes and consequences of international mobility of factors of production for donor and recipient countries*
- *The index of transnationalization.*

3. STRATEGY OF INTERNATIONAL BUSINESS

- *The Strategy of International Business: globalization, localization, glocalization*
- *Entry Strategy and Strategic Alliances.*

4. THE IMPACT OF CULTURE ON INTERNATIONAL BUSINESS ACTIVITY

- *Models of national cultures*
- *Cross- cultural diversity and peculiarities of business communications in different countries*

Some hints

- Include evidence in your answers, supporting arguments and examples from real business should be provided
- Include theories and approaches that you know to justify your answer
- Do not provide short answers
- Do not read from the screen