

Questions about your experience and knowledge

- Q Analyse one of the products we offer, using a SWOT analysis. (SWOT = Strengths Weaknesses Opportunities Threats)
- Q Describe a current challenge facing the XYZ industry. What impact do you think this could have on our company?

What are they looking for?
These questions are designed to assess a range of competencies, including your research skills, commercial awareness, whether you understand the relevance of certain business issues and your ability to distil information into a few key points.

- A Consider the current performance of the company, its core values, markets, clients etc. Think about the environment in which they operate (economic, global, political, competitive, environmental).
Try to offer a positive conclusion, even if it is to explore new markets/distribution outlets/acquisitions etc.

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- Q Describe any positions of responsibility you have held recently (this may include voluntary work or a club/team/society). Explain why they were important to you.

What are they looking for?
Responsibilities. Values. What drives you?

- A Emphasise aspects that relate to the job you have applied for.
Example: For a role working with clients or customers

'Shop floor responsibilities with a major retailer made me appreciate the importance of listening to customers and making them feel that they really matter to the organisation.'

Example: Relevant to creative industries, teamwork, working under pressure etc.

'I was an editor on our student magazine and always felt a sense of achievement when we pulled together to meet the deadlines, and also knowing that the whole university would see my work.'