

# **Group Marketing Director Interview Questions And Answers Guide.**



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# Group Marketing Director Job Interview Preparation Guide.

## Question # 1

What do you consider ethical spending on an expense account?

### Answer:-

It depends on the role - but the better way to answer this is to ask the interviewer what their expectations are with regards to what the role can expense and then simply state that you'll stay within those parameters

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## Question # 2

Tell me about a time when you had to give someone difficult feedback As Group Marketing Director?

### Answer:-

By asking this question, your interviewer hopes to learn whether you can communicate effectively, address issues in the workplace and motivate others during difficult times. Giving negative feedback requires honesty, thoughtfulness and tact. Answering this question well can help show an interviewer that you would be a good fit for a managerial position or a position that involves working closely with others.

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## Question # 3

What three character traits would your friends use to describe you?

### Answer:-

Friends would typically use attributes like (assuming you have these): Trustworthy, honest, hardworking, friendly, courageous, nice, diligent, organized and so forth. Not saying you have all of these, but the best way for you to find out is to survey your friends by asking them what they consider your brand to be.

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## Question # 4

What is the difference between a big ego and a healthy ego?

### Answer:-

"Ego" should be replaced by confidence. It's good to be confident as it shows that you know what you're doing. However, a big ego is when confidence spirals out of control and you become arrogant.

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## Question # 5

Why are you leaving last job?

### Answer:-

Although this would seem like a simple question, it can easily become tricky. You shouldn't mention salary being a factor at this point As Group Marketing Director. If you're currently employed, your response can focus on developing and expanding your career and even yourself. If you're current employer is downsizing, remain positive and brief. If your employer fired you, prepare a solid reason. Under no circumstance should you discuss any drama or negativity, always remain positive.

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## Question # 6

If you were given more initiatives than you could handle, what would you do?

### Answer:-

First prioritize the important activities that impact the business most. Then discuss the issue of having too many initiatives with the boss so that it can be offloaded. Work harder to get the initiatives done.

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## Question # 7

What's the difference between good and exceptionally great?



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### **Answer:-**

Being good is getting the job done as promised As Group Marketing Director. Being great is delivering the work in an exceptional way that completely exceeds expectations.

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### **Question # 8**

What would you like to avoid completely in your next job As Group Marketing Director?

### **Answer:-**

Bad business ethics, teammates / managers that are disrespectful / inconsiderate. But of course, this job wouldn't have things like this right?

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### **Question # 9**

How does your present position differ from past ones?

### **Answer:-**

Describe the difference with regards to responsibilities, culture, team, career opportunity, and the work itself.

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### **Question # 10**

How do you believe you would benefit our organization?

### **Answer:-**

This is a great question that provides you the opportunity to put your best foot forward, to tell the interviewer why he or she should consider hiring you for the job. Make sure you're well prepared for this question as you won't likely get a second chance to really shine.

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### **Question # 11**

What is the most irritating thing you've experienced about your co-workers?

### **Answer:-**

This question is designed to find out if you get along well on team, with other and whether or not you'll be a fit with the interviewer's organization. It's a trap. Think real hard but fail to come up anything that irritated you about your co-workers. A short positive response is best.

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### **Question # 12**

What critical component of this position As Group Marketing Director makes the work challenging?

### **Answer:-**

Heading information: This should include job title, pay grade or range, reporting relationship (by position, not individual), hours or shifts, and the likelihood of overtime or weekend work.

Summary objective of the job: List the general responsibilities and descriptions of key tasks and their purpose, relationships with customers, coworkers, and others, and the results expected of incumbent employees.

Qualifications: State the education, experience, training, and technical skills necessary for entry into this job.

Special demands: This should include any extraordinary conditions applicable to the job As Group Marketing Director (for example, heavy lifting, exposure to temperature extremes, prolonged standing, or travel).

Job duties and responsibilities: Only two features of job responsibility are important: identifying tasks that comprise about 90 to 95 percent of the work done and listing tasks in order of the time consumed (or, sometimes, in order of importance).

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### **Question # 13**

Can you explain why you changed career paths As Group Marketing Director?

### **Answer:-**

Don't be thrown off by this question-just take a deep breath and explain to the hiring manager why you've made the career decisions As Group Marketing Director you have. More importantly, give a few examples of how your past experience is transferable to the new role. This doesn't have to be a direct connection; in fact, it's often more impressive when a candidate can make seemingly irrelevant experience seem very relevant to the role.

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### **Question # 14**

What do you think about Teamwork?

### **Answer:-**

I enjoy teamwork and am used to shift work. I think I would adapt well to the role. I am looking for new challenges As Group Marketing Director and I know I would learn a lot as cabin crew, not just about people and places, but skills like first aid too, how can I help others with in my limits.

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### **Question # 15**

Why did you select the University \_\_\_\_\_?

### **Answer:-**

Discuss the academic program, the extracurricular program(s), the school spirit, the quality of your peers, and the professors.



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### **Question # 16**

Describe a time when you put your needs aside to help a co-worker understand a task. How did you assist them? What was the result?

#### **Answer:-**

The key is to show that the mentoring of a co-worker was first a higher priority than the task you had at hand (remember, you want to show that you focus on highest priority tasks first). Then, describe in detail how you helped them not only complete the task but learn to do it on their own. You want to teach them HOW to fish and not to simply fish for them.

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### **Question # 17**

What do you like to do?

#### **Answer:-**

Discuss your passions As Group Marketing Director. Ideally if it's work related that's fantastic! If not, talk about your academic / extracurricular passions and WHY you enjoy them. For example: I love playing sports because of the team work aspect - it's fun winning together! (This example shows you're a team player)

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### **Question # 18**

How do you keep others informed on work issues?

#### **Answer:-**

Possible methods:

Talking to them, emailing them, sharing best practices in meetings

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### **Question # 19**

Explain what are your weaknesses As Group Marketing Director?

#### **Answer:-**

Red flags: This is the peanut butter to the previous question's jelly. Again, everyone should expect it, so it's a bad sign if someone seems totally unprepared, or gives a stock answer like, "I'm a perfectionist." Also, of course, candidates crazy enough to blurt out some horrible personality trait should go in the red flagged pile.

Good answer: Candidates should talk about a real weakness they've been working on improving. For instance, they're not good at public speaking, but they've been taking a course to help them improve. Or maybe they feel that they're easily distracted when working online, but have installed software that helps them stay on task. Answers like these show a desire for improvement, self awareness and discipline.

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### **Question # 20**

You have a project due in one hour but a more important emergency that affects business needs to be fixed immediately, what do you do?

#### **Answer:-**

Focus on the issue that impacts the business most first.

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### **Question # 21**

What motivates you at the work place?

#### **Answer:-**

Keep your answer simple, direct and positive. Some good answers may be the ability to achieve, recognition or challenging assignments.

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### **Question # 22**

Describe a time when you had to help a coworker out that did not directly benefit you?

#### **Answer:-**

There should be many times where you've assisted others As Group Marketing Director. If you haven't, think of how you would in the future. You can discuss charitable causes, how you mentored someone, and so on.

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### **Question # 23**

What is your greatest strength? How does it help you As Group Marketing Director?

#### **Answer:-**

One of my greatest strengths, and that I am a diligent worker... I care about the work getting done.. I am always willing to help others in the team.. Being patient helps me not jump to conclusions... Patience helps me stay calm when I have to work under pressure.. Being a diligent worker.. It ensures that the team has the same goals in accomplishing certain things.

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### **Question # 24**

How do you deal with pressure or stressful situations?



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### **Answer:-**

Choose an answer that shows that you can meet a stressful situation head-on in a productive, positive manner and let nothing stop you from accomplishing your goals. A great approach is to talk through your go-to stress-reduction tactics (making the world's greatest to-do list, stopping to take 10 deep breaths), and then share an example of a stressful situation you navigated with ease.

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### **Question # 25**

How do you continue learning on a daily basis? Why is continuous improvement necessary As Group Marketing Director?

### **Answer:-**

You can learn on the job, through books and magazines, through social networks, blogs, seminars, mentors and so on. Continuous improvement is important because the one thing in life that is constant is change. And you have to continue to push yourself day in and day out to be the best.

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### **Question # 26**

Why are you the best fit for this job As Group Marketing Director?

### **Answer:-**

Analyze the job responsibilities and match those to your skills sets. Then discuss how your experience and skills sets can truly create the best impact to the company in that specific job role. Impact could mean marketing impressions, sales, cutting costs, making products more efficiently, creating better customer service, engineering new designs that create customer excitement, etc.

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### **Question # 27**

What is it about this position As Group Marketing Director that attracts you the most?

### **Answer:-**

Use your knowledge of the job description to demonstrate how you are a suitable match for the role.

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### **Question # 28**

How do you inspire others to be better?

### **Answer:-**

First, the key to inspiring others is to first understand what their goals and objectives are. Once you understand what people want, you can inspire them with a vision that aligns to what they care about. People generally care about having purpose, being successful (and being recognized for it), contributing in a meaningful way, and financial rewards (to a degree) and much more. Then once you understand what people set as goals, you can inspire them through 1:1 pep talks, a presentation to multiple people and so forth.

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### **Question # 29**

Why are you leaving the present company?

### **Answer:-**

According to me we can not grow in the field without taking more responsibilities and risks and also we can't enhance our team leading capabilities, managerial skills without expose to wide range of people.

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### **Question # 30**

Tell me an occasion when you needed to persuade someone to do something?

### **Answer:-**

Interpersonal relationships are a very important part of being a successful care assistant. This question is seeking a solid example of how you have used powers of persuasion to achieve a positive outcome in a professional task or situation. The answer should include specific details.

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### **Question # 31**

Why should we give you this job As Group Marketing Director when someone else is equally qualified?

### **Answer:-**

Describe how you're unique, but make sure you tie it to the job responsibilities and how you would impact the company. For example, "I believe my unique programming skills and experience in developing over 18 best selling iphone apps will help the company develop high quality applications faster than my competitors"

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### **Question # 32**

What are ideas or initiatives you've led and what was the outcome?

### **Answer:-**

Describe your most unique ideas and initiatives that had the best results for the company. Make sure you highlight your creativity, your results, your diligence and your ability to execute.



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### **Question # 33**

What's been your biggest success to date?

**Answer:-**

Talk about a story / experience about how you achieved success and be sure to share details on the results and outcome. Have it highlight a strong characteristic such as leadership, work ethic and so forth.

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### **Question # 34**

What are you passionate about?

**Answer:-**

Ask yourself - what are your core passions that you wake up excited to act on each and every day? Ask yourself what makes you happy or drives you - is it helping others? Is it making money? Is it creating something? Is it about changing the world? Etc.

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### **Question # 35**

What does "collaboration with teammates" mean to you?

**Answer:-**

Drinking at the water cooler together is not the best example. Think of how you can collaborate with teammates to generate new ideas, to create initiatives to impact the business' success for the better (specifically in the department that you're applying for). For example, if you're applying to marketing, collaboration could mean discussing new ways of social media advertising to reach an audience of over a million people to strengthen the brand awareness of the company.

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### **Question # 36**

If you could offer suggestions on how to improve our company, what would you say?

**Answer:-**

Examine the trends of the company and also where there may be some weaknesses (news articles often document this on public companies or look at their competitors to see how they're positioning it against them.) Then, once you have that knowledge, think creatively on how you could improve upon that weakness for them.

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### **Question # 37**

How do you take "No" for an answer?

**Answer:-**

You want to be persistent enough to understand why someone is saying no so that you could potentially convince them otherwise with a sound reason. However, if they are still saying "no" to you, then you need to humbly accept their position and move on.

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### **Question # 38**

How many basketballs would fit in this room?

**Answer:-**

One. You did not ask what is the maximum number of basketballs you can fit in the room.

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### **Question # 39**

What are three positive characteristics you wish you had?

**Answer:-**

The key here is to be honest about your wish list but then to describe how you plan on developing or growing those characteristics so that it becomes a reality. For example, I wish I had a stronger work ethic and I am reading a book right now about how to instill a better discipline around getting work done efficiently.

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### **Question # 40**

What will your ramp time be before you become a meaningful contributor?

**Answer:-**

Companies want staff that can ramp quickly, but also want people who are realistic. So take into consideration how intense the job is and then give a good answer. For example, if you have simple responsibilities that don't require a huge development curve, then your ramp time will probably be shorter. If it's a complex set of skills that you need to develop, then your ramp time could be longer - the key is you have to explain why you believe that ramp time should be.

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### **Question # 41**

How would you be an asset to us As Group Marketing Director?



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### **Answer:-**

Think again about the job specification and the skills needed for this role As Group Marketing Director. Have a paragraph prepared highlighting how you will be able to do the job and what you can bring to the team. It goes without saying that this paragraph should be positive.

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### **Question # 42**

How would your former employer describe you?

### **Answer:-**

In all likelihood, the interviewer will actually speak with your former employer so honesty is key. Answer as confidently and positively as possible and list all of the positive things your past employer would recognize about you. Do not make the mistake of simply saying you are responsible, organized, and dependable. Instead, include traits that are directly related to your work as a medical assistant, such as the ability to handle stressful situations and difficult patients, the way you kept meticulous records, and more.

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### **Question # 43**

Explain an occasion when you had to adapt in the face of a difficult situation?

### **Answer:-**

One of the most useful interview tactics is to remain positive about your work and achievements. This question lets the candidate draw on their own personal history to show how they have been positive and successful in the face of difficulties. Choose a specific occasion to describe, rather than dealing with generic platitudes.

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### **Question # 44**

What aspect of supervision do you find the most difficult?

### **Answer:-**

Managing different personalities and keeping them focused on the goal at hand.

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### **Question # 45**

How much time do you need to join the organization As Group Marketing Director?

### **Answer:-**

You should be able to join it right away, barring plans you've already made (family travel, vacation, other obligations). The key is to simply be open in communication of what's already committed on your schedule. Most companies are accommodating. If they are not, weight the importance of joining that company vs. your plans.

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### **Question # 46**

If you had to choose one, would you consider yourself a big-picture person or a detail-oriented person?

### **Answer:-**

Both are important. You need to stress that. However, if you could only choose one, ask yourself As Group Marketing Director - do you like to be "in the weeds" with your work, or do you want to be the one painting the vision?

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### **Question # 47**

What general trends do you see in our industry?

### **Answer:-**

Examine what's happened in the industry in the last 5 - 10 years and how it's evolved and then look at what both the company and analysts are saying about the future of that industry in which that company competes in. Read trade magazines / online sources in that industry as well to make sure you stay up to date on trends.

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### **Question # 48**

Give an example of a time you successfully worked As Group Marketing Director on a team?

### **Answer:-**

On the whole I prefer to stick to doing what I'm told rather than setting myself up to fail by doing things off my own bat. But there was this one time when I suggested to my boss at the pizza parlor that she try offering an 'all you can eat' deal to students to boost trade on Mondays. She thought it was an interesting idea but nothing ever came of it.

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### **Question # 49**

Describe to me the position As Group Marketing Director you're applying for?

### **Answer:-**

This is a "homework" question, too, but it also gives some clues as to the perspective the person brings to the table. The best preparation you can do is to read the job description and repeat it to yourself in your own words so that you can do this smoothly at the interview.

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### **Question # 50**

Tell me one thing about yourself you wouldn't want me to know?

#### **Answer:-**

Talk about a trait that you would consider a weakness. No need to talk about your deepest darkest secrets here.

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### **Question # 51**

What are three positive things your last boss would say about you?

#### **Answer:-**

It's time to pull out your old performance appraisals and boss's quotes. This is a great way to brag about yourself through someone else's words: "My boss has told me that I am the best designer he has ever had. He knows he can rely on me, and he likes my sense of humor."

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### **Question # 52**

Why should we hire you as this position As Group Marketing Director?

#### **Answer:-**

This is the part where you link your skills, experience, education and your personality to the job itself. This is why you need to be utterly familiar with the job description as well as the company culture. Remember though, it's best to back them up with actual examples of say, how you are a good team player.

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### **Question # 53**

Tell me the difference between good and exceptional?

#### **Answer:-**

Good gets the job done on time and is high quality. Exceptional is a game changer - it stands out, it's creative, it's above and beyond expectations. Tell the interviewer a story about how you were exceptional.

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### **Question # 54**

How much do you expect to get paid As Group Marketing Director?

#### **Answer:-**

For this be prepared and research salary to find out what similar positions are paying in your area before you go to the interview. Try to find this information out before giving your salary expectations. You can and should provide a range instead of an exact number. But again, don't say any numbers you're not comfortable with because if the employer offers you a salary at the lowest end of your range, you don't have much to negotiate with when it comes to getting a higher salary.

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### **Question # 55**

What are your salary expectations As Group Marketing Director?

#### **Answer:-**

This question is like a loaded gun, tricky and dangerous if you're not sure what you are doing. It's not uncommon for people to end up talking salary before really selling their skills, but knowledge is power as this is a negotiation after all. Again, this is an area where doing your research will be helpful as you will have an understanding of average salary.

One approach is asking the interviewer about the salary range, but to avoid the question entirely, you can respond that money isn't a key factor and your goal is to advance in your career. However, if you have a minimum figure in mind and you believe you're able to get it, you may find it worth trying.

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### **Question # 56**

How would you motivate your team members to produce the best possible results?

#### **Answer:-**

Trying to create competitive atmosphere, trying to motivate the team as a whole, organizing team building activities, building good relationships amongst people.

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### **Question # 57**

What do you think is your greatest weakness?

#### **Answer:-**

Don't say anything that could eliminate you from consideration for the job. For instance, "I'm slow in adapting to change" is not a wise answer, since change is par for the course in most work environments. Avoid calling attention to any weakness that's one of the critical qualities the hiring manager is looking for. And don't try the old "I'm a workaholic," or "I'm a perfectionist."

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### **Question # 58**

How good are you at problem solving?

#### **Answer:-**

Describe the problem first and then discuss how you were able to fix it.





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### **Question # 59**

Rate yourself on a scale of 10?

#### **Answer:-**

If you truly believe you're a 10, you better be able to explain why with examples / stories. If you believe you're a great contributor and have room to grow, say 8 or 9. If you're below that, explain what you would do to improve yourself to get the ranking you believe you can be.

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### **Question # 60**

What was the biggest professional risk you have taken and what was the outcome?

#### **Answer:-**

First discuss how you weighed the pros and cons of the risk and the results you'd believe you could achieve. Then discuss the action plan you put into place for it and outline that step by step. Then discuss the outcome and if it wasn't optimal talk about what you would do differently in hindsight.

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### **Question # 61**

How would you define success?

#### **Answer:-**

Success is defined differently for everybody. Just make sure the parameters are defined by you with regards to work life balance, financial gain, career growth, achievements, creating meaningful work / products and so forth. If you can clearly articulate what it means to you that is a strong answer.

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### **Question # 62**

What was the most important task you ever had?

#### **Answer:-**

There are two common answers to this question that do little to impress recruiters:

\* 'I got a 2.1'

\* 'I passed my driving test'

No matter how proud you are of these achievements, they don't say anything exciting about you. When you're going for a graduate job, having a degree is hardly going to make you stand out from the crowd and neither is having a driving licence, which is a requirement of many jobs.

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### **Question # 63**

How do you act when you encounter competition?

#### **Answer:-**

This question is designed to see if you can rise the occasion. You want to discuss how you are the type to battle competition strongly and then you need to cite an example if possible of your past work experience where you were able to do so.

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### **Question # 64**

When was the last time something upset you at work? What did you do?

#### **Answer:-**

Almost everyone has an emotional moment related to work at some point - you're not alone. The key is to learn why you reacted that way and to focus not on the problem but HOW to resolve it. Another key component is to be aware of your emotional response so that you can learn to control it in the future in a calm way.

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