

MBA/MSF Interview Questions

Marketing

- In which environment do you perform your best?
- How do you deal with a high stress job?
- Why do you think you are qualified for this job?
- What are your main areas of competition for the position?
- Why should we hire you?
- What mistakes have you made?
- What is the difference between marketing to consumers and marketing to businesses?
- Describe a product that you think is particularly well marketed and why. If you had to launch a competing product, what would be your marketing strategy?
- Have you completed a marketing plan? How did you/would you start?
- Tell me about your experience in marketing research. How might our company use marketing research? Be specific.
- What extracurricular activities have you undertaken that enabled you to practice marketing theories and skills?
- What is poor marketing?
- What is the most unselfish thing you have done?
- Tell me about a time when you didn't agree with your manager. What did you do?
- If Germans were the tallest people in the world how would you prove it?
- Give me an example of the reporting you use to track your success.
- A client demands "X" assignment must be done by 5pm the next day. You find that it is impossible or nearly impossible to do so. How would you answer the client? Would you try to deliver?
- What do you consider a weakness?
- When given a problem, what is your thought process? How would you solve it, in general?
- How have your studies potentially given you the skills to succeed in this job?
- How will you deal with a hybrid team while maintaining high integrity?
- Tell us something unique about yourself.
- How would you describe yourself?
- What are three strengths that you feel you could bring to this company?
- How do you deal with time management?
- If you could be any animal, what would it be and why?
- Describe a time you had to communicate with someone from another part of the world.
- Who are some of our main competitors?
- What would make you want to quit?

- What marketing classes did you take in school?
- Tell me about a time you handled multiple responsibilities. How did you get organized?
- Define a successful team. Describe a time when you have been a part of a successful team.
- What have you done to build strong teams?
- Whom do you admire and why?
- Give me an example of a particularly demanding goal you have achieved.
- Tell me about a time when you had to use your presentation skills to influence someone's opinion.