

Al-Farabi Kazakh National University

«Approved»

Prorector for education science

_____ A.K.Hikmetov

Akademy comitet № _____

от «__» _____ 2020

year

PROGRAMM

Entrance, examination to doctor by specialties

«6D090900- Logistics (By industry)»

Almaty 2020

The program is compiled in accordance with the State educational standard in the specialty LOGISTICS (BY BRANCHES) Ph.D., senior lecturer Baimukhanbetova E.E.

The programmer was considered at a meeting of the department of Business Technologies

Protocol № о«__» _____2020

Head department _____ associate professor Ahmetova Z.B.

Approved at the meeting by the faculty bureau method

Protocol № «__» _____2020

Predcedatel metodo bureo _____ associate professor Sultanova B.B.

The programme is approved by the Academic Council of the faculty

Protocol № «__» _____2020 г.

Chairm of the Academic Council _____ doctor of economic science Sagieva R.K.

Scientific Secretary _____ c.e.s., Smagulova G.

CONTENT

1. Goals and objectives of the entrance exam in the specialty

The purpose of the entrance exam is to determine the theoretical and practical preparedness of the applicant entering the doctoral program, the level of conformity of knowledge, skills to the requirements of training in doctoral studies in the direction of training.

Objectives of the entrance exam:

- assessment of the ability and willingness of future doctoral students to search, select, synthesize and specify information;
- identification of the quality of theoretical training in the field of the scientific foundations of logistics, which allows us to navigate the flow of scientific and technical information and ensure the implementation of innovative achievements of science and technology in their practical activities;
- determining the quality of professional training in the field of logistics management, the availability of skills in organizing and managing the logistics processes of production, transportation, warehousing, and skills in using innovative methods;
- assessment of the recognition by the applicants of the subject of study in the doctoral educational program;
- assessment of the willingness of the applicant to use modern information resources in the learning process;
- identification of motivational readiness of the applicant to study according to the doctoral educational program;

The entrance exam form is a written exam. The examiners write down their answers to the questions of the exam ticket on the answer sheets, which are checked by the examining board in encrypted form.

In the event of an appeal, the basis for consideration is the written entries in the answer sheet.

2. Requirements for the level of training of people entering doctoral studies

The previous minimum level of education of people who want to master the educational doctoral programs is the master's program. Specialties of higher and postgraduate education related to the above, including specialties of foreign universities.

Applicants must be prepared for doctoral studies, as well as for research activities in the field of logistics. An applicant must have a diverse arsenal of modern research methods, including the use of specialized computer programs for a variety of calculations. In addition, the applicant must possess the following scientific and methodological skills and abilities:

- formulate the problem, purpose and objectives of the study;
- choose research methods adequate to the tasks;
- conduct informational-analytical and informational-bibliographic work involving modern technologies;
- analyze the information collected and explain the results;

- present the results of the work done in the form of reports, abstracts, articles, drawn up in accordance with modern requirements.

3. Prerequisites of the educational program

The prerequisites of the PhD doctoral program in Logistics include the following disciplines:

1. Logistics - 3 credits.
2. Transport logistics - 3 credits.
3. Global logistics - - 3 credits

Exam Topics

Discipline "Logistics"

1. The essence of the concept of logistics, its concept and principles. The history of the emergence and development of logistics. The evolution of logistics.
2. Integrated logistics concept. Reasons for the development of logistics. The definition of logistics.
3. Logistics as a process of managing material and information flows in systems. Material flow management. Production and commercial logistics. Directions of development of logistics. Logistics in business.
4. Logistics functions. The tasks of logistics. The object of study of logistics.
5. Stages of development of logistics. The economic effect of the use of logistics. Components of the economic effect of the use of logistics.
6. Six rules of logistics: cargo, quality, quantity, time, place, costs. The purpose of logistics activities.
7. The relationship of logistics and marketing. Logistic integration. The interaction of the marketing mix and the six rules of logistics.
8. The concept of logistics. The principles of logistics: systematic, comprehensive, scientific, concrete, constructive, reliable, varied.
9. The concept of material flow. Dimension of material flow. Types of material flows. The main features of the classification of material flows: in relation to the logistics system, by nomenclature, by the quantity of cargo, by weight characteristics, by the degree of compatibility, by the consistency of the cargo, by the degree of determinism, by continuity in time.
10. Logistic operations. The concept of logistic operations. Types of logistics operations: external, internal.
11. The concept of a logistics system. Types of logistics systems: micro-logistic and macro-logistic. The main features of logistics systems. The principles of the formation of the logistics system.
12. The essence of procurement logistics. Tasks of procurement logistics. Supply service as an element of the macro-logistic system. The supply service is an element of the micro-logical system.
13. The effectiveness of the functioning of the supply service. Supply Service Functions. Supply service requirements.

14. The task of choosing a supplier. Search for potential suppliers. Analysis of potential suppliers. Choosing the best supplier of products. Evaluation of the results of work with suppliers. Determining the rating of the supplier. Just-in-time logistics concept.

15. The concept of production logistics. The concept of production logistics. In-house logistics systems.

16. The concept of quality flexibility. Ways to provide quality flexibility. Stock of production capacity.

17. Pushing and pulling material management systems in production logistics. The essence of these systems. The micrologistic concept "Kanban": concept and objectives.

18. The effectiveness of the application of the logistic approach to the management of material flows in production. Stock optimization. Reduced material loss.

19. The concept of distribution logistics. Tasks of distribution logistics. Subject of study in distribution logistics. The object of study in distribution logistics. The composition of the tasks of distribution logistics at the macro level and micro level.

20. Distribution channels and networks. The concept of a logistic channel and a logistic chain.

21. The concept and system of logistics service. Object of logistic service. Logistic service level.

22. Criteria for the quality of logistics services. Reliability of delivery: the essence and factors influencing this criterion. Flexibility of delivery. Full time from receipt of the order to delivery of the consignment.

23. The main components of measuring the quality of service. Touch, reliability, responsibility, completeness, accessibility, security, politeness. Determination of the optimal volume of the level of logistics service.

24. Organizational aspects of logistics management. Stages of development of organizational logistics structures. Typical organizational and functional structure of the logistics system. Typical functions of integrated logistics managers.

25. Logistic analysis. Directions of logistic analysis: by goals and objectives, by aspects, by the content of the program, by the level of facilities, by subjects, by frequency and repeatability, by the nature of decisions made.

Discipline "Global Logistics"

1. Characteristics of performance indicators of logistic decisions. Logistic strategic management. Types of strategy. Types of diversification.

2. The role of economic globalization in the development of logistics systems. Forms of integration associations and their features. Global logistics management. Barriers in global logistics management.

3. Intermediaries in global logistics: international freight forwarders, transport companies, export operations management companies, foreign trade companies and

representative offices, brokerage and agent firms, companies for packing goods in export-import operations, ports, etc.

4. Export-import operations in global logistics systems. The main provisions of Incoterms 2010.

5. Fundamentals of the organization and design of logistics chains.

Basic concepts in the field of organization and design of supply chains. Objects of the study of discipline. The essence of the terms: "Supply Chain" - "Supply Chain", "Organization of Logistic Chains", "Supply Chain Management" - "Supply Chain Management", "Logistic Design". Participants in the supply chain. The main tasks and functions of organizing and designing supply chains from the point of view of a systematic approach to logistics. Levels and key processes in the supply chain. Integration and cooperation throughout the distribution network. The formation of dynamic supply chains and the reasons that make their creation difficult. Objectives and criteria for optimal functioning. Background and stages of development. The role of integrated supply chains in coordinating supply and demand in the market, reducing the cost of finished products. Some features of the organization and management of supply chains abroad and in Kazakhstan.

6. Principles of functioning of supply chains. The main components of the organization and design of supply chains. The principles of resilience of supply chains. Causes of imperfection of statistical forecasting. "Whip Effect" - "Bullwhip effect". Creation of dynamic information systems. Logistics quick response. Aggregated forecasts, narrowing the forecast horizon. Range prediction. Prediction based on pilot batches. Standardization. Reduced product variability. The principle of "copy exactly." The use of parallel processes. Delay strategy in supply chains. Distribution of risks between enterprises and intermediaries. Reverse Purchase Agreement. Redistribution of income. Distributed Value Contracts.

7. Integration of business processes in logistics. Business - processes occurring in supply chains, the main types of their relationships. Supply chain planning. Supplier Relationship Management. Risk assessment when choosing a supplier. Flexibility in relations with suppliers. "Interpenetration" of suppliers and consumers. Alternative choice: one or many suppliers, close or superficial relations with them. European and eastern views. Company experience. Forms of integration of suppliers. Integrated management of procurement, inventory, production and distribution flow, transport and storage operations. Bringing products to commercial use. Customer Relationship Management. Customer focus. Profitability models of companies. Logistic service. Risk sharing. Personnel management in the supply chain. Corporate culture. Philosophy of HR Management.

8. Logistic design. The concept of logistic design. The main participants in this process. Supply chain design in terms of production, wholesale and retail structures. Aspects taken into account in logistics design. The main elements of logistics design. Identification and evaluation of alternatives for supply chain structures. Select a specific structure. Measurement and evaluation of the performance of the logistics chain.

9. Cost management in the supply chain. The concept of total costs in supply chain management. Traditional and modern approaches. Elements of total costs and

their measurement. The indicator of the total cost of acquisition. Total Cost Index. Factors Contributing to Effective Cost Management. Cost and target pricing. European and Eastern views on pricing. Costing by life cycle phases and activities in supply chains. Financial results of strategic cost management. The effect of financial leverage.

10. Quality management as a factor in the sustainability of supply chains. The evolution of the quality function. The relationship of quality and logistics. Quality as an essential tool for supply chain management at all stages of the promotion of material resources. Quality model. Quality spiral. Functions of vertical and horizontal quality loops. Quality indicators. Modern quality management systems and their impact on supply chain efficiency. Total Quality Management (TQM). Japanese philosophy of quality. Rule 70/20/10. Statistical Control

11. Logistic directions of development of the international economy. International logistics. The development of international logistics. The role of international logistics and its features. The development and expansion of international business activity as a factor in increasing competitiveness. The concept and classification of international logistics systems. Changing logistics systems as a result of the evolution of the global economy.

12. International and regional cooperation in the field of integration logistics. Logistic interaction of European, Asian states. Logistic markets in Europe, America and Asia. The impact of environmental factors on international logistics. Specificity and cost structure of international logistics. Analysis of logistics costs. Description of companies actively involved in the development and maintenance of international logistics contacts and interactions. Modeling global supply chain logistics. Optimization of the number of regional and interregional warehouses. Changing transportation methods and routes under the influence of logistic costs. Modeling a virtual logistics system. Modeling changes in cargo transportation. Changes in the structure of the distribution network. Change in the location of production under the influence of logistic factors. Possible ways and consequences of the development of international logistics.

13. Logistic systems in internationally integrated organizations. The place of logistics in the organizational structure of enterprise management. Factors affecting the construction and operation of the supply chain. Organization of logistics in large enterprises. Preparation of the management system and administration of the organization. Integration of logistics operations in companies and supply chain management. Analysis and selection of partners for the logistics system. External logistics, ERP-systems and outsourcing. Logistic management personnel of the organization. Transnational corporations in logistics systems. Logistic networks of financial and industrial groups. Logistics in free economic zones. Building a model of the logistics system of an industrial company. Building logistics systems in supranational corporations. Business Process Reengineering. Forecasting and planning in the logistics system. Parameters for evaluating the effectiveness of logistics activities. Strategic management and control in the logistics system. Management of costs and financial flows in the logistics system. Risk management in large logistics systems. The interaction of logistics and marketing services and

their role in organizing and optimizing the company's streaming processes. Content logistics marketing in internationally oriented companies. The relationship of distribution policies and marketing logistics. Promising international logistics platforms.

14. International economic communications. Trade, industrial financial and scientific and technical communications. International transport opportunities and needs. International transport logistics systems. The system of international transport corridors. Characteristic features of water transport corridors. Transport network of international rail, road and air routes. Competing directions for the development of international transport corridors. Modern transportation technologies in international logistics systems. Mixed, intermodal transport. Telecommunication and information support for international traffic flows.

15. International logistics management Logistic management and its role in modern international business. Logistic concepts and key management parameters. Strategic positioning and areas of expertise. Business processes, functions and basic operations. Organizational structure of logistics management. Results Evaluation System. Inventory management and ownership. Information support of international logistics management. Sharing and managing knowledge. Fundamentals and principles of decision making. The relationship of the functions of logistics and marketing. Building a rational organization structure and forming a quality management system. Restructuring of the organization in connection with joining the internationally integrated logistics system and carrying out business process reengineering. Organization of work of the logistics department in the organization. Organizational structure of the logistics division management.

16. Information management and logistics activities. Information support of international logistics. Information and logistics programs and systems. Information technology to ensure logistics activities in the international field of activity. Reorganization in the company in connection with the implementation and use of information technology. Information service in integrated logistics systems. Ensuring information security. Third-party information services in internationally integrated logistics systems.

17. Export-import operations in logistics systems. International rules for trading. Commodity nomenclature of foreign economic activity. Organization of customs clearance, transportation and freight forwarding. Organization of procurement, supply and inventory management. Warehousing and warehousing. Production planning in internationally integrated logistics systems. Distribution and marketing of products through international logistics networks. Rules, delivery conditions and features of import and export of goods and services in various countries. Documentary support of export-import operations. Customs costs for imported and exported goods. Processing and delivery of goods under customs control. The cost of moving and delivering goods. The interaction between customers and contractors in the implementation of foreign trade operations. Cargo and transport insurance.

18. Logistic services. Organizational support of the logistics system, logistics service and logistics intermediaries. Intermediary organizations in the international

logistics system, their functions and relationships. Providing logistic services and maintenance. Attraction of co-executors - logistic outsourcing in internationally integrated organizations. Service planning and service. Management of intermediaries and contractors. Prioritization of the selection of logistics contractors. Conducting a selection of suppliers and consultants. Cost forecasting and logistics costs. Consulting services in the logistics system. Requirements for the range of services provided by forwarding, warehouse, transport companies. Organization of the interaction interface in the logistics system. Delegation of authority to logistics companies. Ensuring adjustment and control of contractors.

19. Legal support of international logistics activities.

20. Methods of state regulation of foreign economic activity. Ensuring national and economic security. Legal aspects of regulation of domestic and international cargo transportation. Sources of legal regulation, the main provisions of regulations governing the terms of contracts. The structure and content of contracts for the supply of goods, raw materials and the provision of services. Customs legislation and customs regimes. International rules for the movement of goods. Foreign trade control.

21. The concept of risk, the place and role of risk assessment in the management system. Risk as an economic category. The nature and content of economic risks. Classification of risks in logistics. Logistic risk management models. Existing models of logistics risk management in supply chains. Decision making in the face of risk and uncertainty. Classical criteria for decision making under conditions of complete uncertainty. Derivative and composite criteria for risk analysis in the face of uncertainty.

22. Analysis and assessment of logistic risks. Models for the presentation and assessment of logistic risks in supply chains. Comparison of alternatives at risk. Logistic risk analysis based on utility concept. The decision tree method for managing logistics risks in supply chains.

23. The main methods and models of exposure to risks. Methods of exposure to risk. The main models of diversification of logistics risks. The main models of risk insurance in logistics. Cargo insurance. Carrier and forwarder liability insurance.

24. Financial aspects of risk management. Financial aspects of logistics risk management in the supply chains of industrial and trading companies.

25. Globalization and the role of logistics systems. Globalization of business as a factor of increasing competitiveness. The concept of a global logistics system. Intermediaries in global logistics. Transnational corporations.

Discipline "Transport Logistics"

1. The essence and objectives of transport logistics. Transport as a branch of material production. Public and non-public transport. Tasks of transport logistics. Intermodal organization of transportation. The concept of a transport corridor, the task of a transport corridor. The concept and purpose of the transport chain.

2. The choice of type of vehicle. The main advantages and disadvantages of road, rail, sea, aviation, oil pipeline modes of transport. Description of modes of transport. Select vehicle type.

3. The main factors affecting the choice of mode of transport: delivery time, frequency of departure, reliability of adhering to the schedule of cargo delivery, the ability to transport various cargoes, the ability to deliver goods to anywhere in the territories, the cost of transportation.

4. The technique of compiling rational routes for manual calculations. Types of traffic routes: pendulum, ring, combined.

5. Transport tariffs and rules for their application. The main types of tariffs: general, exclusive, preferential, local. Factors affecting the cost of transportation.

6. The legal basis of the transport expedition in the Republic of Kazakhstan. Forwarding functions: selection of a carrier, work with supplies documentation, tracking of deliveries, auditing and sighting of payment of transportation tariffs, evaluation of carrier activity, transportation analysis. Transport of the Republic of Kazakhstan.

7. Information flows in logistics. The concept of information flow. Logistic information. Information Support. Classification of information flows: in relation to the logistics system, by the type of information carriers, by the time the information arose, depending on the purpose, by the degree of openness and the degree of significance. Indicators characterizing the information flow.

8. Information systems in logistics. Types of information systems in logistics. Types of information systems at the micro level and macro level.

9. Information and computer technology in logistics. Types of basic information technologies: microelectronic components, hardware, software, telecommunications.

10. The concept of material flow. Reasons for creating inventories. The main types of costs associated with the creation and maintenance of stocks, their content. The main motives that should be followed when creating inventories.

11. Types of inventories. Signs of stock classification.

12. General characteristics of stock control systems. The mechanism of functioning of the main stock control systems.

13. Determining the optimal size of the ordered batch for replenishment. Factors affecting the optimal size of the delivered goods. Rationing of stocks.

14. Warehousing in logistics. Warehouses, their definition and types. Signs of the classification of warehouses in logistics: in relation to the functional areas of logistics, by type of stored products, by product specialization, by form of ownership, with respect to logistics intermediaries, by functional purpose, by degree of mechanization, by the presence of external access roads, by technical device, by number of storeys.

15. The advantages of warehousing. The role of warehousing in logistics. The difference in the degree of mechanization of warehouse operations. Classification of warehouses on the basis of their place in the general process of movement of material flow from the primary source of raw materials to the final consumer of finished products.

16. Warehouse functions and a brief description of warehouse operations. Warehouse process. Determining the optimal number of warehouses in the service area. Dependence of costs on the number of warehouses.

17. Cargo handling. Definition of cargo. The concept of a cargo unit. Characteristics of the cargo unit.

18. The role of packaging. Packing function. Marking. Product labeling. Cargo unit. The concept of the base module.

19. The place and role of freight transport systems in the state economy. Place of transport in the country's economy and the global transport system. The evolution of transport systems. Transport of general, departmental and personal use Transport products and its features. Resource support of transport. The cost of transportation and handling of various types of cargo. Unified transport system and areas of activity of various modes of transport. The role of transport in logistics systems for the delivery of goods.

20. Legislation governing the activities of various modes of transport and relations between owners of goods, forwarding intermediaries and owners of vehicles, the Civil Code of the Republic of Kazakhstan for the transport of goods, laws on the activities of various modes of transport. Responsibility of clientele, forwarding intermediaries and vehicle owners.

5. List of recommended literature

Main literature

1. Бауэрсокс Дональд Дж., Клосс Дейвид Дж. Логистика: интегрированная цепь поставок / Пер. с англ. - М.: ЗАО «Олимп—Бизнес», 2001.

2. Есжанов С.К. Логистика в автомобильном транспорте. - Алматы, «Қазақ университеті». 2006.

3. Кушикбаев К.К., Мырзабекова К.А. Логистика негіздері / Алматы, Бастау, 2004. – 96с.

4. Миротин Л.Б., Ташбаев Ы.Э., Порошина О.Г. Эффективная логистика. – М.: Экзамен, 2003. – 160с.

5. Внешнеторговые транспортные операции и логистика: Учебное пособие / Д. С. Николаев и др. - М.: «Анкил», 2008.

6. Гаджинский А.М. Логистика. Учебник. – М.: ИКЦ Маркетинг, 2001.

7. Гаджинский А. М. Практикум по логистике. - М.: ИВЦ "Маркетинг", 2001.

8. Голиков Е. А. Маркетинг и логистика. - М.: ИД "Дашков и К°", 2009.

9. Гордон М. П., Карнаухов С. Б. Логистика товародвижения.- М.: Центр экономики и маркетинга, 2008.

10. Залманова М. Е. и др. Производственно-коммерческая логистика. - Саратов: Саратовский гос. техн. ун-т, 2005.

11. Зубков Г. С. и др. Торговая логистика: Учебное пособие. Ростов н/Д., 2007.

12. Колобов А. А., Омельченко И. Н. Основы промышленной логистики:

Учебное пособие. - М.: Изд-во МГТУ им. Н. Э. Баумана, 2008.

13. Костоглодов Д. Д., Саввиди И. И., Стаханов В. Н. Маркетинг и логистика фирмы - М.: ПРИОР, 2000.

14. Линдере М. Р., Фирон Х. Е. Управление снабжением и запасами: Логистика / Пер. с англ. - СПб.: Полигон, 1999.

15. Логистика: Учебник / Под ред. Б. А. Аникина. 2-е изд., перераб. и доп. - М.: Инфра - М, 2000.

Additional literature

1. Балгин Р. Интегральный инструмент бизнеса – логистика // Технологии управления . - №9. – 2003. – С.24-26.

2. Под.ред. Миротина Л. П.. Транспортная логистика // М.: Экзамен, 2004.- 512с.

3. Концепция развития автодорожной отрасли РК до 2008 года. Астана, 2002

4. Программа реструктуризации железнодорожного транспорта РК на 2001-2005 годы. – Астана, 2002

5. Концепция государственной транспортной политики РК на период до 2008 года . – Астана, 2003

6. Неруш Ю. М. Логистика: Учебник для вузов. 2-е изд., перераб. и доп.- М.: ЮНИТИ: ДАНА, 2010.

7. Новиков О. Л., Уваров С. А. Логистика: Учебное пособие. - СПб.: ИД "Бизнес-пресса», 2005.

8. Основы логистики: Учебное пособие / Под ред. Л. Б. Миротина и В.И. Сергеева. М.: Инфра-М, 2009.

9. Практикум по логистике: Учебное пособие / Под ред. Б. А. Аникина,- М.: Инфра-М, 2008.

10. Родников Л П .Логистика: Терминологический словарь. - М.: Инфра •М, 2000.

11. Сергеев В.И. Логистика в бизнесе: Учебник. - М : Инфра-М, 20017.

12. Чудаков А.Д. Логистика – М.: Изд. РДЛ, 2001.

6. Scale for evaluating the results of a comprehensive exam

Each answer is evaluated on a 100-point scale, taking into account the degree of completeness of the student's answer:

Rating Rating	Criteria	Scale, points
A Fine	1. Given the correct and complete answers to all theoretical questions and answers have a fundamental scientific basis in the direction of preparation;	95-100

	<p>2. Demonstrated a systematic understanding of marketing activities and demonstrated the ability to critically analyze, evaluate and synthesize new and complex ideas in the marketing process;</p> <p>3. The practical task has been completely solved and the skills to effectively solve marketing problems that arise in companies have been shown;</p> <p>The entrant is able to formulate and solve modern scientific and practical problems in the field of marketing</p>	
A- Fine	<p>1. Given the correct and complete answers to all theoretical questions;</p> <p>2. The practical task is completely solved and competence in the field of marketing is demonstrated;</p> <p>3. The material is set forth correctly in a logical sequence;</p> <p>The answers have demonstrated the ability of the applicant to successfully carry out research and marketing activities.</p>	90-94
B + Good	<p>1. The correct but incomplete answers to all theoretical questions are given, insignificant errors or inaccuracies in the definitions are made;</p> <p>2. The answers of the practical order are correct and showed the ability to solve marketing problems at their level, however, a minor error was made in solving them;</p> <p>Demonstrated skills and abilities to integrate existing and new marketing knowledge for setting scientific tasks and solving marketing problems that arise in organizations;</p>	85-89
B Good	<p>1. The correct but incomplete answers to all theoretical questions are given, insignificant errors or inaccuracies in the definitions are made;</p> <p>2. The answers of the practical order are correct and showed the ability to solve marketing problems at their level, however, mistakes were made in solving them;</p>	80-84

	The material is set forth correctly in a logical sequence, but with minor errors.	
B- Good	<p>1. The correct but incomplete answers to all theoretical questions are given, insignificant errors or inaccuracies in the definitions are made;</p> <p>2. The answers of the practical order are correct and showed the ability to solve marketing problems at their level, however, mistakes were made in solving them;</p> <p>The material is set out correctly in a logical sequence, but with errors.</p>	75-89
C+ Satisfactorily	<p>1. The answers to theoretical questions are in principle correct, but incomplete, inaccuracies in the wording and logical errors;</p> <p>2. The practical task is not fully completed, but for the most part completed;</p> <p>3. The material is presented correctly, but the logical sequence is broken.</p>	70-74
C Satisfactorily	<p>1. 1. The answers to theoretical questions are correct, but incomplete, inaccuracies in the wording and logical errors;</p> <p>2. 2. The practical task is not fully completed, but for the most part completed;</p> <p>3. The material is presented correctly, but the logical sequence is broken.</p>	65-69
C- Satisfactorily Satisfactorily	<p>1. .Answers to theoretical questions are incomplete, do not reveal the essence of marketing activities in organizations, significant inaccuracies in the wording are made and there are logical errors;</p> <p>2. The practical task is not completed;</p> <p>3. Material is inconsistent</p>	60-64
D+ Satisfactorily	<p>1 Answers to theoretical questions contain gross errors and the answers of the applicant are incomplete;</p> <p>2. The practical task is not completed;</p> <p>3. In the presentation of the answer, significant grammatical and terminological errors were made, the logical sequence was violated.</p>	55-59

D Satisfactorily	1. Answers to theoretical questions contain gross errors and the answers of the applicant are incomplete; 2. The practical task is not completed; 3. In the presentation of the answer, significant grammatical and terminological errors were made, the logical sequence	50-54
F unsatisfactory	1. Answers to theoretical questions contain gross errors; 2. The practical task is not completed, revealed the inability of the applicant to process information 1. Answers to theoretical questions contain gross errors; 2. The practical task is not completed, revealed the inability of the applicant to process information	0-49