

Date: Jun 30, 2006

Name: Jay Demo  
ID: 137911

## Marketing & Public Relations Summary



### General Reasoning (Cognitive)

Slower Processing  
Accepts Simple & Repetitive Work



Faster Processing  
Needs Intellectual Challenge

- Jay acquires new information slower than average
- Better suited for roles that do not require complex or quick problem solving
- Jay should be allowed sufficient time to learn including hands-on training

**Question:** Tell me about a time when you were frustrated because you didn't think you were given enough time to learn your job. What was the situation and what did you do?

### Conscientious (Organization)

Carefree  
Impulsive



Detail Oriented  
Dependable

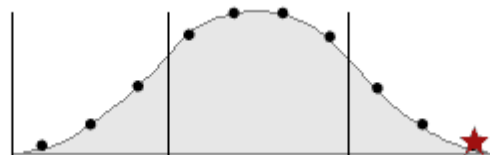


- Jay tends to be easy going and comfortable dealing with things as they come up rather than planning ahead
- May be better suited to roles where they are not required to keep track of details or to be thorough
- Important to have systems or procedures in place that force Jay to fill out forms or computer screens when critical details must be captured

**Question:** Describe a time when you lost track of some details on a project and it caused a problem. What did you do?

### Tough Minded

Cooperative  
Agreeable



Direct  
Determined



- Jay tends to be comfortable with confrontation
- Tends to be tough minded and skeptical and willing to point out problems
- Given their preference to be in control, Jay may not take direction well

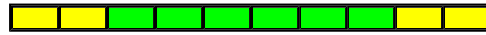
**Question:** Tell me about a time when you became impatient with a coworker because they were being unreasonable. What happened?

## Conventional (Rules)

Open to New Experience  
Flexible



Consistent  
Structured



- Jay prefers a working environment that is structured and predictable
- Tends to be consistent and follow the procedures closely
- May have difficulty working in an environment where they are expected to think outside of the box versus utilizing predictable solutions

**Question:** Describe a time when you had to begin working and you had not really been trained yet and didn't know what you were supposed to do. What was it like?

## Extroversion

Reserved  
Listener



Outgoing  
Talker



- Jay tends to be reserved and quiet and prefer less interaction with people than the average person
- May not be quick to interact with others in a friendly manner
- Doesn't typically mind working alone for long periods of time as long as there is some interaction with others during the day

**Question:** Tell me how you handle situations when others want to chat with you even though you need to move on to the next task in your schedule.

## Stable

Sensitive  
Anxious



Calm  
Stress Resistant



- Jay may be better suited to roles where a high level of sensitivity and urgency is valued more than the ability to remain poised under pressure
- Jay may have an exaggerated sense of urgency

**Question:** Describe a time when you had to deal with a great deal of stress in your job. What was that like?

## Team

Individualistic  
Competitive



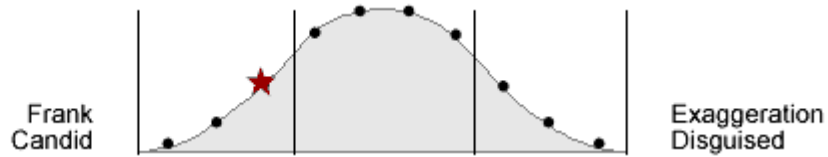
Collaborative  
Win-Win



- Jay is typically self-motivated and very competitive
- May have difficulty working within a team if there are not ways to have individual recognition along with team rewards

- May not be collaborative with internal team or co-workers if the environment is perceived as competitive  
**Question:** Tell me about a time when you did something extraordinary in your job but were not given credit for it. What did you do?

## Good Impression (Social Desirability)



- Jay's responses have been frank and open

\*The participant has scored  
in the "red zone" in 2 areas.

Overall  
**57% \***

**Note:** This report represents only a small part of the factors that can be helpful in determining job performance. It is not designed to specifically recommend or not recommend any individual for employment and the ultimate employment decision rests with the Employer.

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## Marketing & Public Relations Interview Questions

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### General Reasoning (Cognitive)

**Question:** Tell me about a time when you were expected to solve particular problems in your job even though you had not been properly trained. How did you deal with it?

**Question:** Give me an example of when you have been able to think quickly to solve a problem in your job.

**Question:** Tell me about a time when you were frustrated because you didn't think you were given enough time to learn your job. What was the situation and what did you do?

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### Conscientious (Organization)

**Question:** Tell me how you keep track of the details of a project or task.

**Question:** Give me an example of how you have followed up with someone who asked for additional details on a project or task. How did you handle the follow up?

**Question:** Describe a time when you lost track of some details for a project and it caused a problem. What did you do?

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### Tough Minded (Assertiveness)

**Question:** Tell me about a time when you disagreed with a supervisor about how a customer situation should be handled. What did you do?

**Question:** Tell me about a time when you became impatient with a coworker or supervisor because they were being unreasonable. What happened?

**Question:** Give me an example of a time when you had to make an important decision on something even though it wasn't your responsibility. What was the situation and how did it work out?

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### Conventional (Rules)

**Question:** Describe a time when you had to begin working and you had not really been trained yet and didn't know what you were supposed to do. What was it like?

**Question:** How have you handled a situation where there was no procedure in place?

**Question:** Tell me about a time a good customer wanted something that was not consistent with policy. What did you do?

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**Extroversion**

**Question:** Give me an example of a time that someone praised you for your ability to listen to them. What was the situation?

**Question:** Tell me how you handle coworkers who like to chat with you even though you need to move on to the next task.

**Question:** Tell me about a time at work when you needed to take a break and get away from people for a while. What was it like?

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**Stable**

**Question:** Give me an example of how you have dealt with a lot of stress in your job every day. What did you do?

**Question:** Tell me about a time when a customer or coworker was very upset and was being unreasonable. What did you do?

**Question:** Describe a time when you worked in an environment that you thought was motivating but not too stressful. What was your day like and what made it motivating?

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**Team**

**Question:** Tell me about a time when you did something extraordinary in your job but were not given credit for it. What did you do?

**Question:** Give me an example of a time when a coworker needed your help with a project or task. What was the situation and how did you handle it.

**Question:** Give me an example of a time when you were praised for your performance in front of the team. How did your coworkers respond?

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