Case Interviews are designed to see how you think. The below are a sampling of questions. Remember when preparing for Case Interviews, practice, practice, practice and more practice is key. Consult your Career Advisor for additional resources.

Preposterous Cases

1. How much does a 747 weigh?
2. How many baby strollers are sold in the United States each year?
3. How many donuts fit into the Empire State Building?

Factor Questions

1. What factors would you consider when developing a new drug?
2. You are thinking about putting a distribution center somewhere in the United States. Where would you put it and why?

Profit and Market Share Case Questions:

1. A restaurant that has been successful in the past is seeing a decline in its profits. Why is this happening?
2. A hair product company, Hair Beauty, has a multitude of products in order to treat women’s hair. This industry is highly competitive, and lately, Hair Beauty has seen a decline in market share. Why is this happening and how can they regain share in the market?
3. You are a highly successful clothing company and are thinking about acquiring a smaller, boutique clothing shop. This small shop has more types of clothing items to sell than yours, but it has also seen a decline in revenue. Should you still acquire this company? What factors would you want to consider?
Potential Answers

1. Preposterous Cases

   o One way to approach preposterous cases is to try to break them down into parts. For example, the weight of a 747 question could be approached like so:

     ▪ 18 tires: Assume tires way 200 pounds each → 3,600 pounds
     ▪ 4 engines: Assume 2,500 pounds each → 10,000 pounds
     ▪ Interior: 75 rows of seats times 4 feet per row equals 300 feet, assume the average weight per foot is 10 pounds → 3,000 pounds

   o Continue to break down the plane into the components you can think of and sum the weights. Remember, there is not a specific answer the interviewer is looking for, rather the interviewer is analyzing how you approach the question as well as assessing your mental math skills.

2. Factor Questions

   o The factors you consider will depend on the case question asked of you. For the distribution center question, some factors you may consider include, but are not limited to:

     ▪ Cost of the land where the center will be placed
     ▪ How business friendly is the state?
     ▪ Is the location near any major highways?
     ▪ Is there an educated workforce available?
     ▪ Would people want to live in this area?

   o When asked a factor question, try to think of factors that are specific and related to the question at hand.

3. Profit and Market Share Case Questions:

   o When asked a question regarding profits, it is critical to consult the profit formula:
     \[
     \text{Profit} = \text{Revenue} - \text{Costs}
     \]
     ▪ Revenue Includes: Quantity and Price
     ▪ Costs Include: Variable Costs and Fixed Costs

   o Building a profitability “tree” is a great way to approach these types of problems.
The profitability “tree” above is derived from the book Case in Point by Marc Cosentino

- It is also important to consider if the profitability problem is an external or an internal problem. This will indicate whether the issue lies within the company or is an industry-wide problem and guide your analysis.

- While you will be in charge of thinking of potential revenue and or cost issues in a profitability problem, you are more than welcome to ask clarifying questions to the interviewer, so you can target your analysis more clearly.

***Please note that copies of Case in Point, a highly regarded case preparation book, is in the William B. White business library and available for students to check-out. Many of the examples above are addressed within this book and will provide clarification and more in-depth analysis and answers to the example problems listed above.