



Mentorship Program

Topic :	Mock Interview session for the students of MBA IV
Date of event :	January 23,2012
Aim of the Event	<p>Aim for the interview was two fold:</p> <ul style="list-style-type: none"> •To develop interviewing skills of the students so that they answer with confidence •To ensure success of students in every available opportunity in their careers
Description of the event	<p>In this session, students were asked questions which are generally asked by the recruiters at the time of interview. They were also told about the qualities which are expected from students, like: focussed approach, loyalty towards job and organization, communication skills, analytical and creative ability of a candidate with subject knowledge etc.</p> <p>For example-When a leading company in the field of education came on campus, offering a good package for marketing profile, several type of questions were asked from candidates, like:</p> <ol style="list-style-type: none"> 1. How can you sell a cloud to a person who is not interested in buying? How you will sell a bottle of whisky to a non-drinker? 2. What is more important for you: money, fame or power? 3. Why have you applied for this post? 4. Why should I select you? 5. Where do you see yourself after 5 yrs? 6. What can you bring to our company? 7. What are your weaknesses? 8. What would you like to achieve in life?

10. 'Have you ever sold something 'If yes, then what and how?
11. Speak on a topic of your choice.

When these questions were discussed in the class students took active part and presented their opinion on the same. They said that practically it's not possible to sell whisky to a non drinker and selling a cloud is also too much to ask for. The feedback given by the trainer at this point of time was that by putting forward such questions, the recruiter aims to test the candidates thinking skills in terms of innovative strategy to sell the product, ability to convert prospective customer into a loyal client.

In response to the question about selling a cloud, the instructor told the students that they would have to sell a cloud by marketing about its features, category, fragrance etc. and can also add further attributes according to his will. In case of selling whisky to a non-drinker, the students could ask the customer to buy it for gifting purposes for friends and family. In questions like why should "We hire you", students' can talk about their skills, educational qualification, experience and personal qualities present in them which makes them suitable for the coveted job.

It was an interactive session. Each student answered the question he was put to. At the end of the session, the trainer gave them apt and expected responses to the questions asked, which aroused further interest in the way the questions have to be retorted to.