

# **Marketing Communication Job Interview Questions And Answers**



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# Marketing Communication Interview Questions And Answers Guide.

## Question - 1:

If you were a brand, which brand would you be and why?

### Ans:

Here is your chance to market yourself. You know what the interviewer is looking for as you will have done your homework so now is the time to pull out an example that shows you have it. This is also your opportunity to differentiate yourself from other candidates.

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## Question - 2:

Which of our products/services most appeals to you and why?

### Ans:

For any marketing interview you must familiarize yourself with what the company does and its successful products/services. This will allow you to identify its appeal and then describe how the marketing strategy has worked. An example might be Walker's crisps tasting nice and through the good marketing strategy are now also perceived as good fun which is obviously important when one of their biggest markets is children.

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## Question - 3:

What are the most important values for you?

### Ans:

Ex are going the extra mile, honesty, teamwork, etc. to check if your values are aligned to their values

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## Question - 4:

Tell me what are the biggest challenges of a marketing manager faces today?

### Ans:

Coming up with new and effective ways to market a product in such a tight economy is a tough challenge and these days customers have more power than ever. It is getting more difficult for marketing initiatives to effectively meet these new customer demands. Keep these and other factors in mind when tackling this question, relate your personal experience of the challenges you have encountered and discuss the creative ways in which you handled them.

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## Question - 5:

What factors do consider most important when attempting to influence consumer behaviour?

### Ans:

When answering this question make sure to show how cultural, social, personal and psychological factors all impact consumer behavior. Provide an example of a marketing campaign or project you developed and how you used these four key factors to develop and optimize your project.

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## Question - 6:

Suppose if a marketing campaign that did not work out as you had planned and how you handled the situation?

### Ans:

An interviewer will ask his question in order to assess how you handle a failed plan, as this is quite inevitable. It is important that you are able to recognize the key reasons why a strategy went wrong and what you learnt from the experience.

Campaigns may fail for many different reasons, including: poor research and groundwork, poor planning and follow-through of objectives and goals or ineffective communication. Be open about why the campaign failed, take accountability and focus on what you learnt.

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### Question - 7:

Tell me what types of marketing campaigns you have run in the past?

#### Ans:

Be specific when answering questions about your accomplishments with other companies. By simply stating, "I ran several online marketing campaigns" does not adequately show what you can do for the company.

Provide an example of a marketing campaign (either your own or someone else's) that you consider to have been very successful.

As mentioned above, marketing demands a lot in terms of creativity. When answering questions such as this, it is important to make sure you include as much creative thinking in your response as there was in the actual project. When discussing a campaign that you felt was successful, make sure to include why you feel it was a success, what contributed to making it a success and point out key tactics that you can identify with, which made the campaign successful.

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### Question - 8:

How effectively you think you can work within budgetary constraints in Marketing Communication?

#### Ans:

In times of economic strain, this question is most relevant for a marketing professional. As marketing is one of the most important functions within a company, when finances are tight a marketing budget, which may once have been limitless can be squeezed down to close to nothing. This is yet another area which will require a creative answer that also highlights your planning and ambition in terms of working under pressure.

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### Question - 9:

Which type of vendors would need to deal with for Marcom activities?

#### Ans:

The following are the type of vendors to deal with Marcom activities:

- \* Web designing company
- \* Creative agency
- \* Printing press vendor
- \* Advertising agency
- \* Public relation agency
- \* Digital media partners etc.

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### Question - 10:

Tell me how to judge the effectiveness of Marcom activities?

#### Ans:

- \* Reach
- \* Frequency
- \* Increase in sales
- \* Improving the company image
- \* Brand and advertising awareness
- \* Cost per thousand
- \* Change in market share etc.

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### Question - 11:

How to get PR across to people?

#### Ans:

One of the main responsibilities of a Marcom person is to ensure the organization and product/brand image to be good in front of the eyes of the consumers. On a timely basis, PR should be used to create awareness to the public in relation to the events happening in the company such as new product launch, product relaunch, sponsoring consumer events, participation in trade shows and exhibitions etc.

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### Question - 12:

How would you ensure about your media coverage?

#### Ans:

- \* Allocate required manpower to support the company's stall
- \* Working out the logistics plan on a whole
- \* Train the employees in customer service skills to enhance the maximum footfalls in the stall
- \* Collect the customer's information like name, address, phone number, email id etc. for CRM
- \* Measure and monitor the effectiveness of the event using simple feedback surveys
- \* Document the happenings during the event participation to overcome the gaps for future events in order to get the maximum out of it.
- \* Last but not least, showcase the events participation with help of media planning for wider reach by means of product review, press release both online and offline etc.
- \* Negotiate stall rates with the organizing partner and finalize
- \* Evaluate the feasibility of internal events budget to justify the participation
- \* Prepare a blue print highlighting the outcomes and measurable objectives out of participating in this event
- \* Getting a formal approval from the authorities to sign off

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### Question - 13:



How to use online media for Marcom activities?

**Ans:**

Using online media for Marcom activities is to ensure the maximum reach of the target audience at lower costs and results in increased consumer engagement. And also, it is easy to monitor and measure the results of online media usage. Internet is considered to be the one of the most effective tool in today's competitive business world.

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**Question - 14:**

What steps would follow to participate in an event like exhibition or trade-shows?

**Ans:**

The following are the steps taken to participate in an event like exhibition or trade show:

- \* Identifying the participation of target audience and know-how of the events
- \* Negotiate stall rates with the organizing partner and finalize
- \* Evaluate the feasibility of internal events budget to justify the participation
- \* Prepare a blue print highlighting the outcomes and measurable objectives out of participating in this event
- \* Getting a formal approval from the authorities to sign off
- \* Prepare the marketing collateral's and negotiating the contract with vendors sourcing it
- \* Creating checklists of all the items to be sent to the organizing event spot/place/location
- \* Allocate required manpower to support the company's stall
- \* Working out the logistics plan on a whole
- \* Train the employees in customer service skills to enhance the maximum footfalls in the stall
- \* Collect the customer's information like name, address, phone number, email id etc. for CRM
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- \* Last but not least, showcase the events participation with help of media planning for wider reach by means of product review, press release both online and offline etc.

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**Question - 15:**

What important role do events play in Marcom?

**Ans:**

The events play the following role in Marcom:

- \* The communication messages are circulated to the mass people irrespective of segments i.e. wide reach
- \* Lower costs
- \* Increases corporate and brand image
- \* In-depth insights about target audience
- \* Global exposure for the new products/services

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**Question - 16:**

Explain about the various tools that would use to communicate with target audience?

**Ans:**

The following are the various tools used to communicate with the target audience:

- \* Company newsletters
- \* Journal article
- \* Conference
- \* Trade shows
- \* Exhibitions
- \* Product brochure
- \* Word of mouth
- \* Direct mail
- \* Internet
- \* TV
- \* Local/regional/national newspaper
- \* Magazine
- \* Radio etc.

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**Question - 17:**

What are the various responsibilities of a person working in Marcom?

**Ans:**

The various responsibilities of a person working in Marcom are as follows:

- \* Crafting an effective communication messages to the target audience and implementing the same using different media starting from Internet to newsletter
- \* Media management and measurement
- \* Liaison with creative agency
- \* Designing marketing collateral's
- \* Sourcing vendors and vendor management
- \* Managing market research assignments
- \* Web content and corporate website management
- \* Training & Development
- \* Organizing conferences and other product launch events
- \* Active participation in exhibitions/trade shows and
- \* Meeting public relations requirements.



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**Question - 18:**

Explain about Marcom?

**Ans:**

Marcom is an acronym for "Marketing Communication". It is a kind of promotional tool using different media like print, radio, television, direct mail, internet to reach target audience for creating awareness about any product/service in the market place.

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**Question - 19:**

How to get our PR across to people?

**Ans:**

One of the main responsibilities of a Marcom person is to ensure the organization and product/brand image to be good in front of the eyes of the consumers. On a timely basis, PR should be used to create awareness to the public in relation to the events happening in the company such as new product launch, product relaunch, sponsoring consumer events, participation in trade shows and exhibitions etc.

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**Question - 20:**

How to use online media for your Marketing Communication activities?

**Ans:**

Using online media for Marcom activities is to ensure the maximum reach of the target audience at lower costs and results in increased consumer engagement. And also, it is easy to monitor and measure the results of online media usage. Internet is considered to be the one of the most effective tool in today's competitive business world.

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**Question - 21:**

What is Marcom?

**Ans:**

Marcom is an acronym for "Marketing Communication". It is a kind of promotional tool using different media like print, radio, television, direct mail, internet to reach target audience for creating awareness about any product/service in the market place.

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**Question - 22:**

How to judge the effectiveness of your Marketing Communication activities?

**Ans:**

Reach  
Frequency  
Increase in sales  
Improving the company image  
Brand and advertising awareness  
Cost per thousand  
Change in market share etc.

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**Question - 23:**

Tell me which type of vendors would you need to deal with for your Marcom activities?

**Ans:**

The following are the type of vendors to deal with Marcom activities:

- Web designing company
- Creative agency
- Printing press vendor
- Advertising agency
- Public relation agency
- Digital media partners etc.

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**Question - 24:**

Can you explain what steps would you follow to participate in an event like exhibition or tradeshow? How would you ensure your media coverage?

**Ans:**

The following are the steps taken to participate in an event like exhibition or trade show:

- Identifying the participation of target audience and know-how of the events
- Negotiate stall rates with the organizing partner and finalize
- Evaluate the feasibility of internal events budget to justify the participation
- Prepare a blue print highlighting the outcomes and measurable objectives out of participating in this event
- Getting a formal approval from the authorities to sign off
- Prepare the marketing collaterals and negotiating the contract with vendors sourcing it



Creating checklists of all the items to be sent to the organizing event spot/place/location  
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Document the happenings during the event participation to overcome the gaps for future events in order to get the maximum out of it.  
Last but not least, showcase the events participation with help of media planning for wider reach by means of product review, press release both online and offline etc.

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### **Question - 25:**

What are the various tools we can use to communicate with our target audience?

#### **Ans:**

The following are the various tools used to communicate with the target audience:

- Company newsletters
- Journal article
- Conference
- Trade shows
- Exhibitions
- Product brochure
- Word of mouth
- Direct mail
- Internet
- TV
- Local/regional/national newspaper
- Magazine
- Radio etc.

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### **Question - 26:**

What role do events (for e.g. exhibitions, tradeshow) play in Marketing Communication?

#### **Ans:**

The events play the following role in Marcom:

- The communication messages are circulated to the mass people irrespective of segments i.e. wide reach
- Lower costs
- Increases corporate and brand image
- In-depth insights about target audience
- Global exposure for the new products/services

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### **Question - 27:**

What are the various responsibilities of a person working in Marketing communication?

#### **Ans:**

The various responsibilities of a person working in Marcom are as follows:

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- Media management and measurement
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- Organizing conferences and other product launch events
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