You work for a beverage company. You’re launching a new product. What are some things to consider when making the glass versus plastic bottle decision?

You work for a candy company. A nutritional company approaches you for a co-branding arrangement. What things would you consider?

Your product was just featured prominently on national talkshow. What would you do with the free press?

There has been a safety recall for your product. How would you respond?

Your product has already been approved for use with one condition. You are tasked with identifying the feasibility of a second, unrelated indication. How would you go about this?

You work for a cheese company. You want to modify one of your current offerings to include an additional flavoring. How would you go about this?

A friend gives you $1m to start a shop selling dog biscuits. What are some things that you would think about?

Why do you think there are so many sales after the Holidays? Is it for all the unsold merchandise?

If you were marketing a child’s brand of cereal, which famous character would you choose and why?

You convinced your Senior Director that you needed a celebrity to pitch your product. That same celebrity was just caught in a compromising situation. What would you do?

You are the market leader in the granola bar category. A new upstart company with limited financial resources has just launched a product at a 25% discount. What would you do?

You are the manager of Krispy Kreme store-purchased donuts. Dunkin Donuts just entered this market and have launched a superiority claim over Krispy Kreme donuts. What would you do?

Your VP just came in and wants to know if the advertising campaign you launched six months ago was effective. What could you consider?

-Increase in awareness, familiarity, consideration, trial,

-Increase in overall sales

-Increase in market share

-Increase in overall category (re-evaluate if worthwhile to invest)

-Increase in profits (ability to charge more for product)

You work for a cheese company and have excess manufacturing capacity. A major grocery chain approaches you about using the excess capacity to produce their private label cheese. It would be in competition with your brands, but at a lower price point. What would you do?

How would you combat private brands?

-Attempt to gain greater influence in the category

-Increase promotions

-Offer innovation (formulation, packaging, uses)

-Cross-selling opportunities with other branded products (yours)

-Partner with retailers (offer deals for increased sales volume)

-Educated retailers (private label buyers are less loyal)

Leadership, teamwork, commitment, creative thinking, innovation, resources, ambiguity, problem solving,

You work in a mature category. What are some things you would consider to boost sales?

-Innovation (bounce balls for dryer)

-New uses (arm & hammer)

-New packaging (Quaker Oats rip-pack)

-Increase package size