**Q1 - When you begin a project with a new client and/or a new industry - what do you usually do first?**

Market Research

Correct! Before you start doing anything else, it is first priority to learn about your client, the industry they are in and all relevant markets. This gives you the right context for any task awaiting you in course of the project.

**Q2 - When structuring the key message you're opening a presentation with, which information would typically come first?**

Situation

Correct! Usually, you always start a key message by explaining the situation.

**Q3 - Which of these words is not included in the term "MECE"?**

Comprehensively

Correct! The "C" in "MECE" stands for "collectively"!

**Q4 - For which term is ARPU the abbreviation?**

Average Revenue Per User

Exactly right!

**Q5 - Which of these characteristics does not hold true for a best practice executive summary?**

Begins with a proposed solution.

Correct! The proposed solution and its impact come at the very end of the executive summary - before, you set situation and background, identify problems and opportunities and state your hypotheses.

**Q6 - What do you not have to consider when sharing project results with the client's organization?**

You have to consider all of these factors!

Correct! Keep all of this in mind!