Walk-In Mock Interviews - General

Choose around 7 questions that you would like to go over with the Career Assistant or you can ask the Career Assistant to choose 7 questions to ask you at random.

**Background**

☐ Tell me about yourself.

☐ What is Human Ecology? What is (major)? How has it prepared you for this position?

☐ What is your greatest strength? Weakness?

☐ Describe yourself in three words.

**Personal**

☐ Where do you see yourself in the next 10 years?

☐ What is it about this position that interests you?

☐ What do you hope to gain by working with us/at this position?

**Behavioral**

☐ Tell me about a time when you faced adversity. How did you resolve the situation?

☐ Tell me about a time when you had a disagreement with your peers/coworkers/supervisor? How did you resolve it?

☐ Name a time when your work or presentation was criticized? How did you handle it?
□ What experience listed on your resume are you most proud of and why?

□ Tell me about a time when you had to take initiative.

□ How do you prioritize?

□ If time did not permit a training period on a new job, how would you go about learning the things expected or required of you?

□ What is something you believe that no one else believes?

**Final Questions**

□ Do you have any questions for me?

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*Tips: Be yourself and be confident! Check out our Interview Tips and Questions resource as well as our Preparing for Phone and WebEx Interviews resource. Feel free to schedule a full-length mock interview three business days in advance with a career assistant.*
Choose around 7 questions that you would like to go over with the Career Assistant or you can ask the Career Assistant to choose 7 questions to ask you at random. We recommend practicing the portfolio questions, a design challenge, and a few field specific questions.

**Background**
- What is Human Ecology? What is (major)? Why did you choose this design program?

**Behavioral**
- Where do you see yourself in the next 5 years?
- Describe your last experience working on a team. What would your teammates describe as your strengths?
- How do you give your design a “compelling case for change”?

**Portfolio**
- What is your favorite project in your portfolio? What was your role on this specific project? What was your favorite and least favorite parts of this project you worked on?
- Can you show me a project that you worked on in a team? What unique skills and roles did you play in this project?
- If you were to do this project again, what would you do different and what would you keep the same?

**Design Challenges**
- Library readership has decreased dramatically over the last 15 years. How would you reverse that?
- How would you design an elevator system for a building with 10,000 floors?
Strategy
☐ How might you go about convincing a client about your design?

☐ Tell us about a time when you had to convey technical information to a non-technical audience. How did you do it? What was the outcome?

☐ What type of design or planning are you most interested in and why? Healthcare, Office, Retail, Hospitality, etc.

Interior/Architecture Firm
☐ Who are your favorite architects/designers and how have they influenced your designs?

☐ Tell us about a time when you worked to better understand the specific needs of a client group/customer.

Research and Development
☐ Explain your scorecard for a design or service.

☐ What’s more important, data or instinct?

Final Questions
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Walk-In Mock Interviews - Health and Medicine

These are supplemental questions related to the areas of health and medicine. Please go through the general mock interview guide and use the questions below to supplement your walk-in mock interview.

Health Related Questions

☐ Can you give me an example of an ethical dilemma you have faced and how you dealt with it?

☐ What would you do in a situation when your patient’s nurse disagrees with your medical decision?

☐ If you had to choose between less effective treatment to more people or more effective treatment to less people, which would you choose?

☐ Do you think compassion should play a role in health care?

☐ What experience has had the greatest impact on your motivation to become a doctor?

☐ Tell me about a weakness that could prevent you from being the best doctor that you can be.

☐ What is your opinion about how doctors and hospitals operate in our health care system?

☐ If I am to talk to admissions tomorrow about you, what are three things I should tell them?

☐ What is your view on abortion/euthanasia/stem cell research/cloning?

☐ What experience listed on your resume are you most proud of and why?
Walk-In Mock Interviews - Consulting and Case

These are supplemental questions related to consulting and include case interview questions. Please go through the general mock interview guide and use the questions below to supplement your walk-in mock interview.

**Behavioral**
- Why consulting?
- How do you quantify a lead?
- Describe a problem that you would like to tackle at [this firm], why and how would you pursue it.

**Market Segmenting Questions**
- Estimate how many windows are in New York.

**Brainteasers**
- You have a bouquet of flowers. All but two are roses, all but two are daisies, and all but two are tulips. How many flowers do you have?

**Case Questions**
- We are evaluating two beer brewing companies, Cheapo Beer Company and Bourgeois Beer, Inc. Cheapo and Bourgeois are competitors; both have been reporting similar revenues over the last five years showing steady growth. Cheapo is designated the “All-American Beer” and is a staple of tailgate parties. Bourgeois markets its product as brewed fresh from mountain water. Cheapo has posted consistent profits that have been growing at a moderate rate whereas Bourgeois’ profits have fluctuated significantly. Why is there such a difference? If you were CEO of Bourgeois, what steps would you take to minimize these fluctuations?
**Tips About Cases**

**The 4 C's: Used for business strategy and new market opportunity cases**
- Customers / consumer: Who are they? What are their needs? Can the customers be categorized?
- Competition: What are they up to? Are they changing prices or volume? What (dis)advantages do they have?
- Company: What are your mission and objectives? What differentiates your company from others?
- Cost: What are the major costs? Fixed and variable? Can they be reduced? Do they need to be increased?

**The 5 P's: Used for cases concerning marketing and new product development**
- People: How do you segment your customers? What are their needs? What drives their demand?
- Product: How are you positioning your product? What are benefits? How is it differentiated from other products?
- Price: How much is it? Does demand change with prices? Are there opportunities for higher prices?
- Place: What are your distribution channels? Where will you sell it? Are there more or better channels?
- Promotion: What is your marketing strategy? Is there a target market for the product?

**Porter’s 5 forces: Used for opportunity attractiveness cases or profitability analysis**
- Threat of new entrants, Bargaining power of suppliers, Substitute products or services, Bargaining power of buyers, Rivalry among existing firms

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**Market Segmenting Question**

**Windows in NYC**

- 7.9 million people in NY city, and approximately 2.5 persons per home --> 3.16 million homes. Each home has 1.4 working persons, but the ratio may be .8 working persons per home if you take the possibility of working in the same “office” into account
- Average number of windows per home = 3 approx.
- Average number of windows per office = 7 approx
- Total number of home windows = 3.16 X 3 = 9.48 million
- Total number of office windows = 3.16 X 0.8 X 7 = 17.696 million
- Total number of windows = 27.176 million ~ 27 million

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**Brainteaser**

**Bouquet Question**

- Roses = All but 2 = Two flowers are not a rose; one tulip, one daisy
- Daisies = All but 2 = Two flowers are not a daisy; one rose, one tulip
- Tulips = All but 2 = Two flowers are not a tulip; one rose, one daisy
- Answer: One rose, one daisy, one tulip.

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**Case Questions**

**Brewery Profits Case**

This question has two parts:

**Part 1: Cost Structure Analysis**

**Issues to identify:**
- Profit = revenue - costs
- Major costs to a brewery: labor, distribution, inputs

**Questions to ask:**
- Does Cheapo have more leverage in negotiating prices for barley/hops/yeast/bottling than Bourgeois? [No.]
- Does Bourgeois have higher labor costs? [No.]
- Does Bourgeois have a different distribution network? [Yes!]

Bourgeois’s breweries are located only in Colorado to be consistent with its marketing scheme, thus they pay higher distribution/shipping costs that vary with fuel prices.

**Part 2: Making a Recommendation**

In order to arrive at the “diesel answer”, we also needed to look at the other costs for distribution:
- Equipment, Labor, Fuel, Storage
- Fuel is the one that Bourgeois would pay more and is the only cost linked to a commodity price that may fluctuate.
- In order to minimize these fluctuations and hopefully secure gross profits at the highest possible level, we need to think of ways to get around the changing price of diesel fuel.

A cost effective way to achieve this is to buy options or futures on diesel fuel to try and lock in a set price.