



CATKing Great Lakes

WAT PI Workbook

Congrats for Getting a Great Lakes Call!

How to use this workbook?

This is a consolidation of **11 Great Lakes, WAT PI Experiences**. These are consolidated from various online sources.

These WAT and PI are conducted across India at Bangalore / Delhi / Kolkata / Hyderabad / Mumbai.

This Booklet gives you the Candidate Profile also in most cases, for you to understand the Personal Interview and relate to it better.

After reading the entire Document you are required to check on your CATKing IIMWATPI Super 30 Dashboard:

1. Build Your Interview Skills (Videos from IIM and SP Jain Alumni)
2. Functional Dossiers: If you want to pursue an MBA in Marketing, choose that dossier first.
3. SOP / Application Forms (Check out Jagesh Golwala (IIMA), Raj Doshi (IIMA), Jay Gosalia (IIM B))
4. Sample AWT from the dashboard to understand the Structured Approach. WAT / AWT / AWA – All of these are same terms of Writing test assignment conducted across various IIMs.

Disclaimer:

1. The information provided by CATKing in this document is only for general informational purpose. All information in the document is provided in good faith, however we make no representation or warranty of any kind, express or implied, regarding the accuracy, adequacy, validity, reliability, availability, or completeness of any information in the document.
2. This is just a repository of the past interview experiences, if a candidate was rejected or approved it was on the decision of the respective panelists and should not be generalized to associate to all such candidate profiles.

3. The views or opinions expressed in this document are only consolidation of student's reviews submitted across various profiles and not personal opinions of CATKing or its team members

4. "The performance represented is historical" and that "past performance is not a reliable indicator of future results"

5. "CATKing is not responsible for any errors or omissions, or for the results obtained from the use of this information. All information in this site is provided "as is", with no guarantee of completeness, accuracy, timeliness or of the results obtained from the use of this information."

6. "This site contains copyrighted material the use of which has not always been specifically authorized by the copyright owner. CATKing is making such material available to advance understanding IIM Specific Interview and WAT Preparation."



Great Lakes AWT PI Experiences

Currently, Great Lakes Institute of Management conducts its Analytical Writing Test (AWT) and Personal Interview (PI) online. The institute does not conduct a Group Discussion (GD). A pre-process briefing is conducted on the day of the AWT, right before the test, explaining in depth the program and the selection process.

The AWT is initiated through the applicant's application dashboard and the option to do so is only enabled during the designated time slot, and the test is proctored over Zoom. The AWT is a 30-minute extempore essay to be written as a commentary on one of the topics provided at the time of the test. The test determines the applicant's skills in reasoning, forming opinions & communicating their thoughts on real life situations based on current affairs – economy, world news, business & industry, innovation – or sometimes even abstract topics.

Post AWT, candidates receive their PI login details over email, as per their allotted dates and time slots. Interviews are conducted over Zoom in multiple breakout rooms in 3 slots per day – morning, forenoon, and afternoon. There are also separate breakout rooms for queries and clarifications. Each interview panel consists of a Faculty Member or Academic Expert, and an Industry Expert – to evaluate the candidates on the basis of program and industry expectations, along with basic soft skills, sense of purpose and attitude.

Here are some AWT-PI experiences of the students of Great Lakes currently on campus:

Contents

Interview Experience-1	5
Interview Experience-2	5
Interview Experience-3	6
Interview Experience-4	6
Interview Experience-5	6
Interview Experience-6	7
Interview Experience-7	7
Interview Experience-8	7
Interview Experience 9	8
Interview Experience 10.....	9
Interview Experience 11.....	9



Interview Experience-1

PGPM 2021-22, Great Lakes Chennai:

I think the AWT process was quite smooth; the topics were current and helped in thought exploration. The interview process was conducted on time and the focus was more on the student expectations and whether they can take up the academic rigour of the program. The personal interview was conducted on Zoom and the ease of access was fine. One of the panelists was a Professor of Statistics and Economics background. The interview started with my brief introduction, and the panelists picked up points from my extracurricular activities, and asked questions on the same. Some of the questions were on how I had handled both academics and extra-curricular activities, what I had learnt from those activities, how I was incorporating the learnings in my profession and going forward in MBA. Then they asked a few questions about my state and city with respect to current affairs. I was also asked to provide my views on other topics given in the AWT. A few basic MBA interview questions were also asked - what my expectations were from the program, where did I see myself in 5 years, etc. The conversation was calm and relaxed.

Interview Experience-2

PGPM 2021-22, Great Lakes Gurgaon:

Great lakes' interview was one of the best interviews in my B-school PI journey. The interviews were conducted over Zoom which is quite commonly used and is very user friendly. I was interviewed by Dr. Ravindra Ojha, a Great Lakes professor, and an industry expert. The interviewers asked me about my achievements, my education, and my past work experience. They also asked me about my future career aspirations, what is unique about me. Then they moved on to asking about my city (Mumbai), how can I tackle the water logging problem of Mumbai if I am the MLA of the city, and few behavioural questions. Towards the end they asked me what other B-schools I am considering for admissions, and also provided a few suggestions of how I can get the best out of my MBA.

The interface of the application portal was pretty good and intuitive. The interview process was very well organized and coordinated by the admissions office members. The AWT process was also well managed, without a single second wasted. Before the interview, I did not have to wait for a long time in the waiting room.

Interview Experience-3

PGDM 2021-23, Great Lakes Chennai

To summarize my experience:

1. The process was well organized
2. The AWT topics were unique
3. The results were released quickly

The interview process was very good as compared to the process of different colleges. First of all, it wasn't a stress interview. The panelists were very calm and were understanding my answers with ease. They had in-depth knowledge in my academic domain, so it was very easy for me to explain the scope and aspects of my academic projects to them. Other questions were based on my CV and the essay that I wrote as a part of the AWT process. The quality of conversation was very good and I felt very good and relaxed while speaking to the interviewers.

Interview Experience-4

PGDM 2021-23, Great Lakes Gurgaon:

The AWT and PI Process for me was quite concise and formal. The interview began with the basic question – tell me about yourself. During the interview, the conversation steered towards a research paper that I had worked on and the questions were on what it was all about, how I performed the survey for it and how I reached out to my intended participants. The panelists also asked me about my internship and why I didn't appear for CAT. They also wanted to know more about why I wanted to pursue Marketing, what do I already know about marketing, and I was asked about my point of view on Sales v/s Marketing. The entire conversation was on my achievements, interests and goals.

Interview Experience-5

PGDM 2021-23, Great Lakes Gurgaon:

During my interview, I was asked only relevant questions based on the current business environment along with a few questions that tested my interpersonal skills. The whole process was smoothly conducted, the ease of access was amazing; after all, it was on Zoom and it doesn't get easier. The interview took place on time and I didn't really have to wait too long. The interviewers were quite welcoming and made sure that I didn't feel nervous. All they wanted to know was the kind person am and what my interests are, apart from asking me questions on what's going on in the industry. The interview, though it went on only for 20 minutes or so, covered most my profile, personality and must-haves for a future management

student; I was even asked about the movies I watched recently. Absolutely happy with the experience.

Interview Experience-6

PGDM 2021-23, Great Lakes Chennai:

Beginning with the AWT - the topics were generic and didn't really require domain knowledge. The topics also turned out to be a good talking point in the interview. You present a thoughtful opinion in the AWT and it generates interest among the panelists.

The interview process was quite smooth. We were assigned slots and when my turn arrived, I was transferred to a breakout room from the main meeting. My panelists were a professor and an industry guest who had extensive knowledge especially in the domain that I came from. It was a structured interview with general questions about myself and about my background, and a few questions on current affairs.

Interview Experience-7

PGPM 2021-22, Great Lakes Chennai:

For the AWT, there were multiple topics given and we had to choose one of them. The AWT & Interview process was carried out brilliantly. It was on time and the panelists judged me on various parameters such as basic aptitude as well as general knowledge.

The interview was candid and felt more like a conversation than an interview. It was about 20–25 minutes long and the panelists just wanted to know more about me. Most of the interview was around my profile. Most of the questions were very basic like how would I contribute to Great Lakes and what makes me special for it. There were also a few questions on the essay that I wrote for the admission process.

Interview Experience-8

PGPM 2021-22, Great Lakes Chennai:

For my personal interview, there were two panelists, both of whom were very friendly in nature. The quality of conversation was good, beginning with basic questions about myself, my goals, my plans and my journey. The type of questions included aspects both at personal as well as professional level. Since I had also taken up Economics Majors during my under-graduation, they also asked me some basic conceptual questions on economics which were expected of me to know. Overall, what I feel is – the AWT helped gauge my thought process, the interview

process was very well conducted and to the point, and the overall admission process was quite friendly.

Interview Experience 9

Profile: 2+ experience in IT industry, 10th - 10/10, 12th -93.5/100, UG - 8.25/10, XAT - 93.8
Around 45 in our batch

We were asked to sign attendance sheet and fill up a form with all our details on it.

Writing Ability Test:

2 topics - one was to point out reasons on why car production is going down - something related to it. I chose "Are celebrity brand endorsements immoral? Justify"

Focus was on quality, and not quantity of the writing. Total - 20 mins to write.

Question Answer sections: with two current faculties of 50+ age. A north Indian from Gurgaon campus and a South Indian from Chennai campus. Here, we could ask them any doubts on the college and the course.

Personal Interview:

2 panelists- a male (60), a female (50). They had gone through my essay right before I went in for interview.

- Introduce yourself
- What form of dance, since I told them dance is my first love
- What is your family background?
- Why MBA?
- Why great lakes?
- Why 1 year program? Is it because you plan to marry soon?
- Why do you have to worry about pocket money, since a dad's pocket is lifetime available for a daughter? Why don't you do a 2-year course, and take pocket money for 2 years?
- Does your company plan on giving you sabbatical?
- How are you going to finance the course?
- Which area would you like to work after the course?
- Since I mentioned marketing, they asked me if I have sold anything?
- Since I had good marks in XAT, they asked me which other colleges I am applying to and what is my first preference?
- They asked me if I wrote CAT, and I reluctantly had to tell yes. Then had to reveal my low CAT score, when they tricked me by mentioning that my low score won't affect my selection in PGPM selection.
- Any questions for us - How does the LEAP program (Karma - yoga) work?

Overall, positive and pleasant experience

Verdict-> Converted

Interview Experience 10

There were two panelists suppose for example p1 and p2

p1: Tell me something about your family

Me: Started talking about them

p1: interrupted in between and asked me to be little louder as they were not audible (I told u I was nervous)

p2: busy reading my WAT

Me: told them about my family

P2: Tell me which sensor is used for measuring pressure

Me: after thinking for a while, I told the correct answer

p2: good (with a smile)

I smiled back and try to introduce my achievements to them. They seemed to be happy.

p2: tell me why so much chaos with these CAA and NRC

Me: Explained but it continued for 10 mins they were just not satisfied. I told all my logic and try to explain my views to them.

P2: All of a sudden, he went to a full-on rapid-fire session, who is our external affairs minister, educational minister, defense minister, home minister

me: told 2 of them correctly

p2: tell me the protocol used in Japan

me: (Wanted to run away from the interview) Sir I don't know

p2: tell me all current affairs globally

me: told (p2 not satisfied)

p2: u need to read more more and more

p1: why this college, what are your expectation and all.

Me: told them

p1. thank you

Verdict: converted

It was not easy but one tip is that to be confident and its ok to not know all the questions its important u don't bluff.

Interview Experience 11

We had WAT and we were given two topics out of which I chose 'how do you foresee future of digital marketing w.r.t. traditional marketing within a decade'

I jolted down points using SPELT where i mentioned each one-point fr SPELT.

Then i was the first for interview in my panel and interviewers were chill. Introduce uaself...and I started explaining my academic achievements and professional experience which is

developing product for forex client bank. They asked me about dollar vs rupee then why dollar is strong. What will you do to make rupee strong? If dollar price goes down, would it be beneficial for us. If rupee price goes up in the market, how would that impact you?

Name any two media houses in India. I said zee, star, Sony, Viacom, network 18, ndtv etc.

Hobby as cycling, sketching etc.

Why MBA? ...So, i explained I am more interested in understanding business and work on it instead of just coding which BA's do. (Coz great lakes offers BA jobs most of the times)

Would you take sabbatical or resign?

Which other calls do you have?

Why Great lakes?

And then it was over.



Legal Disclaimer

The content on all of the pages are testimonials written by candidates online. We try our best to help our students succeed in an interview. However, the information is not applicable in every case and the advice may, as well as not, work for you in the interview.

The views or opinions expressed in this document are only consolidation of student's reviews submitted across various profiles and not personal opinions of CATKing or its team members.

Taking this into account, **all information is for general information purposes only**. We make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability or availability with respect to the information or related graphics contained for any purpose. **Any reliance you place on such information is therefore strictly at your own risk.**

In no event will we be liable for any losses or damage including without limitation, indirect or consequential loss or damage, or any loss or damage whatsoever arising from loss of data or profits arising out of, or in connection with, the use of this information. The use is strictly at your own risk.

Information given can link also to other pages and websites, that are not under our control. **We have no control over the nature, content and availability of those websites.** The inclusion of their content does not necessarily imply a recommendation or endorse the views expressed within them.

Our website is hosted with high quality hosting provider and we try to keep it up and running most of the time, using two servers for back it up. However, we take no responsibility for, and will not be liable for, the website being temporarily unavailable due to technical issues beyond our control.

All names used on are pseudonyms. Any resemblance to real persons, living or dead, is purely coincidental.

CATKing IIM WAT PI Schedule 2021-22

DAY	TOPIC	TIME
Monday	Marketing Mondays	10 to 11 pm
Tuesday	Current Affair Industry Insights (GD/WAT)	10 to 11 pm
Wednesday	How to Crack Interviews	10 to 11 pm
Thursday	How to Crack Case Study/SOP	10 to 11 pm
Friday	Finance Fridays	10 to 11 pm
Saturday	Personal Interview Must Do Questions	10 to 11 pm
Sunday	Concept Builders: GD/WAT	10 to 11 pm

Note: This schedule will be followed every week till March. Some variations may be there as per the B-School interview schedule Students will be informed about it in due course.

For More Details about the CATKing IIM WAT PI Preparation course with IIM A, B, C, L, SPJIMR Mentors, Contact 8999118999 or Visit: <https://www.courses.catking.in/iim-wat-pi-courses/>