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Marketing Planner Job Interview Preparation Guide.

Question #1

What do you consider to be your greatest strength?

Answer:-

There isn't any right answer. Just make sure to make your response positive and true. A few good examples include: Your ability to solve complex problems, Your ability to work well on a team, Your ability to shine under pressure, Your ability to focus in chaotic situations, Your ability to prioritize and organize, Your ability to cut through the fluff to identify the real issues, Your ability to influence other positively. If your strength relates to the position in question that will be more beneficial - but again be honest, don't create a strength for yourself just because you think it will sound good.

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Question # 2

How do you evaluate success As Marketing Planner?

Answer:-

I evaluate success As Marketing Planner in different ways. At work, it is meeting the goals set by my supervisors and my fellow workers. It is my understanding, from talking to other employees, that the Global Guideline company is recognized for not only rewarding success but giving employees opportunity to grow as well.

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Question #3

You notice there are too many non productive internal meetings being held, what do you do?

Answer:-

Reach out to your boss and let him know that first you value his leadership and organization but that you are being overwhelmed with the amount of non productive internal meetings.

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Question # 4

Why do you think you'll do well at this job?

Answer:-

Provide several reasons including skills, experience and interest. If you can show how you've been successful in a similar career field or job position that will go along way to helping the interviewer believe you'll also be successful at this new job.

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Question # 5

Tell me about a difficult decision you've made in the last year As Marketing Planner?

Answer:-

We all have difficult decisions in our lives. Show how you were able to arrive at it and then how you decisively acted.

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Question # 6

If the company you worked for was doing something unethical or illegal, what would you do?

Answer:-

Report it to the leaders within the company. True leaders understand business ethics are important to the company's longevity

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Question # 7

How have you made an impact on your team in the past?

Answer:-



I would explain and show to him or her best way possible and if they have a better way then I will encourage him or her to let me know then we can see if it works or not As Marketing Planner.

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Question #8

What type of salary are you looking for?

Answer:

This can be a very tricky question as the individual asking it is probably digging for something other than a simple answer to the question. We recommend that you don't immediately respond to the question directly. Instead, say something like, "That a difficult question. What is range for this position?" More often than not the interviewer will tell you. If the interviewer insists on direct answer you may want say that it depends on the details of the job - then give a wide salary range.

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Question #9

Tell me about a time when you were forced to make an unpopular decision?

Answer:-

Not every decision is popular. In fact, almost every decision is bound to make someone unhappy at some point. The key is to demonstrate how it impacted others positively and why you chose it.

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Question # 10

What is your greatest strength As Marketing Planner?

Answer:-

This is your time to shine. Just remember the interviewer is looking for work related strengths As Marketing Planner. Mention a number of them such as being a good motivator, problem solver, performing well under pressure, being loyal, having a positive attitude, eager to learn, taking initiative, and attention to detail. Whichever you go for, be prepared to give examples that illustrate this particular skill.

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Question # 11

You are not given the tools you need to be successful. How would you change that As Marketing Planner?

Answer-

State a business case to your manager / leader as to why you need the tools and make the request for them.

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Question # 12

What is your dream job?

Answer:-

There is almost no good answer to this question, so don't be specific. If you tell the interviewer that the job you're applying for with his/her company is the perfect job you may loose credibility if you don't sound believable (which you probably won't if you're not telling the truth.) If you give the interviewer some other job the interviewer may get concerned that you'll get dissatisfied with the position if you're hired. Again, don't be specific. A good response could be, "A job where my work ethic and abilities are recognized and I can make a meaningful difference to the organization."

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Question # 13

What are your greatest professional strengths As Marketing Planner?

Answer:

When answering this question, we recommends being accurate (share your true strengths, not those you think the interviewer wants to hear); relevant (choose your strengths that are most targeted to this particular position As Marketing Planner); and specific (for example, instead of "people skills," choose "persuasive communication" or "relationship building"). Then, follow up with an example of how you've demonstrated these traits in a professional setting.

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Question # 14

How do you prioritize your work?

Answer:-

Depends on the situation... I like to label certain tasks as either A B or C...A being the one that requires immediate attention, and C which are tasks that aren't urgent but eventually need to get done... I like to focus my work As Marketing Planner on the things that need to get done, and done quickly... While balancing the other work alongside our first priorities.

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Question # 15

What is your typical way of dealing with conflict? Give me an example?

Answer.

First, find out what the root of the problem is. Second, determine the best steps to remediation with the best possible outcome. Third, take action to put remediation plans in place.



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Question # 16

Top 11 Questions to Verify Experience and Credentials As Marketing Planner:

Sometimes people want a job a little too bad - and they may fudge their credentials and experience a bit.

If you've run into this problem, are worried about it, or have credentials and experience that are absolutely essential, you may need to ask a few verification questions.

- If you are a candidate, you should review your resume and make sure you know all the key points, and that nothing has been misconstrued.
- 1. What grades did you get in college?
- 2. What were your responsibilities when you worked in job x?
- 3. How many people were on your team at your last job?
- 4. What will your previous manager/supervisor say when I ask where you needed to improve?
- 5. What was your beginning and ending salary at job x?
- 6. What were your beginning and ending titles at job x?
- 7. Are you eligible for rehire at job x?
- 8. What tools are necessary for performing job x?
- 9. Describe to me how you would perform [x typical job task].
- 10. What was the focus of your thesis?
- 11. When did you leave company x?

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Question # 17

What motivates you at the work place?

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 # 18

Top 11 Interview Questions to Ask when Emotional Intelligence Matters As Marketing Planner:

Answer:-

Emotional intelligence, or EQ, has come into vogue as a good trait to hire for.

EQ is the ability to use emotional information to guide thinking and behavior, to recognize other people's emotions and your own, and to discriminate between different feelings and label them appropriately.

EQ is considered essential to help teams function well. Here are some of the top questions for help you get an idea of how candidates perceive their emotions and those of others

- 1. If you started a company today, what would its top values be?
- 2. Who inspires you? Why?
- 3. How could you create more balance in your life?
- 4. What makes you angry?
- 5. How do you have fun?
- 6. How good are you at asking for help?
- 7. How did you deal with a bad day?
- 8. What's something you're really proud of? Why?
- 9. Tell me about a time when your mood altered your performance (positively or negatively).
- 10. Has there ever been a time when you felt you needed to change your behavior at work? How did you do it?
- 11. Did you create friendships that lasted while working at a previous job?

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Question # 19

Tell me why do you want this job As Marketing Planner?

Answer:-

Bad Answer: No solid answer, answers that don't align with what the job actually offers, or uninspired answers that show your position is just another of the many jobs they're applying for.

Good answer: The candidate has clear reasons for wanting the job that show enthusiasm for the work and the position, and knowledge about the company and job.

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Question # 20

Top 17 Behavioral Interview Questions As Marketing Planner:

Behavioral interviews As Marketing Planner where popularized by industrial psychologists in the 1970s, and have been used at big companies like AT&T. The idea behind them is that past responses to situations are the best predictor of how candidates will respond in the future.

- 1. Tell me about a time you faced a conflict while working as part of a team.
- Talk about a goal you set for yourself. What did you do to make sure you met the goal?
- 3. Give an example of a time when you had to work with someone with a very different personality from yours.
- 4. Talk about an instance where you wish you'd handled a situation differently with a team member.
- 5. What's the most difficult problem you have had to solve As Marketing Planner?
- 6. Give an example of how you handled a situation where you needed information from a colleague who wasn't responsive.
- 7. Talk about a time when you had problems building a relationship with a key team member. What did you do?
- 8. Tell me about an instance when it was important to make a great impression on a client. What did you do?
- 9. Tell me about a situation where you had to work with a difficult client.
- 10. Tell me about a situation where you disappointed a client, and how you tried to fix it.



- 11. Talk about a time when you had to strategize to meet all your obligations.
- 12. Talk about a time when you failed at something. How did you react?
- 13. Talk about a time you took on a leadership role.
- 14. Tell me about a long-term project you oversaw. How did you keep it focused and on schedule?
- 15. Talk about a time when you were under a lot of stress. What caused it, and how did you manage?
- 16. Do you prefer to work alone or with others As Marketing Planner?
- 17. Tell me about a time when you were overwhelmed by the amount of work on your agenda. How did you handle it?

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Question # 21

Have you ever been caught stealing, or better yet, have you ever stole anything?

Anewer-

I guess everyone takes a pen or paper or little things like that. But other than that, NO. I have never stole from my employers or better yet As Marketing Planner, from anyone.

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Question # 22

Explain what are your weaknesses As Marketing Planner?

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 # 23

If hired, how do you intend on making a difference with our company?

Answer-

Dedicate myself to learn everything about the new company that I can, look for ways and ideas that could improve, processes, safety, removing obstacles from the associates, I want to advance within the company.

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Question # 24

What was the most difficult employee situation you found yourself As Marketing Planner? How did you overcome the problem?

Answer:-

One of employees was conflicting with other and colleague who was prove his was wrong hi denied and was invite union to defend him but we have prove his wrong and I was facing disciplinary action.

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Question # 25

What is your ideal working environment?

Answer:-

Describe your ideal working environment. Do you like flexibility with work hours? Do you like working in a cubicle or independently? Do you like to be micro managed or empowered? Do you like to work on your own or in a team? Do you like being driven by metrics in your role? How much responsibility do you want?

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Question # 26

Describe yourself in three words?

Answer:-

Pick three adjectives but then back up each with a real life story that demonstrates those characteristics.

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Question # 27

How important is a positive attitude to you?

Answer.

Incredibly important. I believe a positive attitude is the foundation of being successful - it's contagious in the workplace, with our customers, and ultimately it's the difference maker.

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Question # 28

What motivates you to work As Marketing Planner?

Answer:-

Describe what makes you passionate about the work. It could be the company's vision, the product, your desire to succeed, the clients, your peers and so on. They key



is to first understand what internally motivates you to do your job and then to emphasize that in a positive way

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Question # 29

What classes did you enjoy most in college and why?

Answer:

Think back to the classes that either resonated with your passion or truly helped you to develop skills that you believe will help you in your career. Talk about those.

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Question # 30

Do you have the ability to articulate a vision and to get others involved to carry it out?

Answer:-

If yes, then share an example of how you've done so at work or college. If not, then discuss how you would do so. Example: "I would first understand the goals of the staff members and then I would align those to the goals of the project / company. Then I would articulate the vision of that alignment and ask them to participate. From there, we would delegate tasks among the team and then follow up on a date and time to ensure follow through on the tasks. Lastly, we would review the results together."

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Question #31

What is your biggest regret to date and why?

Answer-

Describe honestly the regretful action / situation you were in but then discuss how you proactively fixed / improved it and how that helped you to improve as a person/worker.

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Question # 32

Why were you fired?

Answer:-

OK, if you get the admittedly much tougher follow-up question as to why you were let go (and the truth isn't exactly pretty), your best bet is to be honest (the job-seeking world is small, after all). But it doesn't have to be a deal-breaker. Share how you've grown and how you approach your job and life now as a result. If you can position the learning experience as an advantage for this next job, even better.

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Question #33

How do you stay up to date with industry?

Answer:-

Discuss how you stay up to date by reading industry specific sites, magazines, and Google / yahoo news. Also make sure you stay up to date by reading the current news on the company's website.

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Question # 34

What do you know about this company?

Answer:

Research the company on Google by searching recent news (to remain current on them) and their website. Make sure you understand their products / services, vision, competitive differentiators, and work culture.

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Question # 35

What is your greatest failure As Marketing Planner, and what did you learn from it?

Answer:-

When I was in college, I took an art class to supplement my curriculum. I didn't take it very seriously, and assumed that, compared to my Engineering classes, it would be a walk in the park. My failing grades at midterm showed me otherwise. I'd even jeopardized my scholarship status. I knew I had to get my act together. I spent the rest of the semester making up for it, ended up getting a decent grade in the class. I learned that no matter what I'm doing, I should strive to do it to the best of my ability. Otherwise, it's not worth doing at all.

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Question # 36

What do you feel you deserve to be paid?

Answer:

Do your research before answering this question - first, consider what the market average is for this job. You can find that by searching on Google (title followed by salary) and globalguideline.com and other websites. Then, consider this - based on your work experience and previous results, are you above average, if yes, by what % increase from your pay today from your perspective? Also - make sure if you aim high you can back it up with facts and your previous results so that you can make a strong case.



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Question #37

Why should I hire you As Marketing Planner?

Answer-

To close the deal on a job offer, you MUST be prepared with a concise summary of the top reasons to choose you. Even if your interviewer doesn't ask one of these question in so many words, you should have an answer prepared and be looking for ways to communicate your top reasons throughout the interview process.

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Question # 38

Why are you interested in this type of job As Marketing Planner?

Answer:-

You're looking for someone who enjoys working with the elderly, or a caring, sociable, and nurturing person.

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Question # 39

Describe your academic achievements?

Answer:-

Think of a time where you really stood out and shined within college. It could be a leadership role in a project, it could be your great grades that demonstrate your intelligence and discipline, it could be the fact that you double majored. Where have you shined?

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Question # 40

Are You a 'People' Person?

Answer:-

Although it may be phrased a little differently, the gist of this question is clear:

Do you like being around people? If you don't, being a medical assistant isn't a good fit for you. After all, you'll be working directly with patients throughout the day. It helps a lot if you sincerely like interacting with them. While answering this question, make sure to mention that you like helping people too. This will drive home the point that you are a talented medical assistant and would be a valuable part of the team As Marketing Planner.

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Question # 41

What have you done to reduce costs, increase revenue, or save time?

Answer:-

Even if your only experience is an internship, you have likely created or streamlined a process that has contributed to the earning potential or efficiency of the practice. Choose at least one suitable example and explain how you got the idea, how you implemented the plan, and the benefits to the practice.

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Question # 42

Describe what a bad work environment would look like to you As Marketing Planner?

Answer:-

There could be a multitude of things to discuss here: Business ethics (wrongdoing), inconsiderate teammates, non-supportive management, a product that does not do what you're promising customers and so forth.

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Question # 43

What are your lifelong dreams?

Answer:-

If your dreams don't relate to the job closely, make sure you highlight aspects of the job that will help develop the skills that will help you with your dreams. Ideally, you want your dreams to relate strongly to the career path you're interviewing for though.

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Question # 44

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 # 45

How do you handle stressful situations?



Answer:-

By remaining calm, weighing out all my options and executing a plan to get the situation resolve .

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Question # 46

Give me an example of an emergency situation that you faced. How did you handle it?

Answer-

There was a time when one of my employers faced the quitting of a manager in another country. I was asked to go fill in for him while they found a replacement and stay to train that person. I would be at least 30 days. I quickly accepted because I knew that my department couldn't function without me.

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Question # 47

Why do you want to work As Marketing Planner for this organisation?

Answer:-

Being unfamiliar with the organisation will spoil your chances with 75% of interviewers, according to one survey, so take this chance to show you have done your preparation and know the company inside and out. You will now have the chance to demonstrate that you've done your research, so reply mentioning all the positive things you have found out about the organisation and its sector etc. This means you'll have an enjoyable work environment and stability of employment etc everything that brings out the best in you.

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Question # 48

Describe a typical work week for this position As Marketing Planner?

Answer:-

Interviewers expect a candidate for employment to discuss what they do while they are working in detail. Before you answer, consider the position As Marketing Planner you are applying for and how your current or past positions relate to it. The more you can connect your past experience with the job opening, the more successful you will be at answering the questions.

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Question # 49

Give me an example of when you competed hard and won?

Answer:

You can reference many different areas here when discussing a story of where you won in competition: Work experience (ideal), sports, clubs, classes, projects.

Question # 50

How many square feet of pizza are eaten in the United States each month?

Answer:

This is a classic guesstimate question where you need to think aloud. And so first off you round the U.S. population to 300 million people (it's actually about 315 million but rounding will be much easier and your interviewer will not score you lower for rounding). Then estimate how many people eat pizza. A decent educated guess is two out of every three people, or 200 million. Now let's say the average pizza-eating person eats pizza twice a month, and eats two slices at a time. That's four slices a month. If the average slice of pizza is perhaps six inches at the base and 10 inches long, then the slice is 30 square inches of pizza. So, four pizza slices would be 120 square inches (30 times 4).

Since one square foot equals 144 square inches (12 times 12), let's assume that each person who eats pizza eats one square foot per month. Since there are 200 million pizza-eating Americans, 200 million square feet of pizza are consumed in the U.S. each month. To summarize: 300 million people in America, 200 million eat pizza, average slice of pizza is six inches at the base and 10 inches long or 30 square inches, average American eats four slices of pizza a month, four pieces times 30 square inches equals 120 square inches (one square foot is 144 square inches), so let's assume one square foot per person, and thus one square foot times 200 million people equals 200 million square feet of pizza a month.

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Question # 51

Do you work well under pressure?

Answer:

Yes.. When it comes down to the wire, the best thing I can to remain focused, have some flexibility, and understand priorities.. Giving them attention in the order they are needed.

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Question # 52

What features of your previous jobs have you disliked?

Answer:

It's easy to talk about what you liked about your job in an interview, but you need to be careful when responding to questions about the downsides of your last position. When you're asked at a job interview about what you didn't like about your previous job, try not to be too negative. You don't want the interviewer to think that you'll speak negatively about this job or the company should you eventually decide to move on after they have hired you.

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Question # 53



Describe to me the position As Marketing Planner 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 #54

Have you got any questions?

Answer-

This is your final opportunity to persuade the interviewer that you are the right candidate for the job. Now is not the time to ask questions about holidays, pay or pensions - all these things can be asked later when you get an offer of employment. Now is the time to ask about any reservations that the interviewer may have about your suitability for the role. You will then give yourself one last chance to persuade the interviewer that you are the right candidate for the job.

Example Thank you. I think we have covered everything. Before we finish the interview I would like to take the opportunity to ask if you have any reservations about my suitability for this role?

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Question # 55

What problems have you encountered at work?

Answer:-

Wow, do we have problems! Where do I begin? Well, most of the problems are internal, just people not working well with each other. I have one person on our team who is a real problem, but it seems like management is afraid to do anything about it. So we all end up having to do extra work to cover for this person, who just doesn't work. We all say that he's retired in place. I think he's just holding on until retirement in a couple years. But he's a real problem. I complain about it--a lot--but nothing ever seems to get done. I've even written negative reviews about the person, hoping he will get canned, but it doesn't happen. I can't wait for him to retire.

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Question # 56

What is your greatest weakness As Marketing Planner? What are you doing to improve it?

Answer-

I believe my biggest weakness As Marketing Planner is wanting to help anyone I can help. What I mean is I am willing to take on task that are not my job. I want to learn all I can. However, that has helped me get promoted or even asked to help in times of need in other department. I have been know as the "go to person" when help is needed.

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Question # 57

How do you keep each member of the team involved and motivated?

Answer-

Many managers mistakenly think that money is the prime motivator for their employees. However, according to surveys by several different companies, money is consistently ranked five or lower by most employees. So if money is not the best way to motivate your team, what is? Employees' three most important issues according to employees are:

- * Respect
- * A sense of accomplishment
- * Recognition

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Question # 58

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 #59

What are your salary expectations As Marketing Planner?

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 you're 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 # 60

Give an example of a time you successfully worked As Marketing Planner 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 #61

Do you have good computer skills?

Answer:

It is becoming increasingly important for medical assistants to be knowledgeable about computers. If you are a long-time computer user with experience with different software applications, mention it. It is also a good idea to mention any other computer skills you have, such as a high typing rate, website creation, and more.

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Question # 62

How much do you expect to get paid As Marketing Planner?

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 # 63

What kind of salary do you need As Marketing Planner?

Answer-

This is a loaded question and a nasty little game that you will probably lose if you answer first. So, do not answer it. Instead, say something like, that's a tough question. Can you tell me the range for this position? In most cases, the interviewer, taken off guard, will tell you. If not, say that it can depend on the details of the job. Then give a wide range.

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Question # 64

What's the least rewarding work you've ever done and why?

Answer-

Describe work you've done that you feel doesn't take advantage of your full potential. For example, "I once had to make paper copies for my job and I feel it didn't take full advantage of my skills. However, it did teach me to be humble in my work and to appreciate a good opportunity when it arose to use my skills"

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Question #65

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 # 66

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 # 67

How do you plan to go by an example for your subordinates?

Answer.

Sticking to the rules by yourself, working hard and not mind participating on basic tasks is a good answer.

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Marketing Most Popular Interview Topics.

- 1: Marketing Frequently Asked Interview Questions and Answers Guide.
- 2: Telemarketing Frequently Asked Interview Questions and Answers Guide.
- 3 : <u>Advertising Frequently Asked Interview Questions and Answers Guide.</u>
- 4 : <u>Search Engine Marketing (SEM) Frequently Asked Interview Questions and Answers Guide.</u>
- 5: Internet Marketing Frequently Asked Interview Questions and Answers Guide.
- 6: Strategic Marketing Frequently Asked Interview Questions and Answers Guide.
- 7 : <u>Share Market Frequently Asked Interview Questions and Answers Guide.</u>
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