## **Branding Strategy**

31%

2.4

This Branding Strategy skills test evaluates candidates' ability to define, position, manage, and develop a brand. This online screening test will help you identify brand marketers who have the strategic skills to develop and grow your brand.

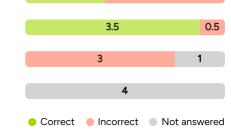
⇔ View full test description

• Brand positioning

Brand identity

• Brand management

• Brand advertising



1.6

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## English (proficient/C1)

79%

The English (proficient/C1) test evaluates a candidate's knowledge of the English language at the C1 level of the CEFR framework. This test will help you hire employees who can participate in demanding professional and social conversations in English.

So View full test description

• Grammar & vocabulary

• Forming complete sentences

• Reading comprehension

• Listening comprehension

5

4 1

1.8 0.4 3

• Correct • Incorrect • Not answered

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50% Problem solving

This problem solving test evaluates candidates' ability to define problems and analyze data and textual information to make correct decisions. This test helps you identify candidates who use analytical skills to evaluate and respond to complex situations.

View full test description

• Creating and adjusting schedules

• Interpreting data and applying logic to make decisions

• Prioritizing and applying order based on a given set of rules

 $\bullet$  Analyzing textual and numerical information to draw conclusions

CorrectIncorrectNot answered

Tinished in 00:10:00 out of 00:10:00

## Attention to detail (textual)

60%

This Attention to Detail (Textual) test evaluates candidates' attention to textual detail while processing information. This test helps you identify candidates who can thoroughly and carefully handle intricate processes.

⇔ View full test description

• Matching information

Filtering information

• Comparing statements for differences

• Checking the consistency of information

CorrectIncorrectNot answered

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## Personality

### DISC

### S - Pleasantly calm and accommodating

The DISC test is based on the model developed by psychologist William Marston for behavioral assessment. It classifies how we express emotions into the four behavior types of DISC: dominance (D), influence (I), steadiness (S), and conscientiousness (C).

View full test description

(i) Finished in 00:04:50 out of 00:10:00

# S: Pleasantly calm and accommodating

#### Introduction to DISC

The DISC test is one of the most popular personality tests used in the workplace. This test shows how someone is likely to behave in their work environment and is therefore valuable in understanding candidates more deeply in preparation for interviews. The model uses the basic styles of Dominance (D), Influence (I), Steadiness (S), and Conscientiousness (C), which may appear alone or in combination with another style. The letters of the personality types correspond with these four styles.

### S type description

Ss are loyal and reliable. They fulfill their obligations and are accommodating and peaceable. They are service-oriented, stable individuals.

#### In personal relationships

The S is cooperative and takes the needs of others into consideration. Ss are givers and believe their role in relationships is to listen attentively and provide for others. These individuals are easygoing and would rather follow than lead. They avoid conflict.

### At work

They are calm, pleasant, and do not rock the boat. Competition does not interest them; they prefer working cooperatively as part of a team. They can be excellent in people-oriented jobs.

The S is an accommodating leader and gives the team space to resolve conflicts between contenders for leadership among themselves. Because they are willing to compromise, they are capable of getting people who do not initially want to cooperate to go along with them.

As team members, they are excellent specialists. They keep promises and focus on their responsibilities. They use common sense and are good at prioritizing.

### Their best attributes

They are great listeners and patient people who can spend hours listening and encouraging a friend or a colleague. They are attentive to others' needs; at the same time, they make a point to check on themselves by asking for feedback. They are skilled at finding compromises that best serve the needs of all.

### Their main challenges

Ss often underestimate their own skills and can do more than they say. S types hide their own desires and ambitions and wait for changes rather than initiate them. They consistently try to reach a consensus and will usually be able to avoid conflicts. If conflicts do arise, they will do everything in their power to resolve them quickly.

### Tips for communicating and working with an S

These individuals respond best to direct questions and approaches presented with empathy. When you communicate with them:

- Use empathy and explain yourself thoughtfully to get on the same level as an S.
- Recognize their preference for in-person communication.
- Always allow time for questions regarding their personal thoughts and feelings on the matter at hand. Be aware that, as followers, they may keep their opinions to themselves.
- Communicate assertively in order to get the best out of interactions with them.



To help them achieve their potential at work:

- Ask them to participate in group projects and group dynamics. When there is a need for a motivator or someone to help build relationships, you can count on an S.
- Offer feedback frequently, but do not put them in the spotlight in front of others, as they like to keep things low-key.
- Provide a long-term perspective and give them enough time to acquire expertise and work out details
- · Encourage Ss to further leverage their strengths by developing guidelines for accomplishing tasks.

### Possible coaching points:

- The S may need coaching to learn to remain calm while under pressure.
- Assertiveness is sometimes challenging for S types, especially in holding people accountable when they behave irresponsibly. Since showing responsible behavior is precisely a quality of the stabilizer, others may take advantage of it.
- Being proactive and taking initiative rather than reacting to people or events are important skills for Ss to work on. Pairing them with colleagues who bring variety to tasks can help them improve these skills.

### Discussion points

Use these discussion points during the interview to gain deeper insight into the candidate, and to provide the candidate with role details that are likely to be important to them.

- In what ways does this role focus on building consensus?
- To what degree does this role require assertiveness? How does the candidate handle situations requiring assertiveness?
- To what degree are time pressures and deadlines a part of the role? What support does this role receive for handling these time pressures?



# **Custom questions**



**Essay** 

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Assume that you handle public relations for an online game development company, Wicked Games. Its software development operations are based in Pakistan, with a sales department in the US, where it sells to major gaming and entertainment companies.

Draft an email to a reporter at an online US technology news publication, pitching a feature on Wicked Games, to increase its brand visibility. Your email should highlight what is unique about the company, and why covering it will be interesting for the publication's

readers.
What to look for in the answer?
Answer
Dear XYZ,
Hope you're having a great day!
I'm writing to talk about an exciting publication that will pique the interest of your readers.
Wicked Games, an online game development company is loved by many fans in the US and Pakistan. Our games are focused on play as well as testing our brain muscles. Our games help users assess their mental and emotional abilities which excites them to play these games and recommend them to fiends and family.
We believe this topic will be of interest to many readers out there.
Hoping for a positive reply from your side.
Cheers!
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**☆☆☆☆**0.0

Continue to assume that you work at Wicked Games. Your role also involves keeping existing and potential clients engaged with frequent marketing content through a monthly newsletter.

In the upcoming edition, your manager is planning to showcase the company's game development operations and capabilities in Pakistan. Draft an outline of the newsletter to show what points you will highlight, and how you intend to make them relevant for clients.

What to look for in the answer?

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#### Answer

Hello again players!

We hope you've been enjoying our games. We have been talking about the newest features and updates of our games in previous newsletters.

In this edition, let's take you on a journey of our game development operations and capabilities in Pakistan.

Pakistan is rapidly emerging as a hub for game development, with a thriving community of developers and designers. At wicked games, we have a dedicated team of game developers based in Pakistan, who are working on exciting new games that we can't wait to share with you.

From ideation to release these developers and designers create magic that you guys so lovingly enjoy in your playtime.

The team in Pakistan is highly skilled and motivated to create these world-class games. As P

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