Technical Interview Questions for Marketing:

New product launch questions

1. The head of Marketing at XYZ company stops by your office on Monday and says that his kids were really excited about the beets at a weekend picnic. He wants to know if Krafts should enter the beets market. How would you approach answering this question?
2. R&D comes up with a new formula to revitalize your product. What questions would you ask to evaluate this improvement?
3. What are the pros and cons of licensing another brand’s trademark vs. launching a new product independently?
4. If it's your first day on the job, and you have a list of new product launches, what questions would you ask?

Business situation question

1. You are the brand manager for a product whose sales have been flat for the last five years. However, the brand’s market share has been growing by 5% every year for the last five years. What is happening to the brand? What would you do about this trend?
2. You are currently the brand manager on A.1. Steak Sauce and a competitor recently added a taste superiority claim on their label. What do you do in response?
3. How do you determine how many gas stations there are in the USA? (his type of question is very similar to questions asked by the consulting firms).
4. You are the brand manager on the 3rd largest brand in a category. The brands in the category are essentially commodities with very few distinguishing characteristics among them. The category is projected to have a zero growth trend. Your brand has significantly smaller advertising and promotional budget than your competition. How would you compete in this category?
5. You are charged with marketing a cookie in the USA that has been very successful in the Unite Kingdom. What things should you consider in bringing the product to the market in the US?
6. You are assigned to a brand that declined by 50 percent last year. Your manager gives you two weeks to analyze the problem. What type of information would you collect?

Creativity questions

1. If you were brand manager on PING-PONG balls and the US government suddenly banned the game of PING-PONG, what five alternative uses for PING-PONG balls could you come up with?
2. Tell me one of your greatest ideas for a new product and why I should fund it.
3. Sell me a pen.
4. How would you lure a customer away from a brand they have totally committed to?
5. Give me an example of an advertisement you thought was really effective and why?
6. Tell me a brand that you think needs to be repositioned and why?
7. If you were a brand, what would it be?

General marketing questions

1. Tell me about a brand that you think is an example of good marketing (= gives me an example of good marketing).
2. Tell me one of your greatest ideas for a new product and why I should fund it.
3. If you were going to design your website, what would it look like?
4. If you were to design a print ad, what would it look like?
5. What are the two most creative ideas that you have generated in the last two years?
6. What is your most favorable and least favorable TV commercial and why?
7. Tell me about a website that markets consumer goods well and why?
8. Tell me about a time you had to analyze and interpret numerical or financial information.
9. True or False marketing beer (can be any kind of product) is different from marketing other category of consumer goods. Why?
10. How do you gather information in a hurry?
11. Other do not always react positively to our efforts. Describe a situation in which you spend a lot of time developing something to meet customer’s need, and your efforts received an unfavorable response. What did you do with the feedback? What would you have done differently?
12. When you think of companies who do well serving their customers, which ones come to mind and why?
13. Tell me about customer service initiative or business strategy that you were responsible for executing.
14. Can you succinctly sum up marketing message for your company?
15. Describe a situation in which you needed to brainstorm differing/conflicting ideas with others in order to help accomplish work goals.
16. Why are you interested in marketing/brand management?
17. What brand do you have a strong affinity for?
18. What trends do you think are important to our industry right now?
19. Why are you a good brand manager?
20. Tell me about of a time where you had a bunch of priorities and you couldn't get everything done, how did you handle it?
21. What makes you a better candidate than all of your competitors?
22. Describe to us how do you handle the situation when your role is ambiguous?

Strategy questions

1. What if you had an opportunity to run the concession stands at the next Super Bowl. What would you do (without any limits) to maximize your sales/profits?
2. A brand is very powerful in product category of the supermarket. How do you determine whether to leverage the brand in another category? (for example, Should Snackwell’s enter the pudding market?)
3. How do you determine whether or not to do a line extension?
4. Describe a time when you weighed the pros and cons of a situation and decided not to take action, even though you were under pressure to do so?
5. If you are the #2 brand of dog food, and the #1 brand increases prices 8% what would you do?
6. If you are a brand manager for brand X and your sales drop off as your customers get older, what would you do?
7. How would you turn $1 into $1 million?
8. Tell me about a time when you had to solve a problem using a different method than you usually use to solve.
9. Given (x brand) how would you increase sales by 50%?
10. What is your favorite CPG company/brand? Tell me why? What would you do to double its sales?

Persuasion questions

1. Tell me about a time you had to be particularly persuasive in presenting an idea and used your skill to influence other to get the idea accepted.
2. What are some of the best ideas you have presented to, and were accepted by your team or manager? What was your approach?
3. What steps do you take in preparing for a meeting where you are attempting to persuade someone on a specific course of action?
4. Tell me about the last time you had to "sell" your ideas to others. What did you do that was particularly effective/ineffective? How did others react to you?

Analytical question

1. Give me an example of a time when you used your fact-finding skills to gain information needed to solve a problem; then tell me how you analyzed the information and came to a decision.