

Preparation tips Masters

The purpose of this document is to help you prepare for our admissions test.

If you are applying for our VBAT (Vlerick Business Admissions Test), you will start with the **analytical test** for which we will provide you with some example questions as well a link to a practice test.

Regardless of your admissions path, an **interview** will be conducted. In this document, we will share some tips and example questions, but the interview will obviously not be limited to these questions only. The jury for the interview usually consists of a programme director or a faculty member, a member of the recruitment team as well as an external jury member (e.g. an alumnus of the school). It is important that you do not feel intimidated by the jury and focus on demonstrating your personality and sharing insights that will show your fit with Vlerick Business School.

1. Analytical Test

The analytical test is a computer based, multiple choice test, that will take about 30 minutes. It assesses whether you can quickly read and interpret business data. The analytical test differs from the GMAT/GRE in that it focuses on analytical skills only, not on verbal reasoning or other types of skills. Moreover, the mathematical part of the GMAT/GRE primarily involves pure calculations, which is not the case in our analytical test. In order to prepare for this test, please find below some sample questions and a link to a practice test:

Most important reasons for staff absence in 2005

Illness/ reason of absence	Stress/ Depressio n	Hospital admission s	Cold	Infectio n	Injur y	Stomach symptom s	Sever e illness	TOTA L
Number of absence cases	94	88	130 7	123	92	406	56	2166
Number of missed workday s	3478	3143	288 6	1989	1723	917	864	1500 0

1. What is the percentage of missed workdays due to stress/depression and hospital admission in relation to total missed workdays?

1. **44,14 %**
2. 23,19 %
3. 20,95 %
4. 8,4 %

2. In the first six months of 2006 there was a monthly average of 189 absence cases. How many cases should occur in the final 6 months so that there are as many absence cases in 2006 as in 2005?

1. 1977
2. 1134
3. 102
4. **1032**

3. For which reason were the average missed workdays the highest?

1. Hospital admission
2. Injury
3. **Stress/depression**
4. Infection

4. The average cost of an employee's missed workday was EUR132. What was the average cost of an absence case due to stomach symptoms in 2005?

1. **EUR 298,14**
2. EUR 53 592,00
3. EUR 121 044,00
4. EUR 2 036,57

You can try a numerical reasoning test example by clicking on this link:

<https://be.hudson.com/en-gb/knowledgecentre/hudsonrd/testourhrttools>

2. Personal Interview

During the interview, we will assess both your motivation for the programme as well as your knowledge and management potential.

a) Motivation

It would be a good idea to reflect beforehand about the different reasons why you want to do the programme, what your expectations are, and why Vlerick is your top choice. The jury will expect you to have a clear understanding of the programme structure and curriculum. Think also how you will convince the jury of your interest in management and how the programme will help you in your future career. Don't be afraid to take a stand and show us your personal, critical opinion, if possible, supported by personal examples.

You may expect questions such as:

- What could be your added value to the group?
- What are your personal expectations from the group?
- What are your main strengths and development points?
- What kind of job would you like to have say 5 years from now?

The way you express yourself and your oral English language skills will also be assessed during the interview.

b) Knowledge

Please find below some preparation tips and example questions for each programme:

Masters in Financial Management:



If you have no or a limited background in Corporate Finance, we advise to read the **book 'Corporate Finance' by Ross & Westerfield**. This book can be borrowed at the Vlerick library for free. Furthermore, a general review of accounting principles and financial statements may be beneficial. The knowledge interview may cover topics as financial problem solving, current evolutions in the financial industry or business in general (e.g. recent IPOs or M&A transactions,...).

Questions:

- Please explain a firm's balance sheet
- What is cash flow?
- Please explain NPV
- Could you give an example of a successful merger or acquisition?
- Please explain the business of Moody's – S&P - Fitch

Masters in Marketing Management:



If you have no or a limited background in Marketing, we advise reading the book 'Marketing Management' and/or 'Principles of Marketing' by Philip Kotler or reviewing a basic marketing course. Both books can be borrowed at the Vlerick library for free.

The jury will expect you to know some marketing concepts, and will assess to what extent you can think and reason as a marketer.

Questions:

- Reflect on the marketing aspects related to a company or brand that is in the news, or a company mentioned on your CV.
- If you were a product manager, which steps would you take in order to launch a new product?
- Can you do a SWOT analysis of a multinational company?
- What are the differences between Marketing and Sales?

Masters in General Management:



It is important to **convince the jury about your knowledge** of current events and the socio-economic environment (e.g. as covered in the business sections of the different media, etc.). Should you have a non-economic background, the questions may relate to the sector of your expertise (e.g. if you have a psychology background, you could be asked about your knowledge of the healthcare sector).

Questions:

- How would you assess the performance of a certain company/country?
- What is the potential impact of recent political events on the economy?
- Which company or CEO do you admire and why?

Masters in Innovation and Entrepreneurship:



We will test your interest in the start-up environment and more generally innovation as driver for corporate renewal and competitiveness. We will also look into behaviour that demonstrates your potential to be entrepreneurial or innovative.

It is important in all of this that you support your decision using thorough arguments.

Questions:

- What are the typical challenges entrepreneurs face?
- You may be asked to take the perspective of an entrepreneur/intrapreneur to make particular decisions.
- Which steps do you deem necessary before presenting your business plan to a bank?

Masters in International Management and Strategy:



We will look into behavior that demonstrates your potential to think across borders and to act as a global citizen. We will also test your interest in international business and current trends that impact businesses on a worldwide level.

Questions:

- What economic indicators are worth looking at when analysing country risk?
- What are the biggest challenges in international trade?
- Can you elaborate on the strategy of a certain company?

We wish you good luck with your admission test and should you have any additional questions, feel to contact us at masters@vlerick.com.