



# InterviewPenguin.com

## Your Best Job Interview Coach Since 2011

### Category Manager Interview Questions

1. Can you please walk us through your resume?
2. What is your knowledge of this or that product category?
3. How will you discover consumer trends in the given category?
4. What are your strategies when negotiating with the product vendors?
5. Imagine that you launch a new sub-category of products on the website, but conversion rates are very low. How will you react?
6. How would you determine competitive pricing for different products in the category?
7. How would you plan an exit strategy for an unsuccessful product?
8. Describe a time when you helped to improve sales of a particular product in your last job.
9. Describe a situation when you were unable to solve the problem on your own.
10. Tell us about a time when you missed a deadline or productivity target.
11. Describe a time when you sacrificed short term goals for long term success.
12. Narrate a situation when you struggled to communicate someone to one of your colleagues or clients. How did you eventually get your message over?
13. Describe a situation when you reached a goal and tell us how you achieved it.

**Source and answers to the questions:** <https://interviewpenguin.com/category-manager-interview/>