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

1. Summary & analysis of the client's problem statement
2. **Market research**
3. Setup of a basic business case Excel file
4. Presentation of first ideas to client

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?

1. Question
2. Answer
3. Complication
4. **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"?

1. Exhaustive
2. Mutually
3. **Comprehensively**
4. Exclusive

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

**MECE** stands for **Mutually Exclusive Collectively Exhaustive**.

The MECE Principle is a framework used by management consulting firms to group data into categories that following a two specific rules. This categorization makes it easier to analyze and derive useful conclusions. The two data categorization rules of MECE are: Mutually Exclusive – An item or data record can only be in one category at a time and Collectively Exhaustive – All items or data records must be included in one category (e.g., your categorization structure can not exclude an item or data record).

Source: <https://caseinterview.com/mece>

Q4 - For which term is ARPU the abbreviation?

1. Average Rate Per User
2. Actual Rate Per User
3. Actual Revenue Per User
4. **Average Revenue Per User**

Exactly right!

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

1. Provides all key information in one slide
2. Is structured by a "top down" logic
3. **Begins with the proposed solution**
4. Aims at communicating as much information in as few words as possible

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?

1. Concerns/objections of specific stakeholders
2. Project and client relation history
3. Client-internal organizational dynamics
4. **You have to consider all of these factors!**

Correct! Keep all of this in mind!