



## Features of our GDPI Course

- ✓ 50+ Mentor-Led Live Sessions
- ✓ SOP & Form Filling Guidance
- ✓ Personalised Mentorship by Mentors From Tier 1

### B-Schools

- ✓ Institute Specific Preparation
- ✓ Daily WAT Task
- ✓ Coverage of Current Affairs
- ✓ Interview FAQs
- ✓ Basics of Management
- ✓ Mock GDs
- ✓ 8 Mock PI (Duration: 1 Hour)

MBA KARO

## Basics of any Interview

### Steps to prepare for an interview

1. Prepare your CV well and make sure you know what is in it and can speak about the things written in there.

2. Prepare a rough script of some frequently asked questions

Prepare a rough script of some of your HR/Behavioral Questions. Don't mug up your answers. Preparing a script will help you remember important points to be mentioned in your answers during interviews.

3. Practice aloud in front of the mirror:

This has helped me a lot in being confident and remaining calm during interviews. It not only increases confidence but also helps us to check our expressions while speaking.

3. Take as many mock interviews as possible.

The mock interviews of institutes/ professionals are the best because there you will have an unknown person taking your interview. Thus, it will give you the proper Interview environment.

4. Ensure that you have all required documents, arranged in the specified order.

5. Make sure you reach the venue prior to the stipulated time. Have a contingency.

6. Have a proper meal before your interview

7. Get a good sleep before your interview. BEING CALM DURING THE INTERVIEW IS OF UTMOST IMPORTANCE.

## **Proper grooming for an interview: (unless stated otherwise)**

For the BSchool GD/PI process I would suggest that the students should try to have a professional look in terms of attire and grooming. Proper attire makes you feel confident and it gives you an added advantage during the interview process. Though there are no strict rules in terms of attire during GD/PI. But if you can afford you should try to follow the following:

### **Men:**

formal shirt (preferably light coloured like white, light blue etc)

formal pants (preferably dark coloured like blue/ black/ dark grey etc)

Blazer: (preferably dark coloured like blue/ black/ dark grey etc) The colour of blazer should ideally be the same as that of formal pants.

Socks: plain black

Shoes: formal black

Tie: plain (blue/black)

Grooming: properly shaved, proper hair cut (short) with a confident smile :)

### **Women:**

The logo for MBA KARO features the words "MBA KARO" in a bold, sans-serif font. The "M" and "K" are slightly larger than the other letters. A thick, light blue vertical bar is positioned to the left of the text, with a teal arrow pointing upwards from its base.

# MBA KARO

formal shirt (preferably light coloured like white, light blue etc)

formal pants/skirt (preferably dark coloured like blue/ black/ dark grey etc) The skirt should be knee length.

Blazer: (preferably dark coloured like blue/ black/ dark grey etc) The colour of blazer should ideally be the same as that of formal pants/skirt.

Socks: plain black

Shoes: formal black belle (without any shiny button or lace)

Grooming: Hair should either be short or made into a bun/ pony or clutched properly.

Minimal makeup (nude lipstick or just a light shade of lipstick etc) and of course always wear a confident smile :)

Correct Body language and gestures for the interview:

### **Do's: Things related to body language to keep in mind while interview:**

Before answering any question also; your body language, the way of speaking and expressions answer a lot about your candidature

#### Articulation is the key:

Build your communication skills :

Sometimes we know a lot of stuff in the interviews but we couldn't articulate our thoughts because of lack of communication skills. You should practise more and more so that you should at least be able to answer the questions you know and communicate your thoughts to the interviewers.

#### Charisma of Confidence:

Be Confident :

Always have a belief that you are good enough for this role/College. Don't lose your patience even during stressful interviews. Answer with confidence. (there is a thin line between overconfidence and confidence. Don't cross the line)

#### Am I audible?

Be loud and clear:

Whatever you speak, make sure you are loud and clear (loud doesn't mean you have to shout. It means you must be audible to them. A low voice indicates an under-confident personality. )

### Smile the stress away

Always keep a smile on your face:

No interviewer in this world likes to interview a grumpy person. So make sure to keep a gentle smile on your face. (do not overdo it). A smile can bring out the best in your personality.

### Body language speaks too

Focus on your body language:

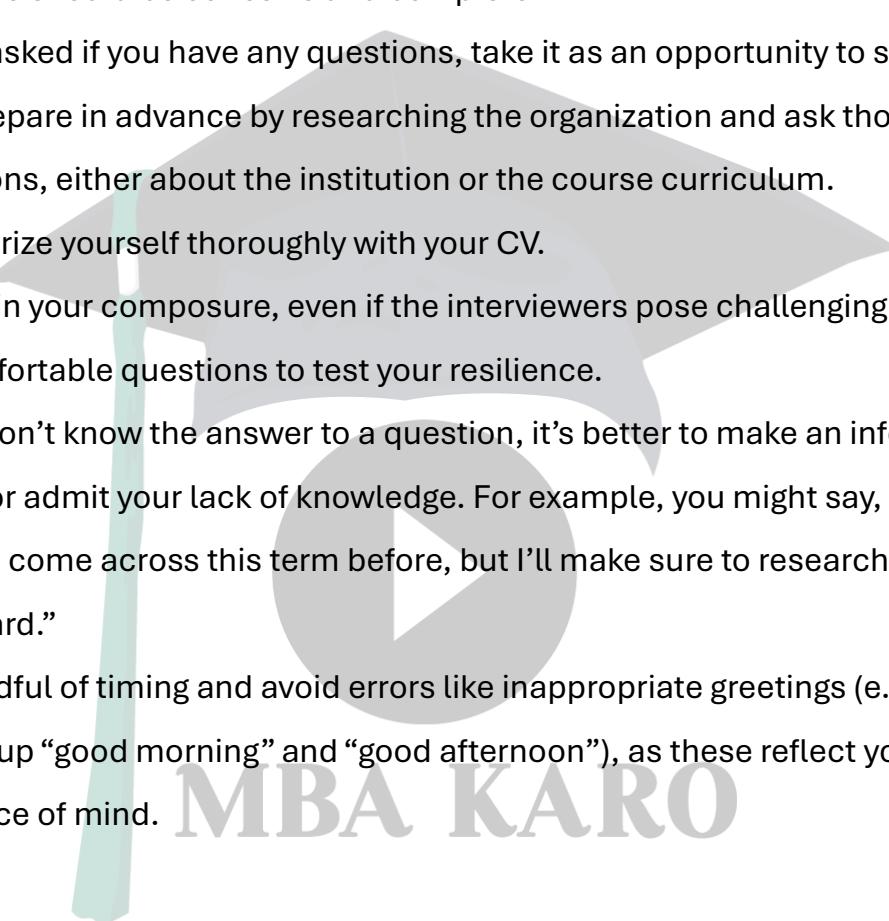
A lot can be inferred about your personality by observing your body language.

- ⊕ Make hand gestures while speaking,
- ⊕ Maintain eye contact with the panelists.
- ⊕ Maintain a calm and composed body posture: Do not shake your hands/legs.

In a nutshell make sure your body language only indicates that you are confident, no matter how nervous you are.

### **Do's: Some Other Things to keep in mind while interview:**

- ⊕ If you're uncertain about any question during the interview, don't hesitate to ask the interviewer for clarification—there's no penalty for doing so. Respond confidently and ensure you have a thorough understanding of the subject matter.
- ⊕ Think of the interview as a conversation; aim to be natural, confident, and engaging. Smile occasionally, speak with conviction, and avoid coming across as dull or overly formal. However, steer clear of arrogance or overconfidence, as it can overshadow your positive traits.
- ⊕ Since the faculty will be evaluating many candidates, it's crucial to build a compelling narrative that sets you apart. Provide them with a clear reason to choose you.



- ⊕ Before the interview, visit the business school's website to familiarize yourself with the course structure and general information about the institution.
- ⊕ Be well-informed about your hometown or state, as well as city in which the institute is located, especially regarding current affairs.
- ⊕ Ensure that your responses are supported by relevant examples. Your narrative should be cohesive and complete.
- ⊕ When asked if you have any questions, take it as an opportunity to stand out. Prepare in advance by researching the organization and ask thoughtful questions, either about the institution or the course curriculum.
- ⊕ Familiarize yourself thoroughly with your CV.
- ⊕ Maintain your composure, even if the interviewers pose challenging or uncomfortable questions to test your resilience.
- ⊕ If you don't know the answer to a question, it's better to make an informed guess or admit your lack of knowledge. For example, you might say, "I haven't come across this term before, but I'll make sure to research it afterward."
- ⊕ Be mindful of timing and avoid errors like inappropriate greetings (e.g., mixing up "good morning" and "good afternoon"), as these reflect your presence of mind.

### Don'ts: Things to avoid in an interview

- ⊕ Don't get overconfident at any time during the interview!
- ⊕ If you don't know any answer or you are unsure about it then it is highly advisable to resist the urge to go ahead none the less and speak on it.
- ⊕ Do not go to the interview with a fixed mindset. Your interview may be nothing like what anyone has ever described to you. It is always important for you to keep a cool head and think clearly. Your attitude and poise in the

interview are as important, if not more, than what you know or do not know.

## What to do if you go blank in an interview?

We are humans and we don't know the answer to every question thrown at us. Also interviews can be random. So, it's quite natural to go blank in an interview. Here are the few things that you can do if this happens with you.

1. Do not panic: Most of the times, interviewers want to check whether the candidate can handle the stress or not. If you will panic it can totally screw your chances of being selected. So stay calm. Maintain a smile on your face.
2. Take 30 seconds break: You can politely and frankly ask the panelists with a smile that Sir/Madam Can I take 30 seconds to think.
3. Take a deep breath and Drink water: You should take a deep breath and ask the interviewer with a smile, " Can I take a pause to have water please!
4. Try to come up with something:

If you want to give it a shot, try to come up with something. But make sure it doesn't look like blabbering. (Many people tend to start blabbering when their mind goes blank). You can frankly tell the panellists that Sir, I am not sure but I want to give it a shot.

5. Admit that you don't know

When nothing works simply admit. I myself have done this in a lot of my interviews. When I didn't know the answers I admitted that I didn't know. When my mind went blank once I told the panellists with a smile that sorry sir! My mind went blank. (And this didn't affect my results. I got selected)

## **Types of Questions in an interview:**

### Personality Based Questions

These questions are asked to understand if you are a good fit in the institute and if your views and personality matches the institute's culture. These are general questions about one's personality and hence it is not acceptable if you cannot answer these questions. There is no right or wrong answer when it comes to answering personality-based questions. It is more about understanding your clarity of thoughts. What is important is to have a consistency through all your answers and thus it is advisable to be honest with your answers. It is important to know yourself to answer questions like strengths and weaknesses, long- term and short-term goals, Why MBA, etc. Avoid answering 'I don't have any weaknesses' as it shows lack of self-awareness. Thus, introspection is the key to answering these questions.

While answering questions about your personality, try supplementing it with an example or a short incident that justifies a particular trait.

### Academics:

Academics is something you cannot let go off even if you have been working. You are still supposed to remember important details from your graduation. As for freshers, this is one area that your interview will largely be based on. You need not study everything all over again. The panel also does not expect you to study 4 years in 4 weeks all over again. What they expect to know is if you have understood the concepts from graduation well. Hence, ensure that you are thorough with the basics of what you have studied so far. Also, it is important to understand the practicality of the subjects you have studied so far.

Tip: Prepare for one or two of your favourite subjects in depth; Have an explanation ready for why it is your favourite subject.

### Work-Experience:

For candidates with work experience, majority of your interview will revolve around what your role is at work. Work profile, the assignments you have worked on and also a little history and recent developments in your organisation will form a major portion of the questioning in this bucket. You also need to prepare well for examples showcasing your leadership skills at work as well as team work.

Prepare well on the industry and the current market scenario of the industry you are employed in. An in-depth information of your employer, processes, businesses, structure, financial figures is important along with the knowledge of your competitors and their strategies.

Also, highlight any work achievements, how you accomplished it, what it taught you, etc.

### Extra-Curriculars:

Any institute wants a well-rounded individual. Extra-curriculars show how balanced an individual is. Show the interviewer that you are interested in things apart from your academics and work.

Talk about positions of responsibilities held by you and major learnings, challenges, teamwork and leadership opportunities.

When talking about your hobbies, try to show how you have consistently tried to be better at your hobby. The interviewer will expect in-depth of knowledge about your hobby.

Let's evaluate a scenario, say your hobby is Playing chess. The interviewer will expect you to know the founder of chess.com, any ongoing championship

worldwide, youngest grandmaster etc. Build your answers about your hobby keeping this in mind.

#### General Awareness:

Static GK - Any institute wants a candidate who is aware. You are expected to have knowledge about politics, civics, history and geography. Don't be surprised if the interviewer asks you the number of seats in Lok Sabha.

Current affairs - This is the most feared area of most candidates. Try to read as much as you can. Making summaries of notes is also very important. We have compiled a list of important current affairs over the past few months. (This is not an exhaustive list; with current affairs it never is!)

#### Abstract

Be prepared for anything, this pillar is for absolutely anything.

The interviewer can give you a guestimates or ask you to solve a puzzle, give you real life situations or test your analytical skills by giving you a guesstimate.

You will need to think quickly so be fresh and attentive.

## Sample Questions

### General behavioural/HR questions

- ❖ Tell me something about yourself?
- ❖ Tell me something about yourself which is not written in the form?
- ❖ Tell us something that you don't have in your life but you want to have it?
- ❖ What are your hobbies and interests?
- ❖ What are your Short term and Long term goals?
- ❖ What does your name mean?
- ❖ Have you memorized your introduction?
- ❖ Describe yourself in just 3 words.
- ❖ How would a friend describe you?
- ❖ Did you lead any team in college?
- ❖ Do you have any role model?
- ❖ Explain one habit in detail.
- ❖ Explain your Key Responsibility Areas.
- ❖ Have you won any prize/ awards?
- ❖ How did your college help you in your overall development?
- ❖ How do you manage time between study and hobbies?
- ❖ How has your school helped in your personal and professional development?
- ❖ Is it difficult to take criticism and how do you deal with it?
- ❖ List down 5 qualities which are important to be a good manager.

- ❖ Who inspires you and why?
- ❖ Prepare your demographic profile.
- ❖ We prefer people with work – ex, what makes you come here without work – ex?
- ❖ What are those things that your friends have asked you to work on?
- ❖ Are you a leader?
- ❖ What are you passionate about in life?
- ❖ What are your core values?
- ❖ What are your strong points?
- ❖ What do you do in your daily life?
- ❖ How do you spend your salary?
- ❖ What do you like the most about yourself?
- ❖ What do you really want to do in life?
- ❖ What do you want to do in life and what drives you towards it?
- ❖ What has been the biggest disappointment in your life so far?
- ❖ What has been your biggest achievement in life so far?
- ❖ What does success mean to you?
- ❖ What does your father do?
- ❖ What is your biggest achievement and biggest failure so far?
- ❖ Can you talk about your family background?

### Strength and Weakness:

- ❖ Since you are a fresher, why should we select you?
- ❖ Cite two reasons as to why we should take you.
- ❖ Give 3 reasons why we should not select you.
- ❖ How are you different from others?
- ❖ How and what will you contribute to the classroom?
- ❖ Any event in your life that has impacted you?
- ❖ Would you give some examples to vindicate your strengths?
- ❖ Can you justify your strengths?
- ❖ How have your strengths helped you in life?
- ❖ Name a strength that is also a weakness of yours.
- ❖ One weakness of yours which you converted into a strength.
- ❖ What is your core competency?
- ❖ What are you doing to overcome your weaknesses?

## MBA KARO

### Extra-curricular/hobbies/interests:

- ❖ Do you like to read?
- ❖ Which is your favorite book and author?
- ❖ What else do you read - magazines, newspapers?
- ❖ What genre of books do you read the most?
- ❖ What extra-curricular school activities are you involved in?
- ❖ What have you learned from your activities?

- ❖ Were your extracurricular activities worth the time you put into them?
- ❖ How did you become involved in your extracurricular activities?
- ❖ What do you enjoy doing outside of work in your free time?
- ❖ What is your favourite book/movie/song/painting-or author/actor/singer/artist?
- ❖ Which magazines/newspapers do you read regularly? Which books have you read recently?
- ❖ Have you ever done volunteer activities?

#### Situation based Questions:

- ❖ Biggest difficulty you have faced in life and how did you handle that situation?
- ❖ Describe two instances where you have been able to demonstrate leadership and team building skills.
- ❖ Quote an instance where you motivated people of your team.
- ❖ Can you talk about some instances which show that "confidence" is your strength?
- ❖ Describe any situation where you have depicted leadership skills.
- ❖ Talk about an incident/ or the things that changed your perspective/outlook towards life

#### Specific MBA related Questions

- ❖ Why MBA?

- ❖ Why MBA as a fresher industry exposure?
- ❖ Why MBA after Engineering or life sciences or commerce?
- ❖ Which specialisation you are planning to take?
- ❖ What is the difference between MBA and PGDM?
- ❖ Do you think MBA is necessary for success in corporate world?
- ❖ What will you do if you will not be able to take admission in any B- School this year?
- ❖ What will you do if you will not be able to get placed in MBA?
- ❖ Which other B-School calls have you received?
- ❖ Why did you opt for your field of graduation?
- ❖ What are your expectations from this course of management?
- ❖ What are your expectations from a B School?
- ❖ What do you wish to learn from this program?
- ❖ Why does management as a career attract you?
- ❖ Since you are already earning, so why do you want to do an MBA?
- ❖ Tell us at least 5 things that you expect to learn from a B-school.
- ❖ What is the biggest advantage of MBA?
- ❖ What parameters would you consider while choosing a B-School?
- ❖ Why do you want to pursue an MBA before having work-experience?
- ❖ Why do you want to pursue an MBA from this institute?
- ❖ 30 years down the line where do you see yourself?
- ❖ Are you ready to risk your salary and a good job for an MBA degree?

- ❖ Describe the role that you will play after your management degree ?
- ❖ How does a B School prepare you for the industry when it cannot mimic an industry environment?
- ❖ Tell us about your skill sets that are going to be useful in MBA.
- ❖ What would you bring to the learning environment in this B-School?
- ❖ When did you decide to do your MBA?
- ❖ Why do you want to pursue MBA and why specifically HR/marketing/etc?
- ❖ What do you like about marketing?
- ❖ Do you know any one HR person who is famous?
- ❖ Explain a few principles of management.
- ❖ Tell us what do you mean by a business model.
- ❖ What are the colleges known for HR?
- ❖ What are the five basic branches of management studies?
- ❖ Name 5 companies hiring students for your preferred domain (HR, Marketing, finance etc)
- ❖ Favourite women entrepreneur especially Indian and why?
- ❖ Favourite Indian business personality and Why?

#### Places you have been to related questions:

It includes:

- ❖ the place you were born
- ❖ the place you were brought up

- ❖ the place from where you did schooling/completed your graduation
- ❖ the place where you were working
- ❖ the places where you have stayed in your life for a significant amount of time
- ❖ The demographics, population, sex ratio,
- ❖ The history of the place/Historic facts about the place
- ❖ Fun facts/trivia questions/ unique things related to the place
- ❖ The meaning of the name of the place and different names of the place.
- ❖ Political knowledge for eg : number of lok sabha seats, number of districts etc.
- ❖ Geographical knowledge of the place.
- ❖ Famous hills/waterfalls/treks/
- ❖ Knowledge of important personalities linked to your college/school/university/town name
- ❖ For eg: If your college name is given upon Mr. Rajiv Gandhi ji
- ❖ Read the basic and famous things about him.
- ❖ Describe two good things and two bad things about your hometown.
- ❖ How much time does it take to reach there?
- ❖ Tell me five unique things about your hometown.
- ❖ What do you know about the political conditions of your hometown?
- ❖ What are the famous things (food, clothes, monuments, etc) of your village/ city/ state and city where the institute is located in.

### Subject matter related questions:

- ❖ Which was your favourite subject in 12th and why?
- ❖ What are your favourite subjects in UG?
- ❖ Why is your academic record bad?
- ❖ Justify gaps between 12th and Engineering or after Engineering (if any)

### Current affairs/Static General awareness

- ❖ Go through the major recent happenings of at least the last 6 months in and around the country.
- ❖ Know the CM of your state
- ❖ Important ministers of country
- ❖ In most of my mock PIs the candidates are unable to recall the President and Vice President of the country
- ❖ Basic knowledge regarding India
- ❖ like the number of states, their capital, number of UTs etc.

### Work experience related Questions:

- ❖ What was your role during the job?
- ❖ Describe your job profile.
- ❖ Elaborate on your experience while working with your company.
- ❖ Introduce your organization. What role you play in the organization? Tell us about your projects.
- ❖ Explain your job responsibilities.

- ❖ How will your current experience help you if you go on to become a manager?
- ❖ For how many months have you taken a work experience?
- ❖ Are you not happy with your job? Then why do you want to leave the company?
- ❖ Which Companies were the competitors of your firm?
- ❖ Who was the main client of your firm?
- ❖ Tell some qualities of a good manager?
- ❖ Why did you switch jobs? What was the reason?
- ❖ How have you handled criticism of your work?
- ❖ Tell me about your least-favourite manager or professor?
- ❖ Tell us about any one creative project that you undertook in your job.
- ❖ There are 5 people working under you. How will you motivate and manage them?
- ❖ Tell us something about the CSR initiatives of your previous organization.
- ❖ Tell me about the job sites that you have worked at.
- ❖ Since your company has a high growth potential, then why do you want to leave the job and change the field?
- ❖ How good was your company?
- ❖ How is quality measured at your job?
- ❖ How is your company performing in the wake of recession?
- ❖ How much time did you need to understand your client's business?
- ❖ Apart from your regular work, what else have you done in your company?

- ❖ How do you get the estimate for the time required to finish a project?
- ❖ How do you ensure the productivity of your subordinates?

### Stress Interview questions:

- ❖ What would you do if I tell you that your interview is poor today? (Stress Interview)
- ❖ Sell these pen/soap/other things to me?

### Basic Maths/Graph questions:

- ❖ Draw the graph of  $y = |x|$

This is one of the easiest questions that you can get. Please see the basic graph questions like the graph of

$$y = e^x$$

$$y = \log x$$

$$y = \log |x|$$

If you are an engineer expect some tough questions from graph as well.

- ❖ Why do we use a constant in integration without limits?
- ❖ The basic differentiation and Integration formula of various functions.
- ❖ What is the difference between speed and velocity? What do you mean by scalar and vector quantity etc.
- ❖ Why is normal distribution a bell shaped curve. explain it in a layman's term.
- ❖ What is mean, median and mode explain with an example.
- ❖ Area under a particular curve.

## How to frame answers to some of the Behavioral Questions with Sample Answers

### Introduction: Tell me something about yourself

There is no perfect answer to this question but I can give a few pointers which can help you to prepare your answer.

- ❖ It should be short and crisp
- ❖ Personal touch: it should have a feel that it's about you and not like just some points taken from the internet.
- ❖ It should be interesting and catchy (not at all monotonous)
- ❖ It should have a structure (can be chronological/reverse chronological order)
- ❖ Ending: Try to end it at the topic from where you want follow up questions: When a person ends at a point, it somehow raises questions in the Interviewer's mind related to that particular point. You can keep your hobbies/interests in the end to increase the chances of follow up questions from those topics.

### Tell me something about yourself in an interesting way/ Tell us something that is not mentioned in your resume

This is again a golden opportunity to get questions from the area you want.

- ❖ You can talk about the meaning of your name and how does it complement your personality
- ❖ You can talk about the family background
- ❖ You can talk about any such incident which shaped you as a person/changed your thought process completely
- ❖ You can talk about your interests
- ❖ You can talk about some quote which inspires you.

- ❖ You can talk about your role model.

A sample answer:

Good morning! My name is XYZ which means shining and determined. I believe that the meaning of my name is perfectly in sync with my personality.

I was born in the Land of Knowledge Bihar and brought up in the Land of Mineral resources Jharkhand. My father was in a transferable job and each time I adapted quite well to the new environment and proved my mettle wherever I went.

Music has always been close to my heart. I have taken 4 years of vocal classical training. Looking back, I feel it has been the endless hours spent in perfecting the pitch and notes that laid the early foundations of perseverance in me. One incident that changed my thought process towards my life happened in 2009 when I faced a near death experience. It shaped me into a person with the fighter spirit.

In my free time I like to write on social media platforms and also like to give a healthy twist to tasty dishes. One thing that keeps me motivated is that Every day in every way I am getting better and better

Strengths and Weaknesses:

How to answer your strengths and weaknesses question:

There is a structured pattern

**Strengths:**

When you are mentioning your strengths, always back it up with an example in a line or two. You should never mention your strengths in just a word unless asked.

Here are a few sample strength answers:

Good Planner: I'm really proactive in my approach in terms of getting something done. I always tend to plan things in advance and account for any problems that we might face in the future, something which distinguishes me from some people who tend to do things at the very last moment. This has helped me in finishing my assignments ahead of deadlines every single time.

Dependability: I can't say that I'm the most talented person in my batch, but I can say for sure that I'll be one of the most dependable person. Having been a part of many teams in my life starting from my professional setup to project groups in college, I can say this with conviction that dependability is one of the most important things that you look for in your team mate. In most of my teams, I was the go-to person when my team needed something important done.

### Weakness:

“You are strong when you know your weaknesses.  
You are beautiful when you appreciate your flaws.  
You are wise when you learn from your mistakes.”

There are the 3 main things which interviewers expect from the candidate's answer to the above question:

1. Know your weakness: A person is capable of gaining knowledge about anything and everything if they have an idea about themselves. If you know your weaknesses it shows that you have done your self-introspection.
2. Accept your weaknesses: If you are honest enough to tell them about your weakness, it helps them to trust you more; at the same time it shows that you are ready to accept yourself and not ashamed to own whatever is yours.
3. Learn from your mistakes: This is the most important thing that they are looking for. They want to know if you have done anything to convert your

weaknesses into strengths. Knowing yourself if good, accepting yourself is better, but changing yourself for the good is best.

A sample answer of weakness:

I tend to work better with more details on the table but sometimes you need to make snap judgements wherein this sort of behaviour can lead to a delay in the decision-making process. I realised this as I led multiple teams in different projects and clubs and have consciously started working on it. I think with experience, I'm getting better at making fast decisions and following my instincts.

Name a strength that is also a weakness of yours.

Try to show instances clearly here that how that particular strength is also a weakness of yours.

A sample answer: I like to do things ahead of the deadline so that I have some extra time in hand for the unexpected nuisance that might occur. Though this strength of mine has always helped me in achieving success but at the same time some of my colleagues and classmates used to take advantage of me because of this. Often they used to burden me with their share of remaining work which I could not refuse out of social constraints and modesty.

Long term Short term goals

Your short-term goal should reflect what you actually want to achieve in the next 3-5 years. Make it aligned with your current study plan and connect it to your past as to how and what inspired you to achieve that goal.

In the long term you do not need to mention something over-achievable.

Do not just take something from the internet. Make it a personalized answer.

Again your past, present, short term goal and long term goal should seem connected. Now that should reflect clearly through your answer.

Sample answers:

Short-term: Firstly, I would like to make the most of my 2 years at B-school by extracting maximum learning through courses, class discussions, competitions and guest lectures. I strive to learn different nuances associated with management and add value to myself as an asset. Also I would give my best effort in making good relationship with people and build up my network as much as I can. After completing my degree I would like to see myself at a leading managerial position, trying to be the best version of myself, in an innovative company that prides itself on being the market leader and is willing to invest in creative ideas.

Long-term: I have always believed in taking ownership and taking accountability for end to end solutions. In my current stint also, I strategize with my team with the guidance of the Director and then work actively to implement those strategies. Hence in the long term, I would like to leverage my problem solving skills and experiences of working in diverse environments by taking a decision making role in an industry where my interest lies and where I believe I can make the maximum impact. I would further like to hone my leadership skills, to work with and guide my teams, to implement the solutions and be responsible for creating an impact. I believe I thrive in environments where responsibilities are huge, be it organising cultural events at college or implementing measures in my job. Hence a leadership role would certainly challenge me and bring out the best in me, creating a positive impact on me, my team and my organisation in the process.

## Why MBA?

Start with how you got inclined towards pursuing an MBA in the first place, what are the skills that you wish to obtain and how will it help you in achieving your long term goals.

A sample answer (which a candidate used) (PS: The person shortened it while answering in the interview)

There comes a point in our lives when we realise its true purpose.

July 2016: I went into depression after dropping out of XYZ BSchool.

Having spent most of my life in small towns, I always understood the importance of opportunities. Therefore, when I got the opportunity to study in an IIM, I grabbed it with both hands without any research and clarity towards my career goal. Few days into college and reality hit me hard. After days of dilemma and mental agony I finally decided to leave the tag for which many aspire. This invited severe criticism and earned me a tag of loser. After 5 months of confining myself to the gloomy four walls, staring into nothingness, my fighter spirit stirred me to focus on something else.

December 26, 2016: I started working in an MNC.

When life was back on track, I spent most of my time on self introspection.

Finally there was a clear goal ahead. I wanted to defeat my own failure by starting something in a small town in the education and counselling sector, so that the students do not waste years of their life owing to lack of knowledge and clarity in thoughts. I gave it a start by switching to an education technology startup, leaving my comfortable MNC job where I worked for a year. It was here when I realised that a structured course will help me bridge the gap between the skills I have and the skills I require.

An MBA from XYZ B-School will empower me to explore my interests and achieve my goals, which can help me transform a few lives.



## Subject wise Questions:

### Economics

#### What is Economics?

Economics is a social science concerned with the factors that determine the production, distribution, and consumption of goods and services.

Economics focuses on the behaviour and interactions of economic agents and how economies work.

#### What is Economy?

An economy is an area of the production, distribution, or trade, and consumption of goods and services by different agents in a given geographical location. Production, exchange and consumption of goods and services are among the basic economic activities of life.

#### What do you mean by Microeconomics?

Microeconomics is the study of economics at an individual, group or company level. Microeconomics focuses on issues that affect individuals and companies. It also focuses on supply and demand and other forces that determine the price levels seen in the economy.

#### What do you mean by Macroeconomics?

Macroeconomics, is the study of a national economy as a whole. This looks at economy-wide phenomena, such as Gross National Product (GDP) and how it is affected by changes in unemployment, national income, rate of growth, and price levels.

#### What is Law of Demand?

Law of demand states that as price falls, consumers are willing to buy more of the good.

#### What is Demand?

Demand is the willingness and ability of consumers to purchase a given amount of a good or service at a given price.

#### ⊕ What is Supply?

Supply is the willingness of sellers to offer a given quantity of a good or service. The interaction of buyers and sellers in a market results in equilibrium. Equilibrium exists when the highest price willingly paid by buyers is just equal to the lowest price willingly accepted by the sellers.

#### ⊕ What is Consumer Surplus and Demand Surplus?

Consumer Surplus is a measure of how much net benefit buyers enjoy from the ability to participate in a particular market.

#### ⊕ What is Producer Surplus?

Producer Surplus is the difference between the total revenue sellers receive from selling a given amount of a good, on the one hand, and the total variable cost of producing that amount, on the other hand.

#### ⊕ What do you mean by Opportunity Cost?

Economics deals with choosing one alternative among various alternatives. The choice of one alternative implies sacrifice of other alternatives; hence cost of this choice will be evaluated in terms of the sacrificed alternatives. The cost of this choice is the benefit of the next best alternative foregone. This is called opportunity cost.

#### ⊕ What is GDP? Gross Domestic Product: The monetary value of all the finished goods and services produced within a country's borders in a specific time period, though GDP is usually calculated on an annual basis. GDP is commonly used as an indicator of the economic health of a country, as well as to gauge a country's standard of living. It represents the total dollar value of all goods and services produced over a specific time period; you can think of it as the size of the economy.

#### ⊕ What is Monetary Policy?

Monetary Policy is the macroeconomic policy laid down by the central bank. It involves management of money supply and interest rate and is the demand side economic policy used by the government of a country to

achieve macroeconomic objectives like inflation, consumption, growth and liquidity.

#### **What is Fiscal Policy?**

Fiscal Policy is the means by which a government adjusts its spending levels and tax rates to monitor and influence a nation's economy.

These two policies are used in various combinations to direct a country's economic goals.

#### **What is Bank Rate?**

Bank Rate is the rate of interest which a central bank charges on the loans and advances to a commercial bank. Whenever a bank has a shortage of funds, they can typically borrow from the central bank based on the monetary policy of the country. This is typically done on a quarterly basis to control inflation and stabilize the country's exchange rates.

#### **What is Repo Rate?**

Repo Rate is the rate at which the central or federal bank of a country (Reserve Bank of India in case of India) lends money to commercial banks in the event of any shortfall of funds. Repo rate is used by monetary authorities to control inflation.

#### **What is Reverse Repo Rate?**

Reverse Repo Rate is the short term borrowing rate at which the banks park their money with the central or federal bank of a country (Reserve Bank of India in case of India). An increase in the reverse repo rate means that the banks will get a higher rate of interest from RBI.

#### **What is CRR?**

Cash Reserve Ratio (CRR)

Banks in India are required to hold a certain proportion of their deposits in the form of cash. However, Banks don't hold these as cash with themselves, they deposit such cash (aka currency chests) with Reserve Bank of India, which is considered as equivalent to holding cash with

themselves. This minimum ratio (that is the part of the total deposits to be held as cash) is stipulated by the RBI and is known as the CRR or Cash Reserve Ratio.

 **What is Statutory Liquidity Ratio (SLR)?**

Statutory Liquidity Ratio is the amount of money that is invested in certain specified securities predominantly central government and state government securities. The SLR, the money goes into investment predominantly in the central government securities.

 **What is Inflation?**

Inflation is the rate at which the general level of prices for goods and services is rising and, consequently, the purchasing power of currency is falling. Central banks attempt to limit inflation, and avoid deflation, in order to keep the economy running smoothly. For example, if the inflation rate is 3% annually, then theoretically a Rs. 100 can of Red Bull will cost Rs. 103 in a year. After inflation, your money can't buy the same goods it could beforehand.

 **What is FDI?**

Foreign Direct Investment (FDI) refers to the investment by foreign investors in projects in the country. This type of investment is more involved with the management, technology transfer and other field expertise and knowhow in the project.

 **What is FII?**

FII refers to Foreign Institutional Investors. These investors invest in the country indirectly by purchasing stocks of the companies listed on the stock exchanges. The FII money inflows or outflows are also called hot money flows.

## Finance

#### What is Finance?

Finance is a science that studies the management, creation and study of money, banking, credit, investments, assets and liabilities that make up financial systems, as well as the study of those financial instruments.

#### What is Accounting?

Accounting is the systematic and comprehensive recording of financial transactions pertaining to a business, and it also refers to the process of summarizing, analyzing and reporting these transactions to oversight agencies and tax collection entities.

#### What are Financial Statements?

A financial statement is a formal record of the financial activities and position of a business, person, or other entity. Relevant financial information is presented in a structured manner and in a form easy to understand. They typically include basic financial statements, accompanied by a management discussion and analysis. Financial statements involve Balance sheet, Profit and Loss Statements and Cash flow statement:

#### What do you mean by Balance Sheet or Statement of Financial Position is the snapshot - position of a business as on a particular date. It reports a company's assets, liabilities, and owners' equity at a given point in time.

#### What do you mean by Income Statement or Profit and Loss account gives the income earned and expenses, and therefore the profit, for a particular period. It provides information on the operation of the enterprise which includes sales and the various expenses incurred during the stated period.

#### What do you mean by Cash Flow Statement reports on a company's cash flow activities, particularly its operating, investing and financing activities. The cash flow statement fulfils the requirement of tracking the cash of a business.

- ⊕ What do you mean by EBITDA?

EBITDA is Earnings Before Interest, Tax, Depreciation, and Amortization.

- ⊕ What do you mean by Working Capital :- Current Assets - Current Liabilities

- ⊕ What are fixed assets?

Fixed Asset

Three Types of Fixed assets:

Tangible: - Asset which has a physical form.

Intangible: - Assets that are not physical in nature eg: - goodwill, patents etc.

Capital WIP/Intangible Assets under Development- Assets that are under construction.

- ⊕ What are current assets?

Current Assets

Assets which are due to be received within a period of 1 year.

Eg:- Short Term loans and advances, cash and bank balance, trade receivables, debtors, inventories etc.

- ⊕ What are Non-Current Assets?

Assets that do not fall under current assets

Eg:- Long Term loans and advances.

## Marketing

- ⊕ What is Marketing?

Philip Kotler defines marketing as the social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.

- ⊕ Difference between Marketing and Selling?

Marketing: An integrated communications-based process through which

individuals and communities are informed or persuaded that existing and newly-identified needs and wants may be satisfied by the products and services

**Selling:** It includes the activities that get the customers to make a purchase. Selling is closing sales that make you money.

#### What is B2B Marketing?

**Business to Business (B2B) Marketing:** It is the practice of individuals or organizations facilitating the sale of their products or services to other companies or organizations that in turn resell them, use them as components in products or services they offer, or use them to support their operations. e.g. automobile parts manufacturers, tech products sold to companies, furniture sold to hotels, etc.

#### What is B2C marketing?

**Business to Consumer (B2C) Marketing:** It is when a business markets its products or services to a consumer market. It includes goods and services such as food, clothes, cars, houses, phone services etc.

#### What is ATL, BTL, and TTL Marketing?

**Above The Line (ATL) Marketing:** All advertising is done through mass media. e.g. print, television, radio, cinema, etc. These are widespread, brand-building activities.

**Below the Line (BTL) Marketing:** Advertising that is targeted to a small group from the target audience with limited visibility. These are highly targeted, direct marketing activities focused on conversions for e.g. leaflets, e-mail marketing, localized hoardings, etc.

**Through The Line (TTL) Marketing:** Integrating both ATL and BTL marketing to engage with a consumer at multiple points (for e.g. the consumer will watch the television commercial for a concert, hear about it on the radio, and then be handed a pamphlet for the same on the street). This enables

integrated communication where consistent messaging across multiple media creates a consumer perception.

 **What are different media for advertising?**

Digital advertising – social media, websites, apps, etc.

Print advertising – Newspapers, magazines, pamphlets.

Broadcast advertising – television and radio

Outdoor advertising – billboards, wallscapes, and posters

Public service advertising – campaigns related to social issues

Guerrilla advertising - unconventional interactions in order to promote a product/service

Product placement advertising – use of products in movies, TV shows etc.

 **What is PLC?**

The concept of product life cycle (PLC) concerns the life of a product in the market with respect to business/commercial costs and sales measures.

The product life cycle proceeds through multiple phases (Development, Introduction, Growth, Maturity and Decline), involves many professional disciplines, and requires many skills, tools and processes

 **What is the Target Market?**

A target market is a group of people that a business aims to sell its products or services to. It's a specific group of potential customers that share common characteristics, such as age, gender, income level, education, interests, or geographic location.

 **What do you mean by STP?**

Segmentation, Targeting, Positioning

Segmentation is the process of profiling diverse buyer groups on the basis of some geographic, demographic, psychographic or behavioural metric.

Targeting involves deciding which group of the market we are targeting, i.e., for whom are we creating this product/service.

Positioning is how the above offering is fixated in the minds of the target

buyers. So, with the positioning according to a particular target segment, the product will attract that set of customers.

#### ✚ What do you mean by Marketing Mix?

The marketing mix applies to both goods and services. For goods, it is often referred to as 4Ps which includes product, price, place, promotion. However, for services it is referred to as 7Ps which includes the 4Ps of goods along with people, process and physical evidence.

## Consulting

#### ✚ What is Consulting?

Consulting is all about solving problems and developing strategies to improve efficiency and performance in businesses or functions.

#### ✚ SWOT Analysis

Strength, Weakness, Opportunity, Threat

Simple, yet powerful framework for strategic analysis. It can be used for a company, industry or product. Internal-External Analysis/IE Matrix. Better the analysis with concrete quantitative data in fields.

#### ✚ What do you mean by PESTLE analysis:

A PESTLE analysis is a tool that helps businesses and organizations understand the external factors that can affect their decisions:

Political: Factors include tax policy, trade restrictions, political stability, and leadership

Economic: Factors include economic growth, inflation, interest rates, unemployment, and consumer disposable income

Social: Factors include demographics, consumer attitudes, population growth, and socio-cultural changes

Technological: Factors include new technologies and the rate of change

Legal: Factors include employment legislation, consumer law, and trade

regulation

Environmental: Factors include global warming, ethical sourcing, and pandemics

#### ⊕ What are Porter's Five Forces?

Porter's 5 forces Helps us to analyse the competitive intensity of an industry and determine attractiveness of an industry. These forces determine an industry structure and the level of competition in that industry. The stronger competitive forces in the industry are the less profitable it is. An industry with low barriers to enter, having few buyers and suppliers but many substitute products and competitors will be seen as very competitive and thus, not so attractive due to its low profitability.

## Operations

- ⊕ Cycle time: The average successive time between completions of successive units. Reciprocal of Cycle Time is Throughput.
- ⊕ Utilization: Is the ratio of the time that a resource is actually activated relative to the time that it is available for use
- ⊕ Setup Time: Time required to prepare an instrument/pre-requisites to carry out an operation.
- ⊕ Operation Time: Sum of the setup time and run time for a batch of parts.
- ⊕ Waiting Time: Time spent waiting to be taken up for operation
- ⊕ Throughput Time: It is the average time for a unit to move through the system. Sum of operation time and waiting time.
- ⊕ Lead time: The total time it takes a customer to receive an order (includes time to process the order, throughput time and delivery time).

#### ⊕ What do you mean by SCM (Supply Chain Management)?

SCM is the management of a network of all business processes and activities involving procurement of raw materials, manufacturing and

distribution management of Finished Goods. SCM also involves transfer of information, money and reverse logistics. SCM is an art of management of providing the Right Product, At the Right Time, Right Place and at the Right Cost to the Customer.

 **What do you mean by Inventory:**

Inventory is an idle stock of physical goods that contain economic value, and are held in various forms by an organization in its custody awaiting packing, processing, transformation, use or sale in a future point of time.

 **Examples :** Manufactured cars in warehouse waiting to be sold, Software Engineer who is waiting for allocation of work, etc.

**Inventory = Cycle Stock + Safety Stock:**

 **What do you mean by Cycle Stock –** Average inventory resulting due to production or purchases to satisfy day to day operations. Average demand, Ordering Cost and Holding Costs of material in context are determinants of Cycle Stock.

 **What do you mean by Safety Stock –** Amount of inventory that has to be kept, to safeguard against uncertainties so as to be able to fulfill the customer demands. Uncertainty in Lead time and Uncertainty in Demand are determinants of Safety Stock.

### Costs Associated with Inventory:

 **What do you mean by Ordering Costs?** It includes all fixed costs i.e. components that do not vary with the size of the order. For example, admin cost and transportation costs.

 **What do you mean by Holding Costs?** Costs pertaining to Working Capital held up with inventory, Storage and Handling, Deterioration, Obsolescence, Shrinkage etc.

⊕ What do you mean by Stock-out Costs? Costs due to running out of stock.  
Lost sales Cost when company loses potential sales. Backorder Cost additional costs (admin, transportation, expediting, etc.,) when customer is willing to wait for his/her order to be fulfilled.

⊕ What do you mean by Bullwhip effect?

The bullwhip effect is a supply chain phenomenon describing how small fluctuations in demand at the retail level can cause progressively larger fluctuations in demand at the wholesale, distributor, manufacturer and raw material supplier levels. The effect is named after the physics involved in cracking a whip.

The bullwhip effect is caused by forecasted inefficiencies in the supply chain and distribution channels. This often happens when retailers intensify their expectations of consumer demand.

## **WAT: Writing Tips**

Although there is no one-size-fits-all "perfect" essay for every WAT topic, there are specific strategies and key elements you can focus on to craft a compelling and effective essay.

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### Content and Structure:

Understand the prompt: Carefully read the topic to grasp the central question or issue it presents. Ensure your essay stays focused on addressing the prompt.

Craft a clear statement: This represents your main argument or viewpoint on the topic. Make sure to state it clearly in your introduction.

Construct a strong body: Back up your essay with relevant arguments, evidence, and examples. Use facts, statistics, or personal anecdotes to reinforce your points.

Acknowledge different perspectives: Briefly address opposing viewpoints or counter-arguments, explaining why your position holds more weight.

End with impact: Recap your main points and restate your thesis in a memorable way. Steer clear of weak conclusions such as "In conclusion."

#### Style and Technique:

Keep a formal tone: Refrain from using informal language, slang, or contractions. Strive for a professional and objective writing style.

Be concise and clear: Steer clear of unnecessary jargon or overly complex language. Express your ideas using straightforward and impactful language.

Vary sentence structure: Incorporate a combination of sentence lengths and structures to maintain reader interest. Short, sharp sentences can highlight key points, while longer sentences can provide depth and nuance.

Proofread thoroughly: In the end make sure to look for grammatical errors and punctuation mistakes. Make sure your essay is refined and free of errors.

#### Additional Tips:

Practice consistently: Regularly write essays on a variety of topics to enhance both your writing skills and critical thinking. Challenge yourself by timing your writing sessions to mirror actual WAT conditions.

Seek feedback: Share your essays with peers, teachers, or mentors to receive constructive criticism. Use their insights to identify areas for improvement and refine your writing.

Stay informed: Keep up with current affairs, social issues, and general knowledge. This will provide you with relevant topics for your essays and strengthen your arguments.

Maintain confidence: Trust in your writing abilities and present your ideas with conviction. A confident tone can significantly enhance the impact of your essay.

There is no universal formula for the perfect WAT essay. However, by concentrating on these key elements and practicing consistently, you can greatly enhance your writing skills and boost your chances of crafting a strong, impactful essay for the WAT.

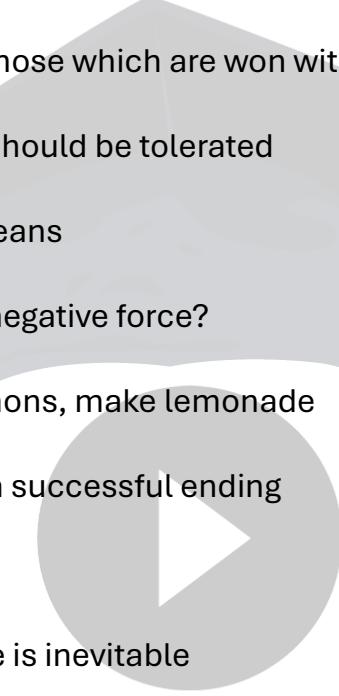
### Sample/ Previous year's WAT Topics:

- Corruption is not helping in poverty alleviation. Suggest what measures the government should take in this regard.
- Do only placements gauge the quality of a Business School?
- Role of freedom of press in Democracy
- Effectiveness of celebrity marketing.
- How to counter growing terrorism by targeting the youth.
- Too much of something is harmful than too little.
- Banning of liquor in Bihar
- Commercialization of sports brings in good money. This encourages the talented players. But how would the ordinary players benefit from this? What are your opinions on this?

- Suggest improvement in the laws to reduce the high rate of accidents in India.
- Is diversity in India beneficial?
- Is Indian Education System not at par with its Foreign counterparts?
- Should Brand endorsement be done by celebrities?
- Many students are looking to join IITs and IIMs in order to get hefty packages after graduation. Does this hamper the image of IITs and IIMs as quality educational institutes ?
- Is censor board doing its job properly?
- Are space programs necessary when there are other basic problems to address?
- Should betting be made legal in India?
- Why students from IITs, IIMs and other elite colleges prefer startups over big brands for their career.
- The government plans to start new IITs in the upcoming year. Some believe that this would reduce quality and standards. What are you views?
- Causes of poor road safety in India
- How can the Education sector be improved in our country?
- Is growing consumerism among Indian Youth lowering the moral standards?
- Should betting in cricket be legalized in India?
- Make in India
- The number of crimes committed by school going children in US have increased over the years. How do you think, these acts are inspired from

the criminal television programs where one can easily learn about the various ways of committing a crime?

- What goes around comes around
- After two Fs, a student should be asked to leave IIM Lucknow
- Results are more important than processes
- To fall in a trap of debt is worse than death
- Greatest victories are those which are won without any battle
- Violence of no means should be tolerated
- The end justifies the means
- Is a critic a positive or negative force?
- When life gives you lemons, make lemonade
- An early start ensures a successful ending
- God must be a woman
- Success is fluke, failure is inevitable
- Bharat vs India
- Walk the talk
- Guns and Roses
- Is art a luxury or for the common public as well?
- The way to success is humanity.
- Helping hands are better than praying lips.
- The Means Justify the End
- The darkest hour is just before the dawn



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- Sometimes wars are required to ensure peace
- An eye for eye will make the whole world blind
- World is run by conspiracy. People run by lofty ideas
- In today's world, business and ethics don't go hand in hand
- Solution to a problem creates a new problem
- A ship docked in the harbour cannot face the storm
- "Knowledge is power" doesn't stand true in the age of internet
- Jack of all trades or master of one?
- How should family run businesses adapt to the changing world of formal management?
- Majority of the students in management institutes are engineers. So is doing engineering a waste of time?
- Corruption in India and ways to fight it.
- Why are we spending money on space exploration rather than spending it on making this Earth a better place?
- Effect of television and social media on children
- Will 'Make in India' help in bringing more foreign investment in the country?  
How?
- A corrupt politician is more dangerous than a corrupt businessman
- Social media is a boon or a disaster for the society
- Air pollution
- Management institutes are nothing but placement producing factories.
- Higher education must be made free or not

- Collection of data on citizens by the government is unethical
- Attitude vs Aptitude
- If you want peace in life, be prepared for war
- Takers eat well but givers sleep well
- In an organizational hierarchy, every employee will rise or get promoted to his or her level of incompetence

## GD (How to prepare and deliver: Tips and Tricks)

### Things to do before GD

1. Practice: If possible take mock GDs. It will help you remove the fear of speaking in front of everyone and will also help you in learning from your mistakes. Better do the mistakes in mock GDs rather than doing them in original one.
2. Read newspapers and watch News: If you are not comfortable in an English newspaper, read news in any language. It will keep you up to date. GDs based on facts and current happenings can be easily tackled if you are up to date.
3. Take feedbacks seriously: After every mock GD, request your moderator for the feedback. It is the only thing that will help you improve. Compare your performance with your previous performance every time you take mock GDs.
4. Prepare for the unexpected: Prepare for how to handle abstract topics as well. Try to introduce and conclude in the mocks and make it a habit.

### Things to do during a GD:

1. Be prepared: Always carry a notepad and a pen unless not allowed. It sends a signal that you are ready for the discussion.

2. Jot down the points: make proper use of the notepad. Always write down the topic (roughly so that atleast you can read it for the next 10 mins of GD) Jot down the points in the time given to prepare. Also note down some important points in between the discussion. This will help you to conclude the GD.

3. Give others a Chance to speak: If you have already spoken, do not interrupt others a lot. Giving others a chance to speak shows that you are interested in a healthy discussion and also a good listener.

4. Don't give bad expressions: Never raise your voice showing your anger in GD. always take part in GD like a discussion. Disagree politely if you need to. These are the characteristics of a good leader and a team player.

5. Do not deviate from the topic: Try to remain focused and add new points to the discussion. Deviating from the topic might fetch you a negative mark.

6. Earn brownie points: If someone is not speaking, encourage them to speak. This will show that you want everyone to participate in the discussion and you are a good leader.

A leader is the one who goes the way, knows the way, and shows the way.

GD can be aced by keeping the above points in mind.