



# CATKing IMT Ghaziabad

## WAT PI Workbook

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### Congrats for Getting IMT Call!

#### How to use this workbook?

This is a consolidation of **19 IMT Ghaziabad, WAT PI Experiences**. These are consolidated from various online sources.

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 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 B-Schools.

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## Interview Experience-1

**Date:** February 2020

All students were divided into five groups of 15.

**Critical Thinking(CT) Round:** We were given the topic “Commercialization of education in India is regressive”. We were supposed to write five points either in support of the notion or against the notion. Time given was 20 mins.

**Group Exercise(GE) Round:** We were directed to a conference hall where a chart paper and a packet of sketch pens was kept at the table. There were two panel members who were silent observers and we were not allowed to interact with them. We were given a case study about a rural area where the number of students who enroll into school decrease and the number of students who drop out of school increase with each year. As a group, we had to come up with reasons behind the case and then devise appropriate solutions. We had to present the final solution to the panelists on the chart paper provided. Allotted time was 20 mins.

**Personal Interview(PI) round:** Panel of 2 faculty members, one male and one female. Sir was in his early 50's and a senior faculty of Finance. Mam was in her late 30's and a faculty of economics. Lets denote Sir with S and Mam with M.

I entered the room and greeted them. They greeted me with a smile and asked me to have a seat.

S: So, X. What a beautiful and unique name! \*Most of my interviews start like this because of my unusual name. It's a good icebreaker I suppose.

Me: Thank you Sir. I smiled.

S: \*Looks at my profile\* I see that you are a Computer Science student. You know, I have always been confused between TCP, IP, Protocol, Networking. What is all that? Can you help me with my doubt?

\*If you are a fresher, be well versed with your subject. They can ask you anything from it. If you have work experience, they'll mostly ask about the nature of your role and stuff related to that.

Luckily, I knew the answer and I explained it to him clearly.

S: I notice that your academic record is consistent except for 12th standard. Why so?

\*Never lie. If you have a similar profile, be absolutely truthful about it. Don't come up with excuses like “I fell sick” or “My grandfather passed away” unless that's indeed what happened. They are clever people. Don't try to fool them.

I simply accepted that I did not work hard and I did not prepare well. Then I compensated it by saying that I've learned from my past mistakes and I've realized the importance of hard work. There's no shortcut to it.

S: Okay, so did you go through Budget 2018? Me: Yes sir, a little. S: So, what's new in there for the “mango people”? (Yes, he actually made that joke and I had to laugh)

\*Have a good grip on current affairs and happenings across the globe.

I started answering. He was listening patiently and then he stopped me in between.

S: Okay okay, so tell me about your hobbies.

\*This is the trickiest question and one of the favorites of every panelist. If you mention a hobby, make sure that you know a good deal about it. Otherwise, they'll get you.

Me: Sir I like listening to music and watching movies.

S: So what was the last movie you watched? Me: Padmaavat.

S: Oh Padmaavat! Did you like it? Me: Yes sir, it was good.

S: So, what was the controversy surrounding Padmaavat? I mentioned about Karni sena and the whole protest.

S: What was your take on it? Did the movie glorify Rajputs or degrade Rajputs? I told him how the movie majorly depicted Rajput valor and pride and how thousands of Rajput women committed jauhar to protect their honor.

S: So do you think that the movie promoted jauhar? I told him that the movie did not intend on promoting jauhar, but to showcase the rituals that used to be a part of our culture.

S: And is Padmaavat a true account of events or a work of fiction? I told him how the movie is based on a poem "Padmaavat" which is regarded as a work of fiction and there are no proofs of its credibility.

S: Who wrote that poem? Dammit! I read the name of the poet but could not remember it. So I declined politely.

S: So like all girls, you must also like Ranveer Singh?

Me: Yes sir. I grinned sheepishly.

S: And what about X Gandhi then? He asked teasingly.

Me: Sir, he should be repatriated to Italy, for the welfare of our country. We shared a laugh.

S: Okay, do you know about BRICS nations? I answered.

S: Tell me the capital of each country. I knew all the capitals.

S: Now tell me the currency of each country. Whoa! He got me there. I did not know Brazil's and South Africa's currency. Well, FML.

Till now M was silent. Then she stepped in.

M: Okay X, tell me, if you have to compare Chanda Kochar and Kareena Kapoor, who according to you is more successful and why? Give me reasons.

It took me a little while to process this question because it was like comparing apples and oranges. Then I went with nepotism and how Kareena Kapoor could easily get a break in Bollywood because of her family background in the industry, while so many talented actors in our country are still struggling to get a break. Then I told her how Chanda Kochar is a self-made woman and how she inspires me. I babbled for around 2 mins. M looked convinced. Phew!

M: According to you, is it okay that we give reservation to women and a separate coach in metro train?

Eve-teasing and pregnant women were the only two things that came into my mind. My answer was absolutely lame. I panicked a little. M did not seem impressed.

M: Okay X, that'll be all. Thanks for coming.

I thanked them and left.

Overall, I wasn't really satisfied with my performance but it was a good experience. It was not a stress interview and they kept me at ease. Final result is still awaited but I'm not keeping my hopes up.

**Tip:** Just be poised and confident. They don't expect you to know everything. If you do not know an answer, politely decline. Don't try to dodge them.

## Interview Experience-2

**Interview Date:** 11th Feb, 2020.

**Location:** Bangalore

**Profile:** 10/12/B.Tech (CSE): 90.57/93/9.24

CAT Percentile: 93.01%

There were 3 rounds (CT/ GE/ PI)

First round: Critical Thinking (WAT): 15 mins approx.

**Topic:** Do Indian start-ups have what it takes to be billion-dollar conglomerates?

Second round: Group Exercise: 30 mins approx.

A group of 12 people were given a task of making a scenery on a chart paper based on any topic of our choice, and coming up with an appropriate title for the same. We were supposed to discuss about the drawing as we proceeded. A panel of 2 members were there to judge us (the same panel would take the PI)

Third Round: Personal Interview

Two middle aged male professors of the college. Let us call them P1 and P2.

Me: May I come in sir?

P2: Sure sure. You are most welcome. \*The tone made me realise that it's not going to be a conventional one\* :P

After i sat down,

P1: So how are you feeling today?

Me: Feeling good and a bit nervous.

\*P1 turns to P2. And loudly utters. Wow he is feeling good. Thats amazing\*

P1: Tell me about yourself

Me: Answered.

P1: How come everyone is from Kolkata? The government is forcing you away or what? \*8 of the 12 members in my panel were from Kolkata\*

Me: Its sheer co-incidence sir. You can't keep Calcuttan's away :P

In the meantime, P1 was looking at my form. Startled by my B.tech marks,

P1: Re bhai, you have such high scores in B.Tech. Seems you did not take part in any other activity or what. Pakka you must me a couch potato.

Me: Elaborated about my participation in college activities and how I was part of the college badminton and TT team.

P1: So tell me why MBA and why Finance?

Me: Answered. Included my love for Bollywood movies in this (for details please DM me)

P2: Bollywood! wow. thats amazing. \*In a super sarcastic tone\*

P1 and P2: "Bhai ki movie. Bhai ki movie". \*Both in chorus\*

P2: But movies means marketing. Do u even know what you are saying

Me: Tried making my point, still subtly smiling at them.

\*They kept on grilling me on this\*

P1: So you are a south Indian? Tell me 5 dance forms of South India

Me: \*Startled\*. Could tell only 3.

P1: Who is Keshri Nath Tripathi?

Me: Answered

P1: Tell me about Muraliperiyar Dam

Me: Couldn't answer properly.

P1: How is the Governor elected?

Me: Answered

p1: Elected or nominated?

Me: \*confused\*. Elected

P1: Kichu janis na tui (In bengali it means, "you dont know anything") :P

P1: Tell me about how you contributed in your organisation

Me: Answered.

P1: Suppose we give u an option between a desk job and a job where you constantly are on the move, which one would u choose

Me: Answered.

P2: Tell me about your hobbies

Me: Answered.

P2: Thanks & All the best \*That was abrupt\* :(

**VERDICT:** Rejected

### Interview Experience-3

**Interview Date:** 11th Feb, 2019.

**Location:** Bangalore

**Profile:** 10/12/B.Tech (CSE): 90.57/93/9.24

CAT Percentile: 93.01%

There were 3 rounds (CT/ GE/ PI)

First round: Critical Thinking (WAT): 15 mins approx.

**Topic:** Do Indian start-ups have what it takes to be billion-dollar conglomerates?

Second round : Group Exercise : 30 mins approx.

A group of 12 people were given a task of making a scenery on a chart paper based on any topic of our choice, and coming up with an appropriate title for the same. We were supposed to discuss about the drawing as we proceeded. A panel of 2 members were there to judge us (the same panel would take the PI)

### Third Round: Personal Interview

Two middle aged male professors of the college. Let us call them P1 and P2.

Me: May I come in sir?

P2: Sure sure. You are most welcome. \*The tone made me realise that it's not going to be a conventional one\* :P

After i sat down,

P1: So how are you feeling today?

Me: Feeling good and a bit nervous.

\*P1 turns to P2. And loudly utters. Wow he is feeling good. Thats amazing\*

P1: Tell me about yourself

Me: Answered.

P1: How come everyone is from Kolkata? The government is forcing you away or what? \*8 of the 12 members in my panel were from Kolkata\*

Me: Its sheer co-incidence sir. You can't keep Calcuttan's away :P

In the meantime, P1 was looking at my form. Startled by my B.tech marks,

P1: Re bhai, you have such high scores in B.Tech. Seems you did not take part in any other activity or what. Pakka you must me a couch potato.

Me: Elaborated about my participation in college activities and how I was part of the college badminton and TT team.

P1: So tell me why MBA and why Finance?

Me: Answered. Included my love for Bollywood movies in this (for details please DM me)

P2: Bollywood! wow. thats amazing. \*In a super sarcastic tone\*

P1 and P2: "Bhai ki movie. Bhai ki movie". \*Both in chorus\*

P2: But movies means marketing. Do u even know what you are saying

Me: Tried making my point, still subtly smiling at them.

\*They kept on grilling me on this\*

P1: So you are a south Indian? Tell me 5 dance forms of South India

Me: \*Startled\*. Could tell only 3.

P1: Who is Keshri Nath Tripathi?

Me: Answered

P1: Tell me about Muraliperiyar Dam

Me: Couldn't answer properly.

P1: How is the Governor elected?

Me: Answered

p1: Elected or nominated?

Me: \*confused\*. Elected

P1: Kichu janis na tui (In Bengali it means, "you dont know anything") :P

P1: Tell me about how you contributed in your organisation

Me: Answered.

P1: Suppose we give u an option between a desk job and a job where you constantly are on the move, which one would u choose

Me: Answered.

P2: Tell me about your hobbies

Me: Answered.

P2: Thanks & All the best \*That was abrupt\* :(

**VERDICT:** Rejected

## Interview Experience-4

**Date:** February 2019

So here's my experience

**First round:** Critical thinking round (30 mins)

The topic given was whether Generation Y is obsessed with luxury brands or not. We were asked to give 5 distinct points for or against that statement

**Second round:** Group Exercise (30 mins)

I was taken along with a group of 7–8 other candidates into a room where a bunch of stationery was kept. There were 2 silent observers who did not interact with us at all except to remind us about the time. We were asked to identify the flaws of the typical layout of a retail consumer bank and then propose a new layout to ease congestion. We had to present the solution using the stationery given to us

**Third round: Personal Interview**

Q: introduce yourself

A: told him the usual stuff

Q: ah so you are from Palakkad (my hometown). Tell me something about Palakkad

A: started talking about the geographical features of palakkad and its natural beauty and biodiversity etc.

Q: No No tell me about its historical significance

A: Told him about how we had a fort built and defended by Hyder Ali and Tipu Sultan and how the British fought for its control

Q: okay. Now you've mentioned that you like to read. What sort of books do you read?

A: Mainly fiction but I've been branching out to non-fiction these days

Q: Which book have you read recently?

A: (confidently)What If by ..... (Realized that I had forgotten the author's name and started panicking) ..... sorry sir but I've forgotten the author's name

Q: What was the book about?

A: The book gives scientific answers to absurd and silly questions that are posed to the author (the author being a scientist/blogger/cartoonist)

Q: OK so there was this particular question in the book... asked me the question... How did the author answer?

A: OMG he has read the book as well. Luckily, I was able to remember the answer to that question and hence answered comfortably

Q: You also mentioned that you are passionate about cars. Tell me what is the average time taken to complete a pitstop in F1

A: Answered. Gave the average times for both pitstops with refueling and without

Q: What about 20 years ago? How long do you think pitstops were then?

A: shit... I am not sure but I would guess that they would have been longer because the whole process wouldn't have been as optimized nor did they have the help of machines like they do now

Q: seemed happy

Q: So which stream do you want to opt for and why?

A: Marketing because I feel that it is a field that allows for more creativity and out of the box thinking.

Also, I feel that with my low score in quant and high score in Verbal I would be more suited to it

Q: You are an engineer yet you are weak in quant?

A: unfortunately, yes sir... Laughs

Q: laughs as well

Q: Tell me, is there a romantic notion among the aspirants that marketing is somehow more fun than the other specializations?

A: Not at all sir. Marketing is my preference and mine alone. I am sure that there are plenty of candidates who genuinely like Finance or Operations. It just so happens that I am not one of them

Q: OK then that will be all. Best of luck

### Interview Experience-5

**Date:** 19/02/2017

**Location:** Xavier Institute of Management and Research, Mumbai

**Slot:** Afternoon

Now, before going into Phase-II, will share my background.

Commerce grad - Fresher.

CAT percentile details:

Overall: 96.05

Verbal Ability: 90.99

Logical Reasoning: 97.65

Quantitative Aptitude: 90.54

A snap shot of my CV:

So, the entire Phase - II selection was categorised into 3 sub phases:

1. Critical Thinking, which is a written assessment test.
2. Group Exercise, where they ask you do anything in a group of 10.
3. Personal Interview

- **WAT topic** (Critical Thinking Section) - Time limit- 30 mins

If Parliamentary members are punished for their actions in the Parliament, isn't India anti-Democratic?

At a personal level, I loved the topic because of the given Tamil Nadu political crisis. (God knows why-Schools love state politics). The word limit was 300 words. Explained three fundamentals of which democracy should be established i.e.

1. Responsibility
2. Accountability
3. Execution

After that, gave 5 reasons on why it isn't anti-democratic to punish parliamentary members. (Time literally flies in the WAT Section).

- Group Exercise - Time limit - 30 mins

We were asked to develop a mobile app from scratch. (Resources provided: 2 chart papers, sketch pens, scissors, sellotape)

Built something on similar lines with Tapzo - India's first all-in-one app. Thanks to BB Ki Vines, everyone agreed. Built an app, which provides short term accommodation services to professionals and students. The minimum stay period was 6 hours and a maximum upto 72 hours. Integrated with that were food and travel services like: Flight, Cheap Air Tickets, Hotels, Holiday, Trains Package Booking - Yatra.com, <https://www.zomato.com/ahmedabad...>, Order food online from India's best food delivery service. Order from restaurants near you. | Swiggy.com. They featured compare and search results for the best travel and food deals. Used all chart papers for making the user interface of the app/webpage. Apart from that, made marketing and revenue models on individual papers.

**Personal Interview** - Approximate time (15 mins)

Finally, after both the phases, it was showtime. The real test and assessment. Not worried about the time, because we were told that each student will have a PI ranging from 12–18 mins.

There were two panelists. Let's call them P1 and P2. P1 was in his thirties and P2 in his fifties, both of them were welcoming.

P1: So X, you said you are serene (First line of my objective), what does that mean?

Me: Sir, it means being calm and patient.

P1: So you think you were calm and patient in your GE? I don't think so. (I knew this was coming.)

Me: Yes, sir. As far as the GE was concerned, I wanted to lead the group but there were a few students who were better than me in terms of leadership and value addition because they had work experience in the relevant field and me being a commerce grad, don't have a technical back ground. So I was calm and composed, asked them what should I do and we worked as a team, because I thought I could add more value in the group as a member and not a leader. I helped in making the revenue model and a basic UI.

P1: Where would you rate yourself out of 10 in the group? (1 being the best and 10 being the worst)

Me: (bwahahaha - of course I see myself as 1) Sir, somewhere around 4 or 5, as I mentioned there were members better than me, but I did my best. (Diplomacy rocks - I knew they couldn't counter it)

P1: Your profile predominantly gives a direction you want to do majors in Finance, so tell me how do you see the markets in 2017 or 2018.

Me: Answered. Told them, I wasn't optimistic about the markets 1 or 2 years down the line because of: Brexit, US Elections, Demonetisation and lag of GST implementation. Explained how each event affects individual sectors i.e., US Elections hitting hard on IT and Pharma stocks, Brexit majorly Automobiles and Financial Services, and Demonetisation affecting Real Estate. GST lagging affecting market sentiments.

P1: How do you see the market rates?

Me: (I was puzzled for a moment because one might ask you what are the rates or where do you see them going). Told them the current market rates i.e., repo rate at 6.25%, reverse repo at 5.75%, CRR at 4% and SLR at 20.5%. Told him, I was expecting a rate cut because the economy had to pick up consumption after abrupt demonetisation.

P1: X, we both are marketing professors, so don't have any major finance related questions. (They actually said it - SWAG MODE ON). I'm done.

P2: So, X where do you see markets in 2026?

Me: (Instantaneously) 43,000 (Only mistake I made in the entire interview and I realised it on the spot, because if the market is at 28–30k in 10 years at a CAGR of 12% it should be close to 100k)

P2: How did you arrive at that?

Me: (Well, I know I have a made mistake because 43000 will be a CAGR of 4.8%). Explained him due to 2007–08, Euro Zone Crisis and the rise of right-wing political parties in the world, can hamper capitalism and world trade and I'm a bit bearish on world markets. (I still don't know why I said it but he seemed convinced and I took a long breathe)

P2: Why not do CFA?

Me: (Mugged this answer) Told him the fundamental difference between CFA and MBA majoring in Finance, where CFA tends to go into something as niche as portfolio management and MBA gives me opportunity towards alternative investments, private equity and investment banking. Explained him that CFA is a self-study program, whereas I respect peer learning a lot which is one of the fundamental reasons one does an MBA.

(The next 3 mins went him advising me that why I should CFA and how it will compliment my MBA and my MBA would complement CFA.)

P2: Then why do we hire CA, as finance professionals?

Me: Sir, chartered accounts' core job is: taxation, auditing and book-keeping. They are accounting professionals and not finance professionals. The reason why they are hired as finance professionals is because finance is one of the core subjects in their curriculum and also CFA in India has only established since last 4 years. CA is a traditional qualification in India and hence it wins over because of its goodwill.

P2: How are global exchange rates determined?

Me: Answered. Told that they are determined on the concept of "Managed Floating Rate". Where the demand and supply of each currency against any other currency determines its values and how balance of payments affect the exchange rates. Apart from that, explained the purchasing power parity theory using the "Big Mac Index".

P2: What happens if the US increase rates?

Me: Abrupt demonetisation, political instability and anti-incumbency are the reasons which have discouraged global investors to make investments in India. Moreover, encouraging production in US, Trump has attention of global investors. In such a scenario if the Federal Reserve hikes its rates, there'll be cash outflows from the emerging economies and inflows in western economies.

P2: What should India do then?

Me: Rate cut, seemed the wisest decision to bring up consumption and manufacturing, which would lead to higher investments from foreign investors.

P2: Okay. So you said you're into ratio analysis and I know that you'd know that Current Ratio is: CA/CL. What's the ideal... (current ratio)?

Me: (Without letting him finish the question) 2:1

P2: Ideal D/E Ratio?

Me: Subjective, but in most of the cases 1:1, because you don't want to be highly indebted and at the same time, don't want to raise equity as its cost of financing is higher than debt.

P2: Okay, so where did you learn all these?

Me: (Puzzled, I mean we all learn from texts and modules but then it struck me why he was asking me this) Primarily from texts and modules of CFA Institute and my university, but these ideal ratios aren't

universal, they change from industry to industry and from sector to sector. In such a scenario, we have checked the company's ratio against the industry average and determine it's working. Gave him the example of Tata Power and how power and steel industry inherently highly indebted.

P2: Okay. What is capital employed?

Me: Capital Employed = Equity Capital + Pref Capital + Non-Current Liabilities - Preliminary Exp

P2: What is capital reserve?

Me: Told him capital reserve in an account where a huge sum is accumulated for investing in a project or buying an asset or for adding depreciation expenses.

P2: Is capital reserve included in B/S?

Me: Yes, it is. Under the head of "Reserves and Surplus"

P2: So, you said, there'll be capital outflows (bringing back that question of interest rates), but I read at FDI is on its peak right now.

Me: Explained how FDI is on its peak because of India's Geo-political position and Modi promoting India had led to cash inflows. Apple setting up a manufacturing base, while Google and Microsoft have collaborated for various projects. But, do you recent turn of events, the FDI and FPI will be limited and in worst case, there might cash outflows too.

P2: Where do you show preliminary expenses? (Bringing this from the capital employed question)

Me: On the balance-sheet, under the heading of "Other or Non-Current Assets", because we have to write it off.

P2: So, what's an asset turnover ratio?

Me: Revenue/Total Assets.

P2: Are these assets, gross or net?

Me: Net.

P2: That'd be all.

Me: Thank you. Have a nice day.

Overall, the interview went well, answered all the questions satisfactorily.

**Verdict:** Converted!

## Interview Experience-6

**Date:** 11-02-2018

**Location:** BIT, Bangalore

**Slot:** Afternoon

CAT'17 | XAT'18: 93rd %ile | 95th %ile

X ICSE | XII ISC | UG B. Tech | WorkEx: 86.14% | 93% | 75.5% | 34 months, 10 days.

Additionally, I do have a few laurels to my name since school days, so I would say that my profile is decent; I guess:'D

-> When I walked inside the seminar hall, I saw candidates from the morning slot looking tensed as they were waiting for their PI. After the last person had gone in, the second slot processes began. There were student representatives from the college who were very friendly and were carrying out their duties with fullest sense of responsibility. It started with an intro video while we were all being given a goodie bag.

Then the representatives briefed us about the process, and after not long, we were all handed a CT answer sheet which had specific instructions on what needs to be written and how it needs to be written. It lasted for a good 20 minutes and afterwards, we were all grouped into our respective groups for GE and given our tag numbers.

-> I believe GE is the make or break! -> We, as a group, stood around a conference table and a panelist (faculty member) instructed us on how the GE works. On the table were 4 sheets of paper that had the topic written on it, a couple of chart papers, and other stationary items in-order to creatively represent our idea. The topic given to us was somewhat related to figuring out ways to make food delivery faster. The group comprised of a mix of freshers and candidates with maximum 1 year work ex (possibly from an IT MNC - which was quite clear from their attitude towards the problem at hand). Everyone tried to relate the problem at hand with their work ex and quite frankly, the GE was going no-where :-P. My startup work ex really helped me identify key elements and stream-line the collective inputs in such a way that we had a working system at hand. We divided ourselves into 4 teams and delegated work among ourselves.

KEY ELEMENT: When you give important suggestions, make sure that the panelists notice your tag number while doing it and also, take active interest on the GE. That helped me stand out from the other candidates.

Throughout the 30 minutes, the 2 panelists were carefully analysing the group and making notes.

-> PI -> I was the last but one person to go for PI. The panelists were same as the panelists analysing the GE.

KEY ELEMENT: Remember what you had written in the profile form, have justifications for your essays, and have your own analysis on how the GE went.

P1 - a male faculty member, and P2 - a female faculty member from IMT G. I greeted them and asked for permission before taking the seat. My profile form had a few unwanted special characters in it and the panelists couldn't figure out why the profile form looked that way.

P2: So, I see that you know software engineering.

Me: Yes ma'am I do.

P2: Ok good, now tell me why your form has these many unwanted characters in it. Is it a technical glitch? If so, how can the issue be solved.

Me: Gave proper explanation as to why that situation could have happened and how the issue can be solved.

P2: Ok, so where do you work

Me: Ma'am I was working as a front-end engineer at XYZ company, Bangalore.

P2: 'was'? so you left your job? why? [ Tip: Some questions are bound to be asked, so have good explanations before-hand]

Me: Gave a good explanation. P2 looked convinced

P2: Which specialisation are you looking to take and why?

Me: Answered why I would like to take up marketing.

P2: Marketing? Ok tell me your favourite ad

Me: Answered

P1: Do you know which brand's ad that is?

Me: Answered but got the last word wrong. P1 corrected me and I very humbly nodded and accepted my mistake.

P2: Asked me a current affairs question

Me: Answered it to the best of my knowledge. P2 seemed convinced.

P1: What other calls do you have? [ Another obvious tricky question]

Me: Answered

P1 and P2 were smiling at me and told that I can leave. I thanked them for having me there and then left the room. My PI lasted for 10 minutes, seemed more of a conversation to me, and I was feeling very positive about it.

**Verdict:** Converted!

### Interview Experience-7

**Date:** 16th Feb 2018

**Venue:** IMT, Ghaziabad

Xth/XIIth/Grad: 90+/90+/70.1 (Btech Mechanical from Manipal 2017)

Work Ex: 8 months at a market research firm (fresher man lo)

XAT percentile: 99.048

**WAT topic:** social media-Boon or bane? Honestly this was a simple topic. Pretty much relevant from a sociological perspective. Did well. 7/10.

**GE topic** (group exercise): Imagine you're stuck on an island with 7 people, there are 12 items out of which 5 can be carried. Rest all cannot. Prioritize what you'll choose. This was actually fun. As a group we succeeded and the thing was very smooth. We couldn't close properly though, but overall, a good experience. Group rating- 8/10, personal rating- 8/10

**Personal interview:**

2 Males, one in late 40s, one in late 50s (I heard they were grilling commerce background students, so I made it a point not to mention anything technical about economics or marketing. Mechanical engineer after all :P)

P1: So X, I see your box.. what's your favourite punch?

Me: Left hook to the liver sir. Some people don't realize the importance of a body punch, it tires the opponent faster and is way safer than a punch to the head, with equal or more devastating effect.

P1: Wow! interesting. So, if you move to Ghaziabad will you still box?

Me: Yes sir, there is a boxing centre nearby in the main city as I checked. My aim is to represent Haryana one day. One has to have a passion in life other than a job.

P1: Correct, I'm sure you won't have time though! (Smiles)

Me: I hope I learn efficient time management in a B school (I smile back)

P2: So why Marketing? And why IMT G in particular?

Me: Told them about my work experience, my interest in FMCG products, my aspirations and IMT related stuff. They seemed satisfied.

P2: So what is market research (Field related)

Me: Explained them about data collection, data distribution and strategy formulation using data we provide.

P2: Okay, so you watch films? what is cinematography?

Me: the art of visualization. (Explained further)

P2: Who's your favourite director?

Me: Martin Scorsese. Films like Goodfellas, cape fear, taxi driver, etc.

P2: Okay so you follow football? Which is the first club to float on NYSE?

Me: Sir, has to be Tottenham (Fu\*k em) and Millwall

P2: What? no it's Manchester United.

Me: (smiling) No chance sir, I've been a Man United fan since '02. It is Spurs and Millwall. (Further explained them the structure of Tottenham)

P2: Yeah, it's Tottenham, was just testing you :)

Me: Hahaha. Okay sir, I hope I managed well.

P1: He almost had you haha. Anyway, how would you relate a football team with company functions?

Me: Sir, Strikers would be the sales and marketing teams... because they need to bang them goals in! Defenders would be finance because without them a team will collapse even if they meet their targets just like a company. Midfielders would be operations because you need them to ensure efficiency within a team and a coaching staff would be the HR, kinda obvious..

P2: you forgot the goalkeeper!

Me: sir I count them in defence only. After all, attack wins you games and defence wins you trophies :)

P1, P2 smile.

P2: How was your GE?

Me: Fairly good sir. We succeeded as a group. I'd give myself a 7/10.

P2: Nah, you're being a bit too modest. Anyway all the best :)

Me: Thank you sir. I get up and leave.

**VERDICT:** Straight Convert! PGDM Marketing :)

## Interview Experience-8

It has been quite a while, so I'll try to share as much as I remember.

**Date:**14/02/2018

**Place:** Kolkata

CT: In FMCG consumers are more important than costumer. Good topic, explained my viewpoint in detail.

GE: Concept design for a new year gift for stakeholders. (Not quite the exact topic).

I have no clue why they do this, but since you have to make your presence feel...make some good points and ensure the invigilator has noted it. Then just go with the flow. That's it.

P I: 2 Males (Seemed both were from Marketing) P1, P2

I enter the room

M1: Have a seat

M2: Tell me something about yourself

Me: Blabbered A to Z.

M1: You have a 3-year experience, including 6 months at DTB Consulting. Please explain your role

Me: Told about my job profile, specifically pointing out the Marketing initiatives and Data Analysis work done. (I marked Marketing as top preference)

M1: So you used any specific software for data analysis?

Me: No Sir, I just used basic Excel sheet, and I believe the output achieved was very much in line, though time taken was a bit on higher side. That's the only drawback.

Some cross question on this.

M1: So, what's your future goals?

Me: Spoke about working in corporate line for few years and then switching to my own startup

M1: Anything specific?

Me: Spoke about an idea, how I intend to fill existing gaps etc.

M2: Ok, I think that will be all, anything you want to ask?

Me: Yes Sir, a few questions.

Now my turn to interview :)

Me: First, IMT website says much about the Intent Leadership, how is it translating into ground?

M1: Explains that in details.

Me: Not much convinced, but just nodding the head. (Most of the institute just replicate ideas from another institute but have nothing concrete to offer)

Me: Ok. Sir, there are so many hyper local startups that have come up in Tier1 cities, what can be the change in strategies that will help them penetrate the tier2 & tier3 cities?

M2: Explains the current scenario and why they are not expanding.

Me: Ok sir, thanks a lot. It was great meeting you.

Advice: Never miss out a chance if they ask 'Do you have any questions! They are giving an opportunity to you; show them you are interested in the institute and be well versed with current market scenario to engage them in a discussion.

My sense: It's a chill out process, prepare what you have already written on the form that you submitted and back it with a story. No question on academics. Whole process is very smooth, and coordinators are extremely helpful. Since IMT conduct interviews very early, it helps a lot. Like I scheduled my CAP interview the very next day.

**Verdict:** IMT-G Marketing Converted.

## Interview Experience-9

Here's my IMT-G interview experience!

### Profile:

X/XII/Grad: 94.6/92/79

GEM Fresher, will graduate in 2018

CAT: 98, Sectionals above 92.

**Date:** 12/02/2018

**Location:** Kolkata

**Slot: 1pm**

Reached there half n hour early. The documents were verified and we were told to be seated according to our respective panels. I was in Panel 1. Had a chat with the members of the admissions committee, found them to be very cordial and approachable.

WAT: Artificial intelligence poses a threat to the job market. Support your views with five distinct points. (10 minutes to think, 20 minutes to write)

Started with the advances in AI and wrote for the topic. Wrote about the demography of the country and the impact AI would have on various sectors. Mentioned about self-driving cars and why the Indian govt. is against it. Concluded by saying how AI should enable humans and not replace them. Good WAT overall.

Group Exercise: We were told to devise a communication strategy for a product of our choice. We were given a few sketch pens, colour papers, chart papers, etc.

As a team, we didn't do that well. I pitched in with a few ideas here and there, designed a pamphlet towards the end. We could barely design a poster and two pamphlets in all.

**Personal Interview:**

I was seventh in my panel.

2 male professors (P1, P2)

P1: Looked disinterested.

P2: Smiling throughout, looked happy with his life.

M: Me: p

M: Hello, Good Afternoon.!

P2 nods, asks me to take a seat.

P2: So X, how was the process up till now?

M: It was good, sir. The wat topic was good, I was able to put forward my point of view. The group exercise was not that great. We should have performed better. I also interacted with the members of the admission committee and a few other candidates. Good experience up till now.

P2: What went wrong in the GE?

M: Sir, we focused more on the planning part..

P1 interrupts: Could you please speak a bit louder?

M (taken aback): Sorry sir, as I was saying, we focused more on the planning part. We could have spent more time on the posters.

P2: Why didn't you try to correct the group then?

M: Well sir, I tried to. That's why I kept telling them that we should start working on the posters now. In fact, towards the end, I noticed we just had a poster and one pamphlet. Hence, I designed another pamphlet myself, even though I'm not good at drawing.

P2: Ok, so you're in your final year of engineering?

M: Yes Sir, final year. Engineering in IT.

P2: What's your final year project on?

M: Told him about my sorting algorithm and how it's performing better than a few existing ones for certain test cases.

P2(looked impressed): Alright, so can you explain what is parallel programming?

M (I had a vague idea, but was afraid he would ask more questions): Sorry sir, I don't know much about it.

P2: Ok, then what's your area of interest?

M: Sir, I'm mostly into object-oriented programming and web development.

P1 interrupts again: X, I'm not being able to hear you. Please speak a bit louder.

M: I apologize sir, Object oriented programming and web development.

P2: What in web development?

M (making sure I'm loud enough): Mostly back end but I've also enjoy working on the front-end part. The designing part is very tricky and that actually helps you think from a customer's point of view.

P1: Why MBA?

Me: Told him the prepared answer about coming from a business-oriented family, wanting to learn about the business side of things, etc. Past experiences in fests, projects, etc.

P2: What specialization are you looking for in MBA?

M: To be honest, it's difficult to choose one at this stage since I'm an engineer and I've had limited exposure to fields like marketing, finance, etc.

P2(smirks): Diplomacy at its best.

M(smiling): I believe in the middle path, sir.

P2(laughing; P1 still serious): Still, you must have thought about it.

M: If I have to choose one now, I feel marketing would be the right fit for me since I've been able to develop an understanding about the customer's thought process as a result of my past experiences. Moreover, I've been involved in projects where I had to work with clients and interact with them, understand their requirements and show them how our product would serve their purpose. I really enjoyed doing all that.

P1 looks disinterested. Makes an "I'm not bothered" face.

P2 continues: Do you know what Google page ranking is and how it works?

M: Explained him briefly that it has to do with the number of keywords and associate links.

P2: Ok how does the Google search engine work?

M (trying to formulate an answer in my mind, buying more time): Could you please elaborate sir?

P2: When you press that search button, what happens in the background?

M (not exactly confident but tried to speak in a confident manner): Told him how web crawlers work and how Google has its own servers. Also told him a bit about the world wide web and how Google indexes the results for future use.

P2: Are you sure?

M (not sure, but too late now; continued, hoping I'm somewhat correct): Yes sir, I guess so. That's why when you look up a popular word or link, it takes lesser time as compared to when you search for a not-so-popular word.

P2: ok leave that, tell me how Google monitors live traffic?

M (again, have a vague idea): Told him how Google tracks the location of all available mobile devices at a particular street and then, uses that data to monitor the traffic.

P2: I didn't get you.

M: Sir, they monitor the location of all devices on a particular street at regular intervals of time.

P2: And then, they find out the average speed, right?

M: Yes sir.

P2: So just say they find out the average speed.

M: Sir, whatever they do is based on location tracking. That's why all Android phones have Google and Gmail pre-installed. You can't access the play store unless you log into your Gmail account.

P2: Ok, what about the cars which are parked and are stationary.

M (no clue, gave a stupid answer): Sir, cars don't have any devices of their own.

P2: Ok what if I'm sitting in my car eating something, not moving. Then?

M: Sir, I don't know. They must have some parameter on the basis of which they filter that data out.

P2: Do you know what parameter?

M: No Sir, I'm not aware of it.

P2 says he's done.

P1: Do you have any questions?

M (had to ask something): Sir, can you tell me and the social responsibility program at IMT-G?

P1 explained for about 2–3 minutes, probably the only time in the interview when he spoke for this long. I thanked them and left the room.

**Verdict:** First List Convert (PGDM Core).

### Interview Experience-10

FAMILY BACKGROUND: Born and brought up in Delhi.

Xth : 7.8/10

XIIth: 92.5%

Graduation: BA Economics (hons). University of Delhi ( please don't do it even if you get in. It's worse than it sounds) 56% (maybe that's why)

Work experience: nil (still in the final year)

CAT: 89.99%

10th March, 2018. Saturday. Morning slot

Panel 1 serial 2

So, our reporting time was 8AM. Reached the college at 7:45. Found a seat, and started reading my book (helps me not get nervous)

The student council start dividing up into groups/panels of 10/11 each. And start with the document verification. This took an easy 30 minutes. Whilst doing that the other student volunteer were explaining as to how great life at INT gzb is, how it changed their lives.

9:30AM: CRITICAL THINKING: 20mins.

we were given the topic “censorship in YouTube” we had to write in favour or against the above topic, with at least 5 reasons as to why? (5 reasons justifying why are you writing for/against)

10:20AM: GROUP EXERCISE: 30mins.

**Topic:** residential students of a particular institute are seen wasting a lot of electricity, give reasons as to why they could be doing so? And give your point of views as to how it can be handled. You may use the given resources.

Resources given to us were, 2 cardboards, 5 A-4 size sheets, crayons, sketch pens, pencils and other normal stationaries.

**Interview:** 15mins

P1: grey hair, a bit fat, looked very well read, had a combination of American/English accent. Looked chilled out- WAS NOT CHILLED OUT.

P2: no hair, mostly silent, DID not look chilled out- turned out chilled out.

M: me

Previous interview came out of the room as if she was told she had no future.

Bell rings, my turn to go in.

M: can I come in sir?

P1: yes, please. Sit down

M: good morning sir, good morning sir.

No reply. I sat down.

P1: so, Kartik, I see you've done your economics hons from the university of Delhi.

M: yes sir, I'm still in the final year.

P1: we'll get back to academics in a bit. Tell me one thing. Are you an ethical person?

M: (was going to answer) it depends on.... (I got cut off..)

P1: imagine this situation. You've come here for an interview. Your family/friends/relatives stay in Bombay and there's no one here no know. Suddenly, you get a call from home, telling you that there's an emergency, a very serious one. You have no money with you, you don't know anybody from whom you can borrow from. Will you board the train to Bombay without a ticket?

M: taking into consideration that there a very serious family emergency, I would. I would get into the train without a ticket. My first concern is to my family and not would happen if I get caught by the TC. (Speaking with full confidence, thinking that it's the right thing to do, family comes first!!) (Happy with the answer)

P1: okay. Good.

M: (smiling like an idiot)

P1: now tell me this, suppose you get admission into this College, and you've started with your classes, the 2nd day of your 1st year you get to know that you've been admitted by mistake, there's another Kartik Gupta those deserved the seat. What would you do now?

M: (not thinking about the answer I gave in the last question) sir, as I didn't get the seat, and the seat deserved to somebody else, I would walk into the admissions' office and tell them about the mistake they made and pull my seat. (Happy about my answer)

P1: would this be an ethical thing to do?

M: yes, sir. Taking somebody else's seat, know that he/she has worked harder than me won't be the right thing to do.

(Wait for it)

P1: so, marching into a train without a ticket. Is that an ethical thing to do too?

M: (facepalm) sir, that was a family Matter, and no one got hurt in the process.

P1: do you know what ethics mean? What is wrong is wrong! What would you like to say?

M: hmmm... the train incident was a minor case, there no one got hurt during the process, I was just looking for my family as to how the majority of people would.

P1: let's leave those majority of the people out of this case and talk about only you.

M: hmm (kill me please) sir, I would stick to what I said, the train incident was the right thing to do, and the college incident is something to heavy for my conscience.

P1: (looked offended) (looks to P2)

P2: so, tell me about yourself.

M: sir, I love reading books, Tennis. Am currently reading Ashwin's Chanakya's chant. It's an awesome book... (got cut off)

P2: you know every state has a governor, right?

M: yes

P2: so you doesn't Delhi have one?

M: it's a union territory, and not a state.

P2: you said it's a union territory, does a union territory have a state legislature?

M: no sir.

P2: Delhi does so! Don't they?

M: yes sir they do, being the capital they have certain properties of a statehood, but is not a complete state, is comes under the central government itself.

P2: looked satisfied

(Me happy)

P1: so economics hmm!? What do you think about the 2018 budget?

M: it's this year the government has tried to make a pro-farmer budget. Taking into aspects like increasing the MSP by 1.5 times and the health care initiative, the Modi care, which they've rolled out are nice additions to the economy, but they each have their limitations and problems.

P1: they've increased the MSP by how much?

M: sir, 1.5 times

P1: 1.5 times of how much?

M: the MSP (couldn't get what he was trying to say)

P1: of how much? What is the base price?

M: ..... (facepalm) I have no idea about that sir, sorry.

P1: 1.5 times of 100 rupees and 1.5times of 1000 crore is a lot, right?

M: yes sir, (going to cry)

P2: what is the elasticity of demand?

M :( knew this. Easy)

P2: what is the difference between micro and macroeconomics?

M: (give me something difficult)

P2: what is the law of demand and what products are an exception to this law?

M: (OMG! Give me something New!!)

(P1&P2 looking each other)

You may leave, thank you. But WITHOUT a candy (emphasis of WITHOUT)

(me sad.) Said my goodbyes. Thanked both of them and left.

12PM, Filled the feedback form. Called an uber, back home.

**Result:** AWAITED

## Interview Experience-11

I have attended the interview for IMT-G in Hyderabad on Feb 8th 2019 and I am a GEM with work ex of 2 years in Infosys

We were divided into 4 panels. Each panel has about 15 students. We were to give only PI this year. I was in panel number 4 and has one Male interviewer(M) of appx 32 years and a female interviewer (F) of 40 years appx and the interview went like this.

F: Hi please have a seat.

S: Good afternoon Mam. Good afternoon Sir. Thank you

M: (Seeing me mentioning TT in my form asked a question) So you play TT huh? Tell me the weight of the ball and the diameter of ball.

Being a professional I have no difficulty answering it. He seemed too eager to make my life difficult.

F: Tell me about yourself that is not there in the form

S: I started it too creatively. Way too much. Added fuel to the fire. They started stopping me and started asking about my B. TECH

F: Tell me about Doppler effect. Explain it to me as you do it to a child

S: Tried hard. M seems to be not at all interested and hell bent on making my life difficult. Explained finally in about 4 minutes

F: What are microwaves and tell me their frequency range

S:( Haven't prepared at all. I was expecting questions on my work ex. Got stumped there.)

I have told some range. She was not convinced

F: Relation between frequency wavelength.

S: Told them. Gave an example.

F: What are your hobbies

S: I play chess and read a lot books. Especially fantasy. I have even started penning my own series and am planning to publish it in near future

F: Tell me the plot line

S: You have to read the book for that mam(smiling). Anyways I have given her some story lines.

F: Asked a question about marketing. Told it

M: So Srujan do you follow new regularly

S: Yes Sir, not the conventional new reading but I do check the Google feed time to time.

M: Asked about the latest news and my opinion on it. I have given my opinion discussed on it for about 3 mins

M: You are from AU right. Do you know the name of RBI Governor who is an alumnus of your college?

S:( I totally forgot his name.) Yes Sir I know there is a guy who was from AU. But I am sorry I couldn't seem to place his name.

M: (not at all impressed by my 'guy' word and answer.)

F: Asked about my college and favourite subjects

S: Thanking her mwntay for saving me, I told the answers I have prepared.

M: Asked me again to try to remember the RBI governor's name

S: I am sorry Sir; I really forgot his name.

M: Okay better check the facts once you go out. (He seemed really uninterested in me now)

F: Okay Srujan, this will be your last question.

There is a man on ground floor and a time machine on first floor. He went up picked it and came back down to ground floor and used it. Tell me the reason why he didn't use it on the first floor itself.

S: (Finally thanking gods for the question as I know a bit about time travel thanks to Barry Allen and Eobard Thawne. I rattled all the paradoxes.) I explained it on a piece of paper for about 5 minutes. They were clueless.

F: Srujan, keep it simple. Don't think too much. We know you really know books so no need to prove it. You have 30 seconds now.

S: (Thinking how downhill it went right from the start and thinking of how not to screw my next interview.) Mam I really think he is a fat guy and maybe he just wants to do some exercise, so he came to ground floor to use it.

F: She laughed at my answer and M also seemed to smile at my answer.

S: Thinking I screwed it up I left the room by thanking them

\*\*

**FINAL VERDICT:** Converted IMT Ghaziabad Marketing.

## Interview Experience-12

**Date:** 12/02/2018

**Venue:** Bangalore Institute of Technology

**Slot:** Afternoon

We were made to sit in a big hall. Outside the hall, we could find the panel number that we belong to.

Test 1: Critical thinking

A topic will be given along with a paper, rough note and a pen. We will be given 10 minutes to think and 20 minutes to jot down the ideas. In my case, the topic was related to Artificial thinking. I was asked to justify whether it is a BOON or BANE with five supportive arguments.

Since the topic was a generic one, everyone felt comfortable with the topic.

Test 2: Group Exercise

Before test 2, we will be given a tag with a number written on it. It is just for panelists to identify and evaluate us

**Topic:** To develop a communication strategy for a product of our choice.

Everybody contributed. One small thing to expect here is, it is necessary to present it in a chart. After 30 minutes, we will be asked to leave

Test 3: **Personal Interview**

It is a 2-member panel.

Academics:

CAT 92.15, X-92.6, XII-95, B. Tech-81

Work experience: 17 months

The interview went like this.

Interviewer 1: So, you are a Tamilian. Have you watched 2 states?

Me: Yes

I 1: So tell me if Alia Bhatt's character was portrayed perfectly as a Tamilian?

Me: The home she lived in resembled like a South Indian. But, as far as I remember, I don't remember any Tamil conversation she had with her parents. Usually, we will be speaking mother tongue at home. In this case, her parents spoke Tamil in order to give the South Indian feel. Her contribution to portray herself as a South Indian was not so much.

I 2: Tell about your work-ex.

Me: I am an SAP consultant. Blah blah blah..

It turns out the I 2 was also an SAP consultant. The rest of the interview was fully focussed on my work experience

**Result:** Converted IMT Ghaziabad (PGDM Core)

### Interview Experience-13

CAT 2018: 96.06 percentile.

Interview Experience

**Date:** 15th February, 2019

**Venue:** Mumbai

Both the panelists were professors. One of them was sipping his morning tea vigorously. Will call him VT. The other gentleman was a middle-aged professor. Will call him MP.

Entered. Greeted. Settled down. A basic exchange about place and background.

MP: Tell me something that's not in this form.

Me: Told about being the first student in India to facilitate interaction between the principal researcher of Titanic wreck and Indian students specialising in naval architecture.

(VT gets up, fetches a diary from his bag)

VT: So you work at Mazagon Dock?

Me: Yes sir.

VT: Which engineering background?

Me: I am a naval architect and ocean engineer.

MP: What is a nautical mile?

Me: Explained.

MP: You said 1 degree is 60 minutes. Are you sure of this?

Me: Yes sir, I am sure.

VP (to MP): But that is for distances, na?

MP (still in a doubt with degree and minute) looks at me again.

Me: Sir, since the meridian is an arc, a plane angle of 1 degree can be divided into 60 minutes. Each minute travelled along a meridian is 1 nm. Which is equal to 1.852 km (explained why it is used).

VT: That's interesting. I didn't know the story behind this. I'll just write down the conversion (He notes down the conversion from nm to km I mentioned, obviously to check later on)

VT: So what is your role at work?

Me: Told

MP: Why MBA?

Me: Gave a prepared response.

MP: What about the top management in your company. Are they MBAs?

Me: No sir. They are retired, senior naval officers.

VT: Then why do you want to do an MBA?

Me: Sir, the mid and top-level management are able to add value due to their experience and exposure. Since I want to expedite the process, an MBA is a more logical option both from time and holistic learning perspective.

VT: You are in a PSU. Are you not taking a sabbatical?

Me: No sir. The organisation doesn't approve sabbatical for MBAs.

VT (visibly shocked): But did you talk to your HR?

Me: Yes sir. The company offers sabbaticals for Mtech programmes, not MBAs.

VT: Oh okay. Tell me something about creative writing in your form.

Me: Explained the number of stories I published, the reader-base, and the managerial and leadership roles I eventually took up in a digital fiction publisher.

VT: What do you know about Ujjwala Yojana?

Me: Mentioned the basic details (Blunder: Instead of mentioning BPL households I said rural households)

VT: LPG cylinders is okay. But how does the government choose the beneficiaries?

Me: The beneficiaries are economically backward sections, but I am not aware of the exact criteria used (Couldn't recall BPL. VT celebrated his victory with a loud sip of his tea)

VT: Okay, tell me something that is in the news today.

Me: Spoke about the American President announcing his decision to sign the bill and declare an emergency in the US.

MP: No, tell me about India.

Me: Mentioned the J&K terrorist bombing on CRPF convoys.

VT: What do you know about major financial scams in the last 1-2 years?

Me: Talked about PNB scam, Axis Bank underreporting NPAs, ICICI-Videocon conflict of interest.

MP: Who is the RBI governor?

Me: Told

MP: Unse pehle kaun thhe?

Me: Told

VT: Unse pehle?

Me: Told

MP: Who presented the budget this year?

Me: Sir, the budget is yet to be presented this year. The interim budget was presented by Mr Piyush Goyal.

MP: Portfolio?

Me: Told.

MP: Other portfolios he holds?

Me: Told.

MP: What about Arun Jaitley then?

Me: Mentioned his leave and the day's headlines regarding his return to office.

VT: Tell me something about recent business news in India.

Me: Spoke about DIPP's clarification on e-commerce regulations and how the new regulation would impact the e-comm industry.

VT and MP: Okay, we are done.

Me: It was a healthy discussion. (Thanked the panel and left the room)

**Verdict:** Converted in the first list.

## Interview Experience-14

### Profile:

X/XII/ Grad: 94.6/92/79

GEM Fresher, will graduate in 2018

CAT: 98, Sectionals above 92.

**Date:** 12/02/2018

**Location:** Kolkata

**Slot:** 1pm

Reached there half n hour early. The documents were verified and we were told to be seated according to our respective panels. I was in Panel 1. Had a chat with the members of the admissions committee, found them to be very cordial and approachable.

**WAT:** Artificial intelligence poses a threat to the job market. Support your views with five distinct points. (10 minutes to think, 20 minutes to write)

Started with the advances in AI and wrote for the topic. Wrote about the demography of the country and the impact AI would have on various sectors. Mentioned about self-driving cars and why the Indian Govt. is against it. Concluded by saying how AI should enable humans and not replace them. Good WAT overall.

**Group Exercise:** We were told to devise a communication strategy for a product of our choice. We were given a few sketch pens, colour papers, chart papers, etc.

As a team, we didn't do that well. I pitched in with a few ideas here and there, designed a pamphlet towards the end. We could barely design a poster and two pamphlets in all.

### Personal Interview:

I was seventh in my panel.

2 male professors (P1, P2)

P1: Middle-aged professor.

P2: Must be his 50's, smiling throughout, looked happy with his life.

M: Me: p

M: Hello, Good Afternoon.!

P2 nods, asks me to take a seat.

P2: So X, how was the process up till now?

M: It was good, sir. The wat topic was good, I was able to put forward my point of view. The group exercise was not that great. We should have performed better. I also interacted with the members of the admission committee and a few other candidates. Good experience up till now.

P2: What went wrong in the GE?

M: Sir, we focused more on the planning part.

P1 interrupts: Could you please speak a bit louder?

M (taken aback): Sorry sir, as I was saying, we focused more on the planning part. We could have spent more time on the posters.

P2: Why didn't you try to correct the group then?

M: Well sir, I tried to. That's why I kept telling them that we should start working on the posters now. In fact, towards the end, I noticed we just had a poster and one pamphlet. Hence, I designed another pamphlet myself, even though I'm not good at drawing.

P2: Ok, so you're in your final year of engineering?

M: Yes Sir, final year. Engineering in IT.

P2: What's your final year project on?

M: Told him about my sorting algorithm and how it's performing better than a few existing ones for certain test cases.

P2(looks impressed): Alright, so can you explain what is parallel programming?

M (I had a vague idea, but was afraid he would ask more questions): Sorry sir, I don't know much about it.

P2: Ok, then what's your area of interest?

M: Sir, I'm mostly into object-oriented programming and web development...

P1 interrupts again: X, I'm not being able to hear you. Please speak a bit louder.

M (a bit tensed now): I apologize, sir. Object-oriented programming and web development.

P2: What in web development?

M (making sure I'm loud enough): Mostly back-end but I've also enjoyed working on the front-end part. The designing part is very tricky and that actually helps you think from a customer's point of view.

P1: Why MBA?

Me: Told him the prepared answer about coming from a business-oriented family, wanting to learn about the business side of things, etc. Past experiences in fests, projects, etc.

P2: What specialization are you looking for in MBA?

M: To be honest, it's difficult to choose one at this stage since I'm an engineer and I've had limited exposure to fields like marketing, finance, etc.

P2(smirks): Diplomacy at its best.

M(smiling): I believe in the middle path, sir.

P2(laughing; P1 still serious): Still, you must have thought about it.

M: If I have to choose one now, I feel Marketing would be the right fit for me since I've been able to develop an understanding about the customer's thought process as a result of my past experiences. Moreover, I've been involved in projects where I had to work with clients and interact with them, understand their requirements and show them how our product would serve their purpose. I really enjoyed doing all that.

P1 looks disinterested. Makes an "I'm not bothered" face.

P2 continues: Do you know what Google page ranking is and how it works?

M: Explained him briefly that it has to do with the number of keywords and associated links.

P2: Ok how does the Google Search Engine work?

M (trying to formulate an answer in my mind, buying more time): Could you please elaborate sir?

P2: When you press that search button, what happens in the background?

M (not exactly confident but tried to speak in a confident manner): Told him how web crawlers work and how Google has its own servers. Also told him a bit about the world wide web and how Google indexes the results for future use.

P2: Are you sure?

M: Yes sir, I guess so. That's why when you look up a popular word or link, it takes lesser time as compared to when you search for a not-so-popular word.

P2: ok leave that, tell me how Google monitors live traffic?

M (again, have a vague idea): Told him how Google tracks the location of all available mobile devices at a particular street and then, uses that data to monitor the traffic.

P2: I didn't get you.

M: Sir, they monitor the location of all devices on a particular street at regular intervals of time.

P2: And then, they find out the average speed, right?

M: Yes sir.

P2: So just say they find out the average speed.

M: Sir, whatever they do is based on location tracking. That's why all Android phones have Google and Gmail pre-installed. You can't access the play store unless you log into your Gmail account.

P2: Ok, what about the cars which are parked and are stationary.

M (no clue, gave a stupid answer): Sir, cars don't have any devices of their own.

P2: Ok what if I'm sitting in my car eating something, not moving. Then?

M: Sir, I don't know. They must have some parameter on the basis of which they filter that data out.

P2: Do you know what parameter?

M: No Sir, I'm not aware of it.

P2 says he's done.

P1: Do you have any questions?

M (had to ask something): Sir, can you tell me and the social responsibility program at IMT-G?

P1 explained for about 2–3 minutes, probably the only time in the interview when he spoke for that long.

I thanked them and left the room.

**Verdict:** First List Convert (PGDM Core).

### Interview Experience-15

P1– I find you are perspiring. Are you feeling nervous?

X– Sir, honestly speaking a little, since it is my first interview for admission to great B-school.

P1- Be comfortable and just relax. Have a glass of water.

Ankur- Thank you Sir, I am comfortable now.

P1- Tell us about your back ground

Ankur- Sir, I come from a simple middle-class family. My father runs a small flour mill and supplies the flour to the shopkeepers in the city only. My mother is a home maker. I have been a consistently good student although never topped the school or college. My father had an accident a few years back and I was actively engaged in the business at that time. After completing my B. Tech I worked in a company at Trivandrum and then became a faculty with a coaching institute.

P1- What will be the use of B tech in your MBA programme?

Ankur- Sir, the learning, education and managerial practices now days are based on technology. We prefer going green instead of wasting paper. Topics on managerial skills and how to use the technology to the best use which I learned at B. Tech level will be an added advantage in pursuing MBA degree.

P1- What was your role in the projects assigned in your company?

Ankur- Sir, I led a team of eight persons in my previous company and the role was that of a team lead. I had to manage the team, assign the respective work schedule and in case of any problem performed as a trouble shooter.

P1- How would you solve a problem as a team leader? What will be your strategy?

Ankur- Sir, I will study the problem first that is the causes and would divide it in modules. Later, solving each module will integrate those modules.

Now P2 takes over

P2- Tell us your three qualities on why should we offer you admission?

Ankur- Sir, my strengths are my qualities and that are my leadership quality; adaptability, risk taking capacity and optimism.

P2- How will you solve a problem as a team-leader? If an employee doesn't work, what will you do?

Ankur- I will motivate him.

P2-How will you motivate him to do work?

Ankur- Sir, I will cite the examples of his juniors who got promotion due to their hard work and sincerity. If he doesn't take interest in his work more of his juniors could go up the ladder. It could be humiliating for him. I will share the solution in case he is facing any problem which is deterring him from doing work.

P2- Which is second highest peak of Himalayas?

Ankur- Sir, K2 is the highest peak.

P2- Name the Speakers of Lok Sabha and Rajya Sabha

Ankur- Sir, Mrs. Mira Kumari is the speaker of Lok Sabha and Shri Hamid Ansari, Vice President of India is the speaker of Rajya Sabha.

P2- Who are the Opposition leaders in the same?

Ankur- Sir, in Lok Sabha it's Smt. Sushma swaraj of BJP and in Rajya Sabha, it's Shri Arun Jaitley from BJP

P2- Who is the Chief Minister of Rajasthan? Which political party does she belong to?

Ankur- Sir, Smt. Vasundhara Raje is the Chief Minister of Rajasthan. She belongs to BJP.

P2- OK Xwe are done, anything you wish to ask.

Ankur- Thank you sir for giving me the opportunity. I have nothing to ask.

## Interview Experience-16

**Date:** - 10th Feb 2021

**Time Slot:** - 8:00 a.m.

Acads: - 10 CGPA/ 81.8 / 75.7 (GEF)

They took attendance at around 8:30 AM on Zoom Platform and asked to wait in the waiting room.

(Assigned me the serial number)

There were Two Panelist: - (M1) and (F1)

I greeted both the panelist

F1 – So, tell me something about yourself.

A – Answered with a well-prepared answer.

F1 – You are project monitoring officer, you must be good with numbers then why you want to go for marketing, I think you should go for finance?

A – During lockdown 2020 I have done few courses like business analytics, excel and digital marketing. I found my inclination toward digital marketing and applied for an internship. Currently I am working as a digital marketer and I like the everyday creativity in my work, coming up with new ideas and how we connect with our customers. That's the reason I want to go for Marketing.

F1 – What do you understand by marketing?

A – How well I know my consumer's need. The purpose of selling my product should always be same with the purpose of people buying my product. We should always be on same page.

F1 – I like your confidence Anshika. Sir, you can ask now.

A – Thank You mam.

M1 – Tell me about your previous job role.

A – I was into estimation and costing of the project, where we have to estimate the quantity of the material, price of material, worker's wages and all. In civil engineering projects there is lot of uncertainties, so we allocate around 4% of project's budget to them..... (continued)

M1 - Do you invest in stock market?

A – No, sir I don't invest.

M1- Okay, so tell me how good is budget 2021 for civil engineering?

A – Answered (I have well prepared about that)

M1 – Okay that's all form my side you may leave now.

A – Okay, thank you sir, Thank you mam. Namaste!

My interview was around 7-8 minutes. I was really scared about the short duration. I thought that I might have ruined that.

## Interview Experience-17

Panel 8 serial 5 Nagpur two male professors.

Long one. Skim through it.

P1. Hello Sritam. Introduce yourself.

I did and I mentioned that apart from academics and work, I am a trekker.

P1. What's the last mountain you climbed?

Told.

P1. What is the height?

Told.

P1. Wow. Okay Sritam Tell me how do you measure the elevation of any mountain?

Me: I am not sure if it's correct but have extension of Pythagoras theorem is used.

P1. You're close but not perfect.

You're from Mass media right?

Yes

P1. How do you measure TRP?

Told both the processes.

P1. What is the best medium for marketing?

Told Internet.

P1. So you won't advertise in TV and Print?

No sir I would but it. explained how dynamics of market segmentation has changed and how the youth (gatekeepers for new age products) live in internet platforms and how we can target them.

P1. Okay my colleague will take over.

P2. First tell me what is this name? I have heard Pritam but never Sritam.

Told the logic. Had a fun session on that for 1.5 mins.

P2. Where do you get your current affairs from?

Shekhar Gupta's The Print and NDTV

P2. Okay tell me what's the latest news you have heard?

Told about today's powerful flood in Joshi math Uttarakhand due to a Glacier breakage.

P2. You keep an update on Trekking world. Good. What other important news?

Farm laws is the most important issue.

P2. Haven't you heard about Burma Coup?

Yes sir. But farm laws need a democratic solution whereas Burma Coup needs a strategic plan.

P2. Why strategic why not democratic?

Told him about how India is dependent on Burmese army to counter insurgency in NE. And also how a wrong move will make the army go on side of China.

P2. Okay. Read my SOP and asked what is this Micro enterprise you have started?

Told him about that and also the clients. He knew the politician client and also recognised that the client used our services during Maharashtra elections.

P1. P2 both thanked me and told me to log out.

Overall, I felt very good. My hands and body were shivering before joining but everything went away after seeing the smiling face of P1.

## Interview Experience-18

I have attended the interview for IMT-G in Hyderabad on Feb 8th 2019 and I am a GEM with work ex of 2 years in Infosys

We were divided into 4 panels. Each panel has about 15 students. We were to give only PI this year. I was in panel number 4 and has one Male interviewer(M) of appx 32 years and a female interviewer (F) of 40 years appx and the interview went like this.

F: Hi please have a seat.

S: Good afternoon Mam. Good afternoon Sir. Thank you

M: (Seeing me mentioning TT in my form asked a question) So you play TT huh? Tell me the weight of the ball and the diameter of ball.

Being a professional I have no difficulty answering it. He seemed too eager to make my life difficult.

F: Tell me about yourself that is not there in the form

S: I started it too creatively. Way too much. Added fuel to the fire. They started stopping me and started asking about my B. TECH

F: Tell me about Doppler effect. Explain it to me as you do it to a child

S: Tried hard. M seems to be not at all interested and hell bent on making my life difficult. Explained finally in about 4 minutes

F: What are microwaves and tell me their frequency range

S:( Haven't prepared at all. I was expecting questions on my work ex. Got stumped there.)

I have told some range. She was not convinced

F: Relation between frequency wavelength.

S: Told them. Gave an example.

F: What are your hobbies

S: I play chess and read a lot books. Especially fantasy. I have even started penning my own series and am planning to publish it in near future

F: Tell me the plot line

S: You have to read the book for that mam(smiling). Anyways I have given her some story lines.

F: Asked a question about marketing. Told it

M: So Srujan do you follow new regularly

S: Yes Sir, not the conventional new reading but I do check the Google feed time to time.

M: Asked about the latest news and my opinion on it. I have given my opinion discussed on it for about 3 mins

M: You are from AU right. Do you know the name of RBI Governor who is an alumnus of your college?

S:( I totally forgot his name.) Yes, Sir I know there is a guy who was from AU. But I am sorry I couldn't seem to place his name.

M: (not at all impressed by my 'guy' word and answer.)

F: Asked about my college and favourite subjects

S: Thanking her mwntay for saving me, I told the answers I have prepared.

M: Asked me again to try to remember the RBI governor's name

S: I am sorry Sir; I really forgot his name.

M: Okay better check the facts once you go out. (He seemed really uninterested in me now)

F: Okay Srujan, this will be your last question.

There is a man on ground floor and a time machine on first floor. He went up picked it and came back down to ground floor and used it. Tell me the reason why he didn't use it on the first floor itself.

S: (Finally thanking gods for the question as I know a bit about time travel thanks to Barry Allen and Eobard Thawne. I rattled all the paradoxes.) i explained it on a piece of paper for about 5 minutes. They were clueless.

F: Srujan, keep it simple. Don't think too much. Wek ow u really books so no need to prove it. You have 30 seconds now.

S: (Thinking how downhill it went right from the start and thinking of how not to screw my next interview.) Mam I really think he is a fat guy and maybe he just wants to do some exercise, so he came to ground floor to use it.

F: She laughed at my answer and M also seemed to smile at my answer.

S: Thinking I screwed it up I left the room by thanking them

\*\*

**FINAL VERDICT:** Converted IMT Ghaziabad Marketing

### Interview Experience-19

CAT 2020 - 96

Acads - (9/9/9), GEF

Duration - 10 to 12 mins

#### P1

- You have such great acads, why not go for Mtech or do the job? ( they grilled me on this and did not get convinced)
- Name a few Machine Learning Algorithms used for solving a classification problem.
- Give a real-life example of classification problem.
- Explain the working of Logistic Regression.
- If you have to solve a financial problem, what will you use supercomputer or Mainframe computer?

#### P2

- Name few female CEOs.
- Who is Chanda Kochar?
- Why is she in the news recently?
- What is MSP?

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## 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.

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