

# Soft Skills Screening Task



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# Purpose

Working at a Consulting Firm, you will often have to drive discovery sessions to develop deep understanding into the needs of the business. These discovery sessions may not always be client facing, but any team member and resource needs to show the skills on how to ask relevant and pertinent questions. This screening task evaluates how you assess a problem, uncover and structure critical information, and use that to design a solution.

This assessment is NOT intended to test your technical skills - it is intended to evaluate your logic and consulting skills.

# Context

Your client, Muzical, has just launched a new streaming service similar to Spotify. Muzical is a free service that does not charge any subscription fee - however it generates revenue through advertising.

* Each ad will be 15 seconds long.
* An ad will be played after each song
* There are 2 categories of ads - peak-time ads and off-peak ads. Peak time means that listeners are paying more attention to the ads compared to the off peak time.
* Pricing for each ad category will be fixed (no bidding required).
* Peak time ads will be twice as expensive as off peak time ads
* Ad slots will be provided to advertisers on a first-come-first-serve basis.

# Problem

Muzical needs to determine how much to charge for each ad spot. They would like to maintain a 100% operating margin, i.e. the total ad revenue generated per month should be twice the licensing cost per month.

# Your Task

* Come prepared to the interview with a set of questions that you would need answers to, to be able to determine the price of peak time and off peak time ad pricing.
  + Relevant questions will be answered
  + Irrelevant questions will be answered with “I don’t know”.
* Be prepared to calculate the answer in real-time on the call
* [Bonus] As a new service, Muzical does not have advertisers for all its ad slots. Make recommendations for increasing the % of ad slots purchased.
* Estimated time to prepare your questions is 10 minutes
* Estimated time of the exercise during the interview is 10 minutes