

## Sample Interview Questions: Marketing & Sales

- 1: What is Modern Trade? Explain in detail about Modern Trade?
- 2: Difference between marketing and sales?
- 3: Definition of super stockists?
- 4: What are the first 3 steps you would take if a customer complaints about your Product?
- 5: What are the main factors for arriving at the costing and pricing of a new product?
- 6: Explain ROI.
- 7: Primary sales & Secondary sales?
- 8: Rural marketing?
- 9: Give an example of how you have effectively used online marketing tool.
- 10: What are the biggest challenges a Marketing Manager faces today.
- 11: What is marketing strategy?
- 12: How do you plan your typical day at work?
- 13: What is stock market? What is share value?
- 14: What is online marketing?
- 15: How would you brand yourself?
- 16: Why is marketing research important?
- 17: What are the different stages of a product lifecycle?
- 18: What are channel sales and corporate sales?
- 19: Explain demand forecasting?
- 20: Difference between Vendor and Company person.
- 21: What is stock turn over ratio used for?
- 22: Define the term cavitation.

## Sample Interview Questions: Marketing & Sales

- 23: What is pharmaceutical.
- 24: Explain software marketing?
- 25: Difference between marketing and sales.
- 26: Define online marketing.
- 27: What is a market niche?
- 28: What is Space Selling in B2B?
- 29: What is sales life cycle?
- 30: what is retailing? Difference between old retailing and modern retailing?
- 31: What is pre-sales?
- 32: What is an "integrative growth strategy"?