



PrepMyCareer.com

We help you in every aspect of your job search and career planning.

Top 21 media planner interview questions

- 1)What is your understanding of the customer life cycle (clc)?
- 2)Digital marketing has completely overshadowed the traditional marketing. Comment on this statement.
- 3)Rational consumers compare a lot. How can you make our newly launched product a success?
- 4)What are the various path to purchase tools in the advertisement industry?
- 5)Share a real event in which you displayed commitment at your workplace.
- 6)What is your understanding of the intellectual property rights?
- 7)Describe about a time when the advertising budget for any project exceeded the originally decided amount.
- 8)Assume that we want to diversify and launch a new product. How will you identify the target market and what is its relevance?
- 9)What advice would you extend to the sales executives of our company?
- 10)Name at least three media planning software prevailing in the market.
- 11)We want to launch a health supplement. Create a template customer profile.
- 12)Share any three best customer-centric data collection methods.



PrepMyCareer.com

We help you in every aspect of your job search and career planning.

13)What motivates you to work?

14)Media planning is a strenuous job, which involves a lot of thinking, planning and plotting. How do you manage your stress levels?

15)Media planning being a managerial job, we will assign you several tasks to be finished in a single day. How do you prioritize?

16)What is your dream job?

17)Describe your best boss and worst boss?

18)When can you start?

19)What are your salary expectations?

20)Why you chose us?

21)Do you have any questions for us?

Source and more details: <https://prepmycareer.Com/media-planner-interview-questions/>