

21st April 2018

TIPS FOR THE EXAM

Dear Student,

You should prepare for your ELC-II University exam through the following steps:

Step 1 : Go through all PPTs unit-wise once.

Step 2 : Read the notes sent herewith once quickly.

Step 3 : Focus on each section one after another :

A (Blanks)

B (Multiple Choice Questions)

C (Short Answers)

D (Points for Short answers)

E (Long answers)

You should study the sections at least twice before the final study for the ELC-II semester exam on 8th May 2018.

Wish you an excellent performance in ELC-II Paper.

Bijoy Bal

NOTES FOR ELC-II UNIVERSITY EXAM - 2018

(IMBA 2017-22 Batch)

A. Fill in the blanks with the right words:

1. The delivery methods of a presentation include _____, _____, and _____.
2. _____ is the ability to recognize your own emotions, understand what they are telling you, and realize how your emotions affect people around you.
3. According to Daniel Goleman, emotional intelligence is defined by self-awareness, self – regulation, _____, _____, and social skills.
4. The skill which enables one to say ‘No’ when necessary, but in a manner which creates a ‘win – win’ situation for everyone concerned is the skill of _____.
5. A good presenter needs to analyze the audience and identify their
6. The focus of a presentation is on..... the listeners to buy the ideas that are shared.
7. The introduction gives an..... of a presentation and help the audience know the subject and focus of the presentation.
8. should be used to present numerical and statistical data in a presentation.
9. To arouse and sustain audience interest, the presenter should maintain..... during the presentation.
10. Using various devices such as..... and internal summaries enables the presenter to maintain a smooth flow during the presentation.
11. To be an effective speaker, one should be adept at..... after the presentation.
12. is the most important aspect of body language during presentations.
13. The letters which arouse the reader’s interest and induce him or her to act as directed are called..... letters.
14. Visual aids increase the audience..... in a presentation.
15. In an oral presentation, you can have..... interaction, which is not available in case of a written report.
16. A letter in which all items of form begin on the left margin is said to be in the format.
17. In the..... format for a business letter, all parts except the dateline, the complimentary close and the signature begin at the left margin.
18. The salutation and the complimentary close are omitted in theformat of a business letter.

19. In a business letter, the is typed above the inside address.
20. In all business letters, the standard complimentary close is
21. A business letter is said to have..... , if ideas are logically ordered in a coherent way.
22. refers to the quality of giving only relevant information in the fewest possible words.
23. Letters that please the receiver are called letters.
24. Memos are used forcommunication whereas business letters are meant for people outside the organization.
25. In a business memo, the name of the addressee (To) comes the name of the writer(From).
26. E-mails are usually written in a style.
27. Unlike in a letter, there is no formal closing in a
28. In a résumé, the career objective is written as a one-sentence focused statement expressing the candidate's career goals in relation to
29. The purpose of the covering letter sent with a résumé is to get employers interested enough to
30. A chronological résumé organizes the candidate's past employment record and education in order.
31. Stress questions in an interview are intended to judge the candidate's ability to.....
32. The purpose of a behavioral interview is to find out how the candidate has in the past.
33. It is a part of business etiquette to while introducing oneself.
34. In telephone conversations, one should use for making a request.
35. Anorients the audience by alerting them to the upcoming points and an helps the audience to stay oriented by providing a one sentence summary during the delivery of a presentation.
36. The resume format is primarily used by experienced candidates whereas aresume is very appropriate for fresh graduates.
37. presentations are planned, rehearsal and delivered with the help of outlines on slides but presentations are unexpected, off-the-cuff talks.
38. Three major letter formats commonly used are , and simplified format.
39. Every interview will proceed through three stages : , the question answer session and
40. A document attached to a business letter is known as an

ANSWER KEY TO BLANKS

(1) memorizing; reading; outlining	(2) Emotional intelligence	(3) motivation; empathy	(4) Assertiveness
(5) needs	(6) persuading	(7) over-view	(8) visual aids;
(9) eye contact	(10) transitional devices	(11) answering questions	(12) Eye contact
(13) persuasive	(14) interest	(15) two-way	(16) Block
(17) Modified Block	(18) Simplified	(19) dateline	(20) Yours sincerely
(21) coherence	(22) conciseness	(23) good –news	(24) internal
(25) above	(26) conversational	(27) memo/e-mail	(28) the job sought
(29) read the resume	(30) reverse chronological	(31) remain calm in stressful situations	(32) solved problems
(33) shake hands	(34) May I ... ?	(35) Overview; internal summary	(36) functional; chronological
(37) power point; impromptu	(38) Block ; Modified Block / Semi- Block	(39) warm-up; closing	(40) enclosure

B. Multiple Choice Questions

1. Letters that please the receiver are called _____.
a) Good-news letters b) routine letters
c) invitation letters d) 'yes' letters.
2. A memorandum is considered to be a brief form of written communication for _____.
a) formal use b) internal use c) external use d) legal use.
3. A business letter in Simplified format has _____.
a) A salutation (b) a complimentary close
(c) a subject line (d) indentation
4. Modern business letters are usually written in _____.
a) full-block style (b) semi-block style
(c) indented style (d) simplified style.
5. Writing a letter with "you-attitude" means writing _____.
(a) from the point of view of the writer.
(b) from the point of view of the reader.
(c) from the general point of view.
(d) using the word "you" repeatedly.
6. A presentation is a form of oral communication in which a person shares factual information with a _____ audience.
(a) large (b) small (c) specific (d) mixed.
7. The audience for a presentation consists of people who _____.
(a) are uniform in their purpose and level of information.
(b) vary in their purpose and level of information.
(c) are uninformed and lack a purpose.
(d) are confused in their purpose.
8. To make a presentation effective and impressive, you should use _____.
(a) complex sentences.
(b) jargon.
(c) passive sentences.
(d) simple and active form of sentences.
9. In presentation design, maximum time is given to the _____.
(a) conclusion.
(b) introduction.
(c) main body.
(d) question-answer session.

10. The best way to apply for a job is to submit a 'resume' that is _____.
 - (a) suitable for any job.
 - (b) specifically written for the particular job.
 - (c) full of personal information.
 - (d) self-recommending.

11. The application letter (cover letter) is _____.
 - (a) a summary of your qualifications.
 - (b) a statement of your career objective.
 - (c) a foreword.
 - (d) a description of your core strengths and suitability for the job.

12. Stress questions in an interview are intended to judge _____.
 - (a) the candidate's stress level.
 - (b) the candidate's Intelligence Quotient.
 - (c) how the candidate handles stress.
 - (d) the candidate's technical skill.

13. In an interview when you do not know an answer, you should _____.
 - (a) bluff.
 - (b) keep guessing.
 - (c) remain quiet.
 - (d) admit that you do not know the answer.

14. The group discussion evaluates the candidates ability to _____.
 - (a) control others.
 - (b) argue with others.
 - (c) lead others.
 - (d) confer with others on a given subject.

15. A resume mainly summarizes the following :
 - (a) strength & weaknesses.
 - (b) personality.
 - (c) education & experience.
 - (d) failures.

16. Email flaming includes attributes like _____.
 - (a) aggression.
 - (b) intimidation.
 - (c) sarcasm.
 - (d) all of these.

17. In writing business letters, one has to be _____.
 - (a) formal.
 - (b) friendly.
 - (c) dull.
 - (d) conventional.

18. Informative writing focuses primarily on the _____.
(a) reader.
(b) writer.
(c) subject under discussion.
(d) latest news.
19. Salutation refers to _____.
(a) the way the receiver is addressed by the sender.
(b) address of the receiver.
(c) closing of letter.
(d) none of these.
20. The desirable tone for business writing is all of the following EXCEPT _____.
(a) Professional but not stiff.
(b) Friendly but not phony.
(c) Polite but no groveling.
(d) Arrogant but not confident.
21. The essential parts of a business letter are :
(a) date, subject line, inside address, enclosure, complimentary close.
(b) date, inside address subject line, salutation, greeting, body of letter, complimentary close, writer's signature enclosure.
(c) date, inside address, salutation, body of letter, complimentary close, writer's signature.
(d) None of these.
22. What type of written format should be taken into the presentation ?
a) formal essay.
b) note form using short simple sentences or bullet points.
c) a "scripted" form to be read aloud.
d) do not take in anything at all as it is an oral presentation.
23. When the members of a group agree to support and commit to the decision of the group, they have reached _____.
(a) an analysis
(b) a solution
(c) a consensus
(d) an agreement
24. When participating in a group presentation, it is imperative to :
(a) solve the problem or issue as quickly as possible.
(b) incorporate every suggestion.
(c) ensure everyone understands the assignment.
(d) ensure everyone makes equal contributions.

25. Which of the following methods is NOT a useful way of analyzing an individual who is your audience ?
- (a) Talk to other people who know this individual.
 - (b) Assume this individual thinks the same way as someone you know who has similar demographic characteristics.
 - (c) Watch and observe this individual on the job.
 - (d) Rely on what you already know about this individual through your previous experiences with him / her.
26. Which of the following should NOT be done in a team or group presentation ?
- (a) Referring to your team members by name.
 - (b) Planning so the whole presentation is consistent and complete.
 - (c) Using 'I' when presenting ideas and information in your own section of the presentation.
 - (d) Speaking out of turn when somebody else is presenting her part.
27. _____ presentations are planned, rehearsed and delivered with the help of outlines on slides.
- a) Impromptu
 - b) Power point
 - c) Oral
 - d) Effective
28. The _____ resume style is primarily used by the candidates who have breaks in their employment history.
- a) functional
 - b) chronological
 - c) chrono-functional
 - d) scannable
29. Every interview begins with a _____ stage which lasts for about 2 minutes.
- a) question-answer
 - b) behavioral
 - c) warm-up
 - d) screening
30. A document attached to a business letter is known as _____.
- a) cover letter.
 - b) invoice
 - c) catalogue
 - d) enclosure
31. In a presentation, the speaker maintains a smooth flow of ideas by using _____.
- a) statistical data
 - b) fluent speaking
 - c) transitional devices
 - d) memorable quotations

32. The letters which arouse the reader's interest and induce her to act as directed are called _____ letters.
- a) good-news
 - b) collection
 - c) sales
 - d) persuasive
33. The inside address in a business letter gives the name and address of the _____.
- a) sender
 - b) receiver
 - c) company of the sender
 - d) company of the receiver
34. The quality of giving only the relevant information in the fewest possible words in a piece of writing is known as
- a) precis
 - b) preciseness
 - c) conciseness
 - d) summary
35. Memos are used for _____ communication in a business organization.
- a) downward
 - b) upward
 - c) external
 - d) internal
36. There is no complimentary close in a _____
- a) memo
 - b) e-mail
 - c) memo and e-mail
 - d) business letter
37. E-mails are written in a _____ style.
- a) formal
 - b) conversational
 - c) logical
 - d) pleasing

38. The 'Career Objectives' in a resume should express the candidate's career goals in relation to _____.
 a) her educational career.
 b) her previous job experience
 c) her personal strengths
 d) the job she is seeking
39. A functional resume emphasizes _____ rather than the candidates education and job experience.
 a) skills
 b) achievements
 c) hobbies
 d) strengths
40. The purpose of a behavioral interview is to find out how the candidate has _____ in the past.
 a) tried for similar jobs
 b) reacted to stress questions
 c) solved problems
 d) performed in interviews

ANSWER KEY

1. (a)	2. (b)	3. (c)	4. (a)	5. (b)	6. (c)	7. (a)	8. (d)	9. (c)	10. (b)
11. (d)	12. (c)	13. (d)	14. (d)	15. (c)	16. (d)	17. (b)	18. (c)	19. (a)	20. (d)
21. (c)	22. (b)	23. (c)	24. (d)	25. (b)	26. (d)	27. (b)	28. (a)	29. (c)	30. (d)
31. (c)	32. (d)	33. (b)	34. (c)	35. (d)	36. (c)	37. (b)	38. (d)	39. (a)	40. (c)

C. Briefly answer the following questions (Short answer questions):

1. Why are presentation skills important for a business executive?

Ans.: Oral Presentations have become a routine activity for a business executive in today's world for sharing ideas and influencing people's actions. As the executive's career progresses, the presentation skills become even more important as they rely more on their ability to sell their ideas and plans. Failure to professionally present one's work, one's ideas or one's company may significantly affect the company's reputation, and will most certainly affect the executive's ability to achieve his/her career goals.

2. How is a business presentation different from a public speech?

Ans.: A business presentation is more focused than a public speech. The audience of a presentation is generally homogeneous in terms of professional interest and knowledge, whereas the audience of a public speech is mostly heterogeneous. The interaction in a presentation is far more than in a public speech, because the audience in a presentation wishes to understand the topic thoroughly, whereas the audience of a public speech aims at a general understanding of the topic. In these ways, a business presentation is different from a public speech.

3. Identify the two primary reasons why you should limit your scope in Oral presentations?

Ans.: Firstly, an Oral presentation is made in specific and limited time duration, *e.g.* 30 minutes. This would necessitate narrowing down the scope so that the presentation can be completed in time. Secondly, the presentation would lack focus and depth, if not limited in scope. This would be a source of dissatisfaction for the professional audience of the presentation. These are the two primary reasons why the scope of a presentation should be limited.

4. How do rehearsals before a presentation help the presenter?

Ans.: Rehearsals before a presentation help the presenter to:

- Co-ordinate speech with visual projections,
- Know if the information has been properly edited,
- Check the duration and make adjustments in time, and
- Reduce stage fright.

5. What is a presentation? How is it different from a written report? (2008)

Ans.: An oral presentation is a participative two-way communication process in which there is a formal and structured presentation of a message using visual aids. It is purposeful, goal-oriented as well as audience-oriented.

An oral presentation is different from a written report as follows:

- a. It is less formal.
- b. It is mainly meant to be heard, while a written report is meant to be read.
- c. There is no scope for face-to-face interaction in case of a written report. In an oral presentation, interaction forms an integral part.

6. **What is an impromptu presentation? (2012)**

Ans.: An impromptu presentation is a presentation made unexpectedly on the spot without preparation and demanded by a situation.

For example, when a manager has started giving a presentation on a project he comes to realize that the audience has no background knowledge of the project, and so he has to make an impromptu presentation on the background before coming to the prepared presentation.

7. **What factors should one consider before collecting information for an oral presentation?**

Ans.: Before collecting information for an oral presentation, one should consider the following factors:

1. Purpose of the presentation
2. Audience profile
3. Venue and Time for the presentation
4. Title of the presentation

8. **How can you use visual aids for maximum impact in your oral presentation?**

Ans.: In order to use visual aids for maximum impact in an oral presentation, one should:

- a. Give an introduction before showing a slide.
- b. Match the slide with the oral message you are delivering.
- c. Avoid filling a slide with too many words or images.
- d. Plan the graphics according to the main points.

9. **List four ways to overcome your anxiety while making an oral presentation?**

Ans.: To overcome anxiety during an oral presentation:

- a. Concentrate on 3 P's: Planning, Preparation and Practice.
- b. Set realistic goals for the presentation.
- c. Avoid negative thoughts about your performance.
- d. Speak slowly.

10. **List the visual aids which would be most effective in a presentation.**

Ans.: The visual aids that can be effective in a presentation are:

1. Handouts,
2. Power Point Slides on LCD projector, and
3. Video tapes

11. **Why should we use visual aids in a presentation?**

Ans.: We should use visual aids in a presentation because

1. They can serve the purpose of speech notes, and raise our confidence level;
2. They increase audience interest; and
3. They add to the clarity and precision of the presentation

12. **How should a presenter handle questions from the audience?**

Ans.: A good presenter treats questions from the audience as an important part of the presentation. Questions help the speaker to:

- further clarify the points
- add new information
- demonstrate his or her knowledge.

Questions can be motivated by different reasons, ranging from rivalry or jealousy to genuine curiosity. In all situations, however, the speaker should be composed, polite and honest. Even meaningless questions or questions meant to embarrass the speaker have to be answered calmly and politely.

Finally, the speaker should exhibit a sense of honesty in answering questions. If he or she does not know the answer, it is best to admit it – nobody is expected to know everything.

- 13. Why is the subject line of an e-mail important? If you are writing back and forth to the same person on the same topic, should you use the same subject line over and over again? (2011)**

Ans.: The subject line of an e-mail is important because while browsing mail, a manager has to pick and choose which mails to read on the basis of the subject line.

For the first few responses, the same subject line offers a convenient link. But too many messages with the same subject line become confusing. After a few responses, the subject line can be changed to keep focus on the latest message.

- 14. What is an enclosure? If you have an enclosure, where and how would you list it in your letter? (2011)**

Ans.: An enclosure is a document sent along with a letter. It is listed below the complimentary close and the signature as Enc.

- 15. What are the basic parts of a Business memo? (2013)**

Ans.: The basic parts of a memo are:

- a. Date
- b. Receiver's name and designation(To)
- c. Sender's name and designation(From)
- d. Subject
- e. Body of the memo
- g. Signature of the sender

- 16. Some employers prefer a chronological resume instead of a functional resume. Why?**

Ans.: Some employers prefer to see a chronological resume instead of a functional resume, because:

- a. They are familiar with the chronological format and can easily find the required information;
- b. It highlights growth and career progression; and
- c. It highlights employment continuity and stability.

- 17. How is a Chronological resume different from a Functional resume? (2014)**

Ans.: The differences between a chronological resume and a functional resume are as follows:

- a. In a chronological resume the educational qualifications and the work-experience sections dominate and are placed immediately after the career objective. A functional resume, on the other hand, emphasizes a list of skills and accomplishments and puts education and work-experience in subordinate sections.
- b. The chronological resume is appropriate if your career and employment history show continuity. In contrast, the functional resume is appropriate if you lack continuous academic progress or continuous employment.

- 18. What should be your objective while writing a job application?**

Ans.: Like a resume, a job application is a form of self-advertisement.

It should have a style that projects confidence, and it should impress a potential employer on your suitability and merits for the job. Finally it should ensure your getting a call for interview.

When a letter of application is sent along with a resume, the purpose of the application is to get the employer interested enough to read the resume. Then the purpose of the resume is to get the employer interested enough to call you for an interview.

19. Why should you include Hobbies, Interests and extracurricular activities in your resume?

Ans.: Hobbies, interests, and extra-curricular activities show that the person has a variety of interests in life and that he is a stable extrovert and therefore, can be expected to possess developed people skills.

20. How can a candidate become the leader in a GD?(2014)

Ans.: A candidate can become the leader in a group discussion by

- a. Initiating the discussion;
- b. Listening to the others patiently and attentively and practising empathy;
- c. Being an active and interested participant;
- d. Bringing the discussion on track when it has moved away from the topic;
- e. Encouraging the shy members to express their views;
- f. Resolving conflicts among the members quickly; and
- g. Summarizing the group's point of view on the topic in the end.

21. How do you put forward your views in a group discussion?

Ans.: During a group discussion we should not interrupt a member in the middle of his/her argument. We should wait till (s)he is about to finish and then get into the discussion, saying, "Excuse me" or "I agree with you there, and I want to add a point", or "I think, we can look at the topic from a different angle," etc.

22. What is consensus in a group discussion?

Ans.: A consensus in a group discussion means that all members of the group have come to have a common viewpoint regarding the topic under discussion and are in complete agreement.

23. How can you prepare well for a GD?

Ans.: In order to give a good account of oneself in a Group Discussion, one should

- i) Build up an extensive knowledge base by reading daily newspapers, and business and news magazines;
- ii) Develop an analytical way of thinking; and
- iii) Master the art of discussion and people skills.

24. Mention some non-functional behavior patterns in GD.

Ans.: Some non-functional behavior patterns in GD are:

1. Speaking too much and trying to monopolize the discussion
2. Interrupting a group member in the middle of a sentence
3. Making fun of group members
4. Engaging in sub-group conversations
5. Losing temper.

25. "Soft skills help the development of communication skills, but the converse is also true." Comment.

Ans.: Soft skills include interpersonal skills, positive personal attitude, emotional intelligence, team-work skills, creative thinking, negotiating skills, and time management skills.

When we practise the soft skills such as interpersonal or team-playing skills, we use our communication skills. Frequent use of communication skills in such situations leads to their development and refinement.

Conversely, if we have developed communication skills we can use skills which are related with team-work and relationships at the work-place. Our positive attitude is expressed only with the help of our communication skills. Creative thinking happens through the use of a language only, while our

negotiating skills depend on our communication skills for their effectiveness. Thus, the development of soft skills is largely based on our communication skills.

In conclusion, we can say that in most cases soft skills and communication skills develop together and provide synergy in the process of our personality development.

26. How are soft skills different from hard skills? Explain with examples. (2012)

Ans.: Hard skills are the technical skills which are necessary to do a job competently and efficiently. They are acquired through professional education and on-the-job experience.

Soft skills are the skills which are necessary to interact effectively with people inside as well as outside a business organization. These include leadership skills, positive thinking skills, team-playing skills etc.

An engineer while operating a sophisticated machine uses hard skills. While he interacts with team members and motivates them to achieve the company targets, he uses soft skills.

27. What do you mean by business etiquette? Why are they important?(2013)

Ans.: “Business etiquette” refers to conventional rules of social behavior and professional conduct. They are important because they help to minimize misunderstandings and contribute to the harmonious relationships and smooth conduct of business at the workplace.

28. Mention a few important rules of etiquette, while making a business telephone call.(2012)

Ans.: The following are a few important rules of telephone etiquette:

- a. When you begin a call, greet the receptionist Tell her your name and the name of your organization, and then mention whom you want to speak to.
- b. If the telephone line gets disconnected, the person who initiated the call should redial immediately.
- c. Make your business calls polite by using polite expressions such as ‘Please’ and “Thank you”.
- d. Always use the interrogative form for making a request: “Could you please.....?” or “May I request you to.....?”
- e. Keep the duration of the call as short as possible.

29. What rules of etiquette would you follow while using your cell phone?

Ans.: Some rules of etiquette to follow while using a cellphone are:

- a. Keep your voice low when using your cellphone in a public place so that you do not disturb others’ activities.
- b. Avoid receiving calls during meetings.
- c. Keep the duration of the call as short as possible.

30. What does a job interview assess about a candidate?

Ans.: A job interview assesses the suitability of a candidate for a particular job. It assesses (i) whether a candidate has technical knowledge and skills required for the job, and (ii) whether (s)he has the soft skills such as leadership and team playing skills, emotional intelligence and creative thinking.

31. What is a stress interview question? Give two examples. (2012)

Ans.: A stress interview question is a question asked in a job interview to assess or test the candidate’s ability to remain calm and reaction-free in stressful situations.

Examples:

1. You seem to be hiding something from us. Are you a moral person?
2. Your answers make us feel that you will be a misfit for the job. Am I right?

32. **What can you do to create a favourable impression when you find that a selection interview has turned into a stress interview? (2011)**

Ans.: To create a favourable impression in the 'stress interview' part, one has to remain calm and give an intelligent and positive response to the 'stress' questions. One has to remember that smart employers always prefer composed and smart candidates.

33. **Briefly state the difference between a Behavioural Interview and a Stress Interview.**

Ans.: The purpose of a Behavioural Interview is to evaluate how the candidate has solved certain problems in the past. The assumption is that past behavior is the most accurate predictor of future on-the-job behavior. If the candidate has demonstrated problem-solving ability in the past, (s)he will be able to solve problems on the job.

On the other hand, a stress Interview has the purpose of evaluating how a candidate can handle stressful situations, through his responses to a set of awkward or humiliating questions.

34. **Why is body language important in an interview?**

Ans.: It is not sufficient to merely answer questions correctly during an interview. The success of a job interview largely depends on a person's ability to project a positive professional image before the interviewers. Apart from assessing the candidate's knowledge and experience, the interviewers also examine his/her appearance, mannerisms and non-verbal communication skills in order to assess his/her personality. This is why body language is important in an interview.

D. Short Answers in Points

1. **Why are presentation skills important for a business executive?**
 - a regular routine
 - more important for senior managers
 - (-) affects company's reputation & career growth
2. **How is a business presentation different from a public speech?**
 - More focused with visuals
 - Homogeneous audience
 - More interaction
 - Thorough understanding
3. **Identify the two primary reasons for limiting the scope in Oral presentations?**
 - Time limit
 - Focus and Depth
4. **What is a presentation? How is it different from a written report?**
 - A participative oral communication process involving formal and structured presentation of a message, using visual aids.
 - less formal
 - to be heard
 - face-to-face interaction
5. **What factors should one consider before collecting information for a presentation?**
 - Purpose
 - Audience profile
 - Venue and Time
 - Title of the presentation
6. **Why should we use visual aids in a presentation?**
 - Speech notes for confidence boosting
 - Increase audience interest
 - Clarity and precision
7. **How can you use visual aids for maximum impact in a presentation?**
 - Introduction before showing a slide
 - Match slide with oral message
 - Graphics on main points
 - Avoid slide overload.
8. **List four ways to overcome your anxiety while making an oral presentation?**
 - 3 P's – Planning, preparing & Practice
 - Realistic goals
 - Avoid (-) thoughts
 - Speak slowly
9. **How should a presenter handle questions from the audience?**
 - Composed
 - Polite
 - Honest

10. **Some employers prefer a chronological resume instead of a functional resume. Why?**
 - Familiar and easy to locate necessary info.
 - Highlights career progression in time
11. **How is a Chronological resume different from a Functional resume? (2014)**
 - Different focus: education & experience Vs. skills
 - Appropriate for career continuity and fresh job-seekers Vs middle / senior positions requiring rich skill-set.
12. **How can you prepare well for a GD?**
 - Build up knowledge base
 - Practice analytical thinking
 - Master art of discussion
13. **Mention some non-functional behavior patterns in GD.**
 - Trying to monopolise the discussion
 - Interrupting at wrong points
 - Engaging in sub-group conversations
 - Making fun of others' ideas
14. **"Soft skills help the development of communication skills, but the converse is also true." Comment.**
 - Practice of soft skills results in frequent use and development of communication skills
 - Conversely, development of soft skills is largely based on communication skills.
15. **What do you mean by business etiquette? Why are they important?(2013)**
 - Conventional rules of social behavior and professional conduct.
 - Minimize misunderstandings and build harmonious relationships.
16. **What is a stress interview question? Give two examples. (2012)**
 - A question to assess the candidate's ability to remain calm and reaction-free in a stressful situation.
 - You have given a stupid answer. Are you stupid or intelligent?
 - Your responses make us feel that you are a misfit for the job. Right?
17. **Briefly state the difference between a Behavioural Interview and a Stress Interview.**
 - Tests the candidate's problem-solving ability from the narration of a past experience.
 - Tests whether the candidate can handle stressful situations on the job.
18. **Why is body language important in an interview?**

The candidate can project a positive professional image through appearance, mannerisms and non-verbal communication skills.

E. Long Answer Questions for 2018

MODULE - 1

Q3. Imagine that you bought an expensive mobile phone with many advanced features from a dealer in Bhubaneswar. But after using it for a week you found that its performance was poor. You brought this to the dealer's attention, but he ignored your complaint.

Write a letter to the Regional Sales Manager of the mobile manufacturing company, asking for immediate action.

Ans.:

Your Name & Address with
phone no. & E-mail ID

..... (Date)

The Regional Sales Manager
Samsung Mobiles,
Bapuji Nagar, Bhubaneswar

Sub.: Complaint regarding a defective mobile phone.

Dear Sir,

I would like to bring the following to your notice:

1. I purchased a Samsung Galaxy S mobile phone from your authorized dealer "**Mobile House**" located at KIIT square, Bhubaneswar on 1st May 2018 (*copy of the cash memo enclosed*).
2. A week after purchase it gave me problems in receiving calls as calls were suddenly disconnected in the middle of a conversation.
3. There was also the problem of internet browsing as many decent websites could not be accessed.
4. The Zoom function in the camera was not working.
5. On the 10th of May 2018, I took the phone to the dealer and informed him about the problems.
6. But the dealer did not take my complaint seriously. He suggested that I should inform you about the problem as he was not in a position to look into my complaints and do anything about them.

Therefore, I would request you to inform me by return of post, what I should do about the problems with the newly purchased mobile phone. If I do not find any relief after this request, I will be forced to go to the Consumer Court. Since the mobile phone seems to have manufacturing defects, the set may kindly be replaced.

Thanking you,

Yours sincerely,

.....

Encl.: Xerox copy of Cash Memo.

Q4. “Memo is ideal for intra-organizational communication”. Discuss this statement by citing an example of a memo.

A business memo is ideal for intra-organizational communication, because (i) it is less formal and structured than a letter, (ii) it is a brief document, and (iii) it can move in different directions.

These advantages of memo are illustrated in the following example:

**Syndicate Consultancy Services Pvt. Limited
Nayapalli, Bhubaneswar – 751 015 (Odisha)**

**Date: May 16, 2018
To: All Employees
From: Arun Mishra
Director (Sales & Marketing)
Subject: New Health Scheme**

The company is introducing a new health scheme called SCS health plan. You will receive your new medical plan and the booklet outlining the terms and conditions of the scheme by May 31.

The main features of SCS health plan include:

- Medical reimbursement for treatment at private hospitals and clinics.
- Direct payment of medical expenses to AIIMS and other important national hospitals and clinics.
- Medical facilities for retired staff
- Token system at SCS hospital

SCS health plan is compulsory for all the employees of the company. The use of the medical card is mandatory.

I am sure the new health scheme will improve the existing medical facilities and would benefit our employees. We encourage you to use your new medical card whenever you visit the health centre of the SCS hospital and follow the guidelines contained in the brochure. Your cooperation in this matter will be highly appreciated.

Arun Mishra

We can see that the memo above briefly states the message, and it is not as formal as a letter. Therefore, it is ideal for intra-organizational communication.

Q5. You attended an interview for the position of Management Trainee (Marketing) in X-Company last week. Write an e-mail to the HR Manager of the company who interviewed you, thanking him/her for your experience during the interview.

Ans. :

8th May 2018

To Ms. Jayalaxmi Samant, < >

Subject : Thanks.

Dear Ms. Samant:

I am writing this mail to express my thankfulness to you for conducting the best interview of my life during Reddington (India)'s Campus placement at BIITM, Bhubaneswar on 15 May, 2018.

I feel glad to say that your way of making the candidates feel easy to answer questions and give their best account during the interview was remarkable. Your style of communication and empathetic treatment of a job-seeker like me are unparalleled within my experience.

I would not hesitate to confess that my experience of the interview was so satisfying and edifying that I won't feel very unhappy even if I am not selected for the sinecure job in your esteemed company. However, I would consider myself very lucky if get an offer, because my image of Reddington has gone a notch higher due to your excellence.

Thank you again. I would have missed much if I did not attend the interview.

Respectful regards.

Anupama

MODULE - 2

Q1. Discuss the important aspects to be considered while planning for a business presentation.

Ans.: An oral presentation is a form of oral communication. It is a participative two-way communication process characterized by the formal and structured presentation of a message, using visual aids. It is purposeful and goal-oriented, and communicates a message to an audience in a way that brings about the desired change in their understanding or opinion. There are five stages in giving an effective presentation, such as:-

1. Planning
2. Preparing
3. Organizing
4. Rehearsing
5. Delivering

PLANNING THE PRESENTATION

An oral presentation is the formal, structured, and systematic presentation of a message to an audience and it involves conveying a lot of information in a limited time. It should, therefore, be planned well in advance so that the material is delivered effectively. Planning the presentation is, thus, the most important element. It helps the presenter

- know the audience;
- stimulate the interest of the audience;
- be sensitive to the needs and expectations of the audience;
- strike up interaction with his/her immediate audience in as many ways as possible;
- know his/her purpose;
- analyze the occasion;
- fit the material to the time at his/her disposal; and
- select and narrow a topic for his/her presentation.

Planning an oral presentation, thus, involves purpose identification, audience analysis, analysing the occasion, and the process of selecting and narrowing the topic of presentation. The following suggestions will help in planning well:

1. Define the Purpose

Planning a presentation should start by defining its purpose. What is the purpose of this presentation? This is the most important question that needs to be answered in order to make a presentation focused and give it clear objectives. A general purpose as well as a specific purpose should be identified. General purposes include:

- To inform—to share information
- To persuade—to change behaviour, attitude, belief, values, and so on
- To demonstrate—to help listeners know how to do something

Identifying the specific purpose of a presentation involves identifying an observable measurable action that the audience should be able to take, and using one idea that matches audience needs, knowledge, expectations, and interests. It should focus on audience behaviour and restate the speech topic. Study the following examples:

- At the end of my presentation, the audience will be able to describe three advantages of using HP precision Scan LT software. *(Informative presentation)*

- At the end of my presentation, the audience will believe that the HP Precision Scan LT is the best scanning software. *(Persuasive presentation)*
- At the end of my presentation, the audience will be able to use HP Precision Scan LT software. *(Demonstrative presentation)*

2. Analyze the Audience

The desired results cannot be achieved in a presentation unless the person making the presentation knows his/her audience well. Audience analysis is an integral part of the process of oral presentation. It includes identifying audience characteristics, analyzing audience needs and expectations, and identifying factors for getting and maintaining audience attention.

Identify Audience Characteristics

In order to know the audience, the presenter needs to identify their basic characteristics. He/she should try to gather as much background information about his/her listeners as he/she can—their age, gender, social, economic and educational background, religion, political affiliations, profession, attitudes (likes and dislikes), beliefs (true and false), and values (good and bad). If these audience characteristics are identified, he/she will be much better equipped to plan and prepare his/her presentation effectively.

Analyze Audience Needs and Expectations

Those who will attend and listen to the presentation have their needs and expectations. They will be there for a reason. If the presenter wants them to listen to him/her, he/she has to understand and respond to their needs and expectations. For this he/she should ask the following questions:

- Why will they listen to me?
- What are their interests?
- What ideas or experience do I have that the audience may like to hear?
- What are their needs?
- What do they expect?
- How do my objectives meet audience needs?

Answers to these questions will help the presenter to make appropriate modification in his/her presentation to suit the audience. The presentation must be audience oriented, dealing with the topic from their perspective. The presenter may not change his/her ideas and facts for his/her audience but he/she may change the way he/she conveys them. He/she may tell them what he/she wants to tell but in a way that appeals to them.

Recognize Factors for Getting and Maintaining Audience Attention

Once the characteristics, needs, and expectations of the audience have been identified, factors that meet the needs of the listeners 'Should be determined. Listeners will be more interested in the presentation if it meets their requirements. As a result, they will listen more attentively, understand what is said, and remember the key points of the presentation. The presenter needs to consider the following specific questions in this context:

- How can I relate my presentation to the needs and expectations of my audience?
- What should I do to ensure that my audience remembers my main points?
- Have I incorporated ways of encouraging my listeners to give feedback and share information that will make my presentation more effective?
- How will I handle hostile listeners or those who are disruptive?

Moreover, more informed decisions can be made about how to best adapt to the varying moods of listeners and how to tap their curiosity, interest, and motivation. Perhaps the best rule to remember in identifying factors for getting and keeping audience attention is to remain flexible.

3. Analyze the Occasion

The occasion on which the presentation is to be made should be analyzed in order to understand the nature of the event or communicative situation. Several aspects of the event like its background, the people involved, the organizations or associations linked to the event, need to be considered. Here are some relevant questions.

- Is my presentation part of a larger event like a national/international seminar with a central theme, or just an internal conference where I am supposed to present my views on a particular topic?
- Am I familiar with the procedures of the event?
- Who are the sponsors?
- Who are the other speakers?
- What is the venue?
- What is the duration of my presentation?

In fact, thinking through the answers to some of these questions ahead of time may ensure that the presentation is effective.

4. Choose a Suitable Title

Generally, a title has to be chosen for the presentation. The title gives the audience the first glimpse of the presentation and they form their first impressions. Therefore, it is essential that the title is appropriate and conveys the essence of the message. A vague, misleading, or fussy title may confuse the audience.

The process of choosing a title may begin by first identifying a topic. The choice of the topic depends on the occasion, the audience and purpose of the presentation. A list of titles may be compiled. When all the possible titles have been noted, the choices can be evaluated and an appropriate title may be chosen.

After a suitable topic has been selected for the presentation, it should be narrowed down as per the focus of the presentation in order to phrase a clear, complete, specific, and focused title. In this process, the nature of the general and specific purposes of the presentation as well as audience expectations and rhetorical sensitivity may be considered. For example, if the selected topic is 'pollution', it may be narrowed to any of the following:

- Vehicular pollution hazards in New Delhi (local focus)
- Pollution of the Ganges (national focus)
- CFC's and ozone depletion (international focus)

Thus, the four important aspects to be considered while planning for a presentation are purpose, audience, occasion and title of the presentation.

Q2. Prepare a set of Power Point slides on “Cell Phone Etiquette” .

Ans. : For a 15-minute presentation, the following are the ten power point slides on the topic ‘Cell phone Etiquette’. It is assumed that each slide, apart from the ‘Title’ slide and the last ‘Thank You’ slide, will take 1.5 minutes on average for explaining.

Slide - 1

***CELL PHONE
ETIQUETTE***

‘A Presentation by X’

Slide - 2

Importance

- Mobile phones have become an indispensable for modern living.
- However, we should keep in mind some important rules of mobile etiquette for good business relationship.

Slide - 3

- Use a cell phone ring tone which is neither loud nor annoying.

Slide - 4

- Take or make your calls without disturbing others.

Slide - 5

- When calling on a cell phone, be brief and to the point.

Slide - 6

- Talk in lower tones so as not to bother individuals around you. Do not shout.

Slide - 7

- Turn your phone off when you are at a public event/ performance.

Slide - 8

- Keep in mind the fact that you can message a text instead of calling or receiving a call on your cell phone.

Slide - 9

- Avoid inappropriate topics of chat and inappropriate pictures for your cell phone address book.

Slide - 10

Don't use your phone while driving or attending a meeting. Put it in the silent mode.

Thank You.

Q3. How important is body language in business presentations ? How would you give the right kind of message through your body language ?

In all formats of oral communication, non-verbal aspects assume great importance and have great impact on the audience. In business presentations, the non-verbal aspects including body language have crucial importance as they can make or mar the presentation in spite of substantial content.

Non-verbal Elements : Your appearance, facial expressions, eye contact, postures, and gestures – all communicate your interest, enthusiasm, dynamism, intention, and confidence to your audience. Whatever the occasion, the following tips will help you to use non-verbal cues effectively during your presentation :

- *Appearance*. Though appearance is important in any setting, how you dress is even more important when you stand in front of an audience for delivering a message. However, dressing effectively does not always mean dressing up. If the occasion calls for casual attire, an overly formal appearance can be inappropriate.
- *Posture*. The best stance for delivering a presentation is relaxed, but firm. Your feet should be planted firmly on the ground, and spaced at shoulder'-width. Your body should face your audience with your head upright, turning naturally to look at them.

Moving about can add life to your presentation and help you release nervous energy. You can move towards the visual aids, walk away from them, return to your original position, and then approach your audience.

You may have observed that many business presentations are delivered in small groups of 5-6 employees or potential customers. On such occasions, you may have to remain seated during the presentation. Sit up straight and lean forward since lounging back in your chair indicates indifference. Sit naturally in a posture that reveals your dynamism and interest, much as you sit while conversing with your friends.

Gestures : People are more likely to pay attention to what we are showing them from the stage, rather than what we are telling them. So, our words and our body language must be in sync. Gestures should enhance – not distract from --- the message. Remember these helpful hints during your next presentation :

- *Gesture in your personal power zone*. It is the length of your arm span, out in front of you and above your head. The gestures may feel 'big' at first, but they will look natural to your audience.
- *Refrain from pointing at your audience*.
- *Resist the temptation to stick your hands in your pockets or behind your back*. Your audience may think you are hiding something from them.

Eye Contact : Whether you are proposing an innovative, new product line, reassuring your employees about the effects of recent budget cuts, or trying to explain to your customers that your company is not involved in a scandal, your impression on the audience can determine your

ultimate success. The impression that brings in success is possible to cultivate only when you talk directly to your audience, sharing your involvement and sincerity.

Make real, rather than desultory, eye contact with individuals in your audience, as if you are talking one-on-one with each person for three to five seconds. Divide the room into quadrants and alternate your focus to avoid favouring one side of the room (a common tendency among amateur presenters). If the audience is too large for you to make eye contact with each one, select a few people in different parts of the hall, making eye contact with each one for a few seconds.

Vocal Elements : Your voice can serve as an important tool to support your verbal message. How you sound is as important as how you look or what you say. Your vocal elements, namely, the tone, pitch, rate, and volume reflect your attitude about yourself, your message, and your audience. Try the following tips to help you use your vocal elements to enhance the impact of your presentation.

- Speak with enthusiasm and sincerity.
- Adjust the volume of your voice.
- Avoid disfluencies or vocalized pauses.
- Use your optimal pitch.
- Avoid fast delivery.
- Use silence and pauses effectively.
- Articulate each word clearly.

A speaker making a presentation can give the right kind of message and make an impact by following the instructions listed above.

MODULE - 3

Q1. How important is the Resume in the whole recruitment process? What are the strategic points in the Resume that require special attention by candidates?

Ans.: A Resume is a brief record of one's personal history and qualifications, which is typically prepared by an applicant for a job. It shows show the candidate's education, work experience and achievements have prepared him for the job applied for.

Few people are actually hired on the basis of their Resumes alone. However, many people are *not hired* because of their poorly written Resumes. Applicants are generally hired on the basis of their performance during the interview.

Thus the purpose of the Resume is to get you an interview, and the purpose of the interview is to get you a job. It must, however, be remembered that the Resume is crucial in advancing you beyond the large mass of initial applicants and into the much smaller group of potential candidates invited to an interview.

Strategic points about the Resume

1. *Resume Length:* A recruiter typically spends less than one minute to look up each Resume and decide whether to call the candidate for interview or to screen him out. Therefore, most

managers prefer a one-page Resume for the entry-level positions, with a two-page Resume being reserved for higher-level positions.

2. *Resume Format:* Your Resume must be attractive and easy to read. Choose a simple font style in one or two different sizes. Use a simple format, with lots of white space, short paragraphs and a logical organization. And your resume should be free from errors in content, spelling and grammar.
3. *Resume Content:* Every Resume must give the following information about the candidates:
 - Name, address, telephone number, and E-mail ID.
 - Career Objective
 - Educational qualifications
 - Job experience: employing company, dates of employment, and job responsibilities
 - Special aptitudes and skills.

Therefore, the standard parts of a Resume include Heading, Career Objective, Education, Work Experience, Special Skills and Abilities, Activities and Interests, Achievements, and References, which may be called strategic points in a Resume.

The following is a brief discussion of each of these strategic points.

*Heading:*The heading of a resume includes contact information, which contains the applicant's name, full postal address with pin code, telephone number with area code, and e-mail address.

Career Objective: Career objective is a special part in a resume. It occurs just above the main experience and education parts. The resume should include the applicant's career objective, which should be tailored to the position he/she is seeking. It should be a specific one-sentence focused statement expressing his career goals in relation to the targeted position. It should convey his/her motivation and interest in the job he/she is seeking. The following are some examples:

- (a) *To obtain a challenging position in a large software consulting organization providing business consulting, application development, and product engineering services, where understanding and experience of business process modelling and organizational change management to suit customer needs can be used to achieve set targets.*
- (b) *To work as a product architect in an innovative software company where I will be able to use my experience in the areas of product and system architecture with expertise in enterprise applications.*

*Education:*In this part of the resume, specific details regarding the applicant's education and professional training must be included. The name and location of the school / college / university / institute attended, dates of attendance, major areas of study, degrees/certificates received should be mentioned. The applicant's grade point average/class/division may also be mentioned. Relevant training programmes, special courses, seminars and workshops that the applicant might have completed, attended, or conducted should also be included. Reverse chronological order is used to list educational information that is, starting from the most recent educational information.

Work experience: This part of the resume should provide a brief and specific overview of the applicant's work and professional experience. As prior work experience is a vital part of any hiring decision, the applicant must draft this part of the resume very carefully. If he/she has impressive work experience relevant to the position he/she is seeking, it makes more sense to mention it before providing the educational information.

Work experience should be given in reverse chronological order, by listing the most recent employment first. Title of the position, employer's name or name of the organization/company, location of work (town, state), dates of employment, and important Job responsibilities, activities, and accomplishments should be included. Emphasis should be placed on those aspects of the applicant's experience and employment achievements that illustrate his/her capabilities and positive personality traits such as motivation, willingness to learn, positive attitude, confidence, ability to get along with others, and communication and interpersonal skills.

Special Skills and Abilities: In this part of the resume, the applicant's special skills, abilities and aptitudes that are of significance and of direct relevance to the job applied for are listed. Examples of learned skills include computer programming, computer processing, data processing, foreign languages, machinery operation, consulting, drafting, technical writing, and so on. It is necessary to be selective and specific, highlighting only those skills and talents that are relevant to the targeted job.

Activities and Interests: Extra-curricular, co-curricular, professional activities, and hobbies and interests must be mentioned. These activities must show that the applicant is a dynamic and energetic person who can accept challenges. Companies prefer such people.

Achievements: The applicant's achievements, accomplishments, and awards distinguish him from the rest. They convince the employer that he/she is an achiever and therefore, worth hiring. This part should include scholarships, fellowships, awards, distinctions, commendations, certificates, or anything that shows achievement or recognition.

References: Some employers need references from persons who know the applicant's work or professional competence through formal and professional interaction with him / her. When applying for a solicited position where the employer wants references, the names of two persons who can give letters of recommendations or references should be mentioned. These persons may be the applicant's previous employer, teacher, immediate supervisor, research guide or colleague. The name of the reference must be mentioned, and his or her designation and full contact address with telephone number and e-mail address should be given.

While preparing a Resume, one should carefully include these strategic prints and follow the principles of clarity, honesty and preciseness in providing information.

Q2. Discuss the steps for preparing for a job interview.

POINTS :

The following are the important steps in the preparation for a job interview.

1. Gather information about the company and the job.
2. Analyze and review your resume (career goals, education, experience, skills, achievements, hobbies, interests, etc.)
3. Relate your qualifications and career objectives to the job.
4. Anticipate the recruiter's questions (FAQs) and prepare answers, and rehearse the answers.

FAQs

- a. Tell us about yourself.
- b. What are your strong points?
- c. What is your greatest weakness?
- d. Why do you want to join our organization?
- e. Why should we hire you ?

Or

- f. Tell us how you can contribute to our organization.
- f. Tell us about a problem you have faced and the strategy you used to handle it.
5. Plan questions you would like to ask.
6. Bolster your confidence.
7. Plan to look good. (Take care of grooming yourself.)
8. Be ready with papers and your composure when you arrive, at the interview venue.

Ans.: Almost all employers require one or more employment interviews before making a job offer. The employer's purpose in these interviews is to verify information in the Resume, explore any issues raised by the Resume, and get some indication of the candidate's suitability for the job and the probable chemistry between the applicant and the organization. A candidate needs to prepare well for an interview as it is more or less a sales presentation on oneself.

Preparing for a job interview:

1. Researching the organization.

As a result of having developed the resume, the candidate has probably done enough general homework on himself or herself. He / She has a reasonably accurate picture of what he / she wants out of a career. Now is the time to zero in on the organization.

You should learn everything you possibly can about the organization. Research the specific organization in deptt. Go online to learn what has been happening recently with the company. You must read up the Annual reports of the company. Study them and other sources for current product information, profitability, and plans for the future. Learn about the company's history, products and services, corporate structure, its recent stock activity, and the names of its officers.

Compare the individual company with its competitors. Relate what you discover about the company to what you have learned about the industry in general. This broad perspective of the industry will help you to discuss matters more intelligently during your interview.

2. Practising Interview Questions.

The following is a sample of typical questions asked during an employment interview. These questions provide the interviewer with important clues about the applicant's level of knowledge, personality, poise and communication skills.

Before going for your interview, rehearse answering these questions:

- Tell us about yourself.

- Tell me something about yourself that I won't find in your resume.
- Why should we hire you?
- Why would you like to work for our organization?
- What courses did you like best and least during your MBA?
- What are your long-range career objectives?
- What would you like to change in your past?

These questions are fairly straight-forward and easy to answer if you have practiced them. However, your interviewer may pose more difficult questions and may even try to create a stressful situation by asking pointed questions, interrupting, or pretending disbelief.

The strategy to use in such a situation is to keep the desired job firmly in mind and to highlight your ability to perform the desired job competently.

Apart from the general FAQs listed above, the interviewer may ask you a few questions from the functional areas, such as Marketing, HR, or Finance. You need to anticipate these questions and practice answering them before attending the interview.

3. Preparing your Own Questions

An interview is a two-way communication. So it is legitimate for you to ask relevant questions when invited, and you should prepare such questions beforehand:

- How is an employee evaluated and promoted in your company?
- How would you describe a typical day on the job?
- What are your expectations from new employees?
- What are the organization's plans for the future?

Each of these questions not only secures the need information to help you make a decision but also sends a positive non-verbal message to the interviewer that you are interested in this position as a long-term commitment.

Finally, avoid asking about salary and fringe benefits during the initial interview. There will be plenty of time for such questions later.

4. Dressing for Success

The importance of making a good first impression during the interview can hardly be overstated. Apart from bolstering up your confidence, the most effective strategy for making a good impression is to plan your dress, grooming and posture for the interview.

These are the four crucial steps in preparing for a job-interview.

Q3. How would you answer the following questions in a job interview ?

1. Tell us something about yourself.

At present, I am continuing / pursuing my MBA at BIITM. I graduated with Honours in from University in the year.....

Overall, I have had a good / satisfactory academic career.

My Summer Internship was in.....(name of the Company). My project was focused on..... of the Company. My research design was empirical.

What you did ? {
.....

What were your findings? {
.....

The learning value of the project was that

(Apart from this internship programme, I have business experience of)

Any live Project or Job experience? {
.....)

Why do you want to join our company?/ What makes you interested in our organisation?/ Why are you interested in our company?

Interviewers would like to test the candidate's knowledge about their organisation and his/her interest and motivation to work with them. This question should be answered in the light of the company analysis that the candidate has done, projecting the strengths of the company.

Example

- The professional excellence maintained and pursued by your company has impressed me. Your company's experience and innovation, combined with the user-friendliness, reliability, and quality of its products and solutions have made it a world leader in mobile communications. Working with such a growing organisation has been one of my career objectives since the very beginning.

What are your strengths?

Interviewers would like to know if the candidate's strengths match the needs of the job. This question should be answered in the light of the candidate's self-analysis highlighting his/her strong points as well as his/her suitability for the job.

Example

- I have strong communication and interpersonal skills and the ability to get along with others. I have been able to achieve company targets and live up to commitments with a sense of urgency. Last year my company wanted me to convince the government authorities in the industry department to approve starting a new manufacturing unit in Gurgaon and I was successful in getting the project approved.

What is your greatest weakness?

Interviewers want to know how the candidate would handle a question like this. It is best to mention a mild weakness or a weakness that is actually a strength and also tell them how one attempts to improve the weakness.

Example

- I aim at and call for nothing short of perfection, and become nervous when I am not able to do something up to my satisfaction. However, I know that this may sometimes delay a work and try to compensate with very hard work.

What is your greatest weakness?

- (a) Public speaking has always been stressful for me. So, I have started attending two weeks' course in Public Speaking at Arifin Tutorials.
- (b) For a long time, making an oral presentation was a terrifying experience for me. As a result of good preparation and hard practice during the last one year, I have been able to overcome the fear to a great extent.

Q4. Discuss various types of interview conducted in business organizations.**Ans. :**

Most companies conduct various types of interviews before hiring a new employee. While the number and type of interviews vary among companies, applicants typically begin with a screening interview, an in-depth interview, an on-site interview with multiple interviewers, and sometimes a stress interview. Depending on the goals of the interviewer, interviews may follow a structured or an unstructured approach.

Structured Interviews :

In a structured interview, generally used in the screening process, the interviewer follows a predetermined agenda, including a checklist of items or a series of questions and statements designed to elicit the necessary information or interviewee reaction. Because each applicant answers the same questions, the interviewer has comparable data to evaluate. A particular type of structured interview is the behaviour-based interview, in which applicants are asked to give specific examples of occasions in which they demonstrated particular behaviours or skills. The interviewer already knows what skills, knowledge, and qualities successful candidates must possess. The examples you provide will allow him or her to determine whether you possess them.

Unstructured Interviews :

An unstructured interview is a freewheeling exchange that may shift from one subject to another, depending on the interests of the participants. Some experienced interviewers are able to make a structured interview seem unstructured. The goal of many unstructured interviews is to explore unknown areas to determine the applicant's ability to speak comfortably about a wide range of topics.

Stress Interviews :

A stress interview is designed to place the interviewee in an anxiety-producing situation so an evaluation may be made of the interviewee's performance under stress. In all cases, interviewees should attempt to assess the nature of the interview quickly and excellently for screening applications, but a "live interview" is appropriate for the important final interview.

Various companies have direct hookups with the career services centres of colleges and universities to interview students. These virtual interviews allow students to meet large companies who typically would not visit colleges with small applicant pools and to interview with companies who could not travel because of financial constraints or other reasons. Students simply sit in front of a camera, dial in, and interview with multiple interviewers; in some cases, several applicants are interviewed simultaneously. Some photocopy stores are now equipped for video interviews. Companies and executive search firms use higher-quality systems set up in specially equipped rooms for middle-level and senior management jobs.

As you would imagine, some candidates who interview well in person may fail on camera. Because of the additional stress of functioning under the glare of a camera, video conferencing is an excellent method to screen out candidates who cannot work under pressure. Likewise, a candidate who can't operate the controls would likely be eliminated from a highly technical position.

You should prepare for a virtual interview differently than you would for a traditional interview. First, suggest a preliminary telephone conversation with the interviewer to establish rapport. Arrive early and acquaint yourself with the equipment; know how to adjust the volume, brightness, and other camera functions so you can adjust the equipment for optimal performance after the interview begins. Second, concentrate on projecting strong nonverbal skills; speak clearly but do not slow down; be certain you are centered in the frame, sit straight; look up, not down; and use gestures to communicate energy and reinforce points while avoiding excessive motion that will appear blurry. Third, realize voices may be out of step with the pictures if there is a lag between the video and audio transmissions. You will need to adjust to the timing (e.g., slow down voice) to avoid interrupting the interviewer.

Module – 4

Q1. Discuss the Do's and Don'ts of GD. What are the strategies a candidate should follow to prepare for GDs?

Ans.: *I) What is Group Discussion?*

'Group Discussion' is a non-formal, friendly discussion in which all the members comprising the group (usually between 8 and 12) are expected to participate. It is used as a means to assess one's over-all personality. It proceeds by means of a natural, friendly, spontaneous and purposive conversation between the candidates for a job on an interesting but often controversial topic of current importance. The topic is given at the appointed hour, and no time is given for planning- hence the conversation that follows has to be spontaneous, not pre-planned. Within a time- limit of **20-30** minutes, the abilities of the members of the group are measured in an unobtrusive manner by the examiner who does not actively participate in the discussion.

Unlike a formal debate where one is supposed to speak only for or against the motion, one by one, a group discussion follows an informal approach. **The participants are free to speak in favour of or against the topic, to be neutral, or to explain the merits or demerits.**

II) *How to prepare:*

- 1) First and foremost, you must try to create an extensive knowledge base by reading newspapers and magazines and listening to talks on the radio and television.
- 2) Secondly, adopt an **analytical way of thinking**. Note down points in favour of and against an issue, and then come to a decision regarding your stand.
- 3) Finally, develop the art of discussion. This involves accurate expression of your ideas using appropriate language, and your display of sensitivity to the other members of the group.

III) *'While – discussion' Tips:*

1. Make an attempt at initiating the discussion. Even if you could not be the first speaker, try to get an opportunity as early as possible. It is absolutely essential that you talk and express your views. Further, you must talk as much as possible, effectively and sensibly, to impress others.
2. Make original points and back them with substantial reasons.
3. If some other member has already made the point you wanted to make, do not worry. Even then, you can either support or oppose the point by sound reasoning, or add some additional information that might have been left out.
4. Listen to the other participants patiently and attentively, and make a mental note of the points they make. If their points are good, readily accept them and advance your reasons, If you find their arguments unacceptable, offer your arguments to refute them.
5. As soon as you find your argument has been refuted by someone else, you must try to justify your point of view by bringing in fresh ideas or arguments.
6. Show flexibility in your views. Don't hesitate to accept criticism. If someone points to flaws in your argument, do not feel offended or insulted. Instead, change your original opinion willingly, if proved wrong.
7. Be considerate to the feelings of the others in the group. A friendly discussion requires co-operation, not confrontation. You need not shout at others. You must use polite language throughout. Your helpful, accommodative and encouraging attitude will surely be appreciated by the evaluator.
8. Be an active and interested participant. Remain cheerful, smiling, and alive to whatever is going on in the group.
9. While speaking, address the whole group, making eye-contact with each participant in turn.

iv) Some Don'ts

1. Don't try to monopolize the discussion.
2. Don't interrupt a participant in the middle of an argument.
3. Don't make fun of any participant even if his arguments are illogical.
4. Don't engage yourself in sub-group conversations.
5. Avoid being frivolous and expressing irrelevant ideas.
6. Don't get emotional and criticize others without valid arguments.
7. Never ever lose your temper.

Q2. Discuss the personality traits of participants that are evaluated in a GD.

Ans. Group discussion has emerged as an effective and potentially powerful technique for evaluating personality traits of candidates for job selectin or admission to professional courses. These selection GDs may vary from a brief discussion on a simple topic to an exhaustive interactive discussion of a controversial issue or an actual company problem. However, they all intend to evaluate the depth and range of the candidate's knowledge, his or her ability to orally

present that knowledge in a convincing manner, and his/her effective group communication, leadership, and team management skills.

Subject Knowledge : As all participants must possess a thorough understanding of the topic on which they are supposed to speak, subject knowledge is the first requirement of effective participation in a group discussion. Participants need to have a fair amount of knowledge on a wide range of subjects. They should know all about national and international affairs, burning social and economic topics, scientific and environmental issues, key newsmakers, controversial topics, and a lot more. Subject knowledge also implies the ability to analyze facts or information in a systematic way to correlate them with personal experiences and exposure. It is this ability to analyze existing knowledge and assimilate new ideas that can give birth to bright and brilliant ideas and schemes. In all group discussions, people with ideas carry the day.

Oral Communication Skills : The participants in a group discussion must possess not only subject knowledge but also the ability to present that knowledge in an effective way. As the exchange of ideas in a group discussion takes place through speech, one of the prerequisites of success in group discussion is the ability to speak confidently and convincingly. In fact, a vital part of every successful group discussion is high quality oral communication. The members of the selection committee closely evaluate the oral communication skills of the candidates. They generally assess the oral competence of a candidate in terms of team listening, appropriate language, clarity of expression, positive speech attitudes and adjustments, clear articulation, and effective non-verbal communication.

Leadership Skills : A candidate's success in a GD test will depend not only on his / her subject knowledge and oral skills but also on his/her ability to provide leadership to the group. The examiners evaluate a candidate's unique set of personal skills, which allow him/her to prove himself/herself as a natural leader in a GD. Thus, it is necessary to reflect the qualities of leadership in order to create the right impression on one's examiners. Adaptability, analysis, assertiveness, composure, self-confidence, decision making, discretion, initiative, objectivity, patience, and persuasiveness are some of the leadership skills that are tremendously useful in proving oneself as a natural leader in a GD.

Team Management : Apart from subject knowledge, oral communication, and leadership skills, every participant needs team management skills in order to be successful in a GD test. The leader in a group discussion should be able to manage the group despite differences of opinion and steer the discussion to a logical conclusion within the fixed time limit. The examiners will assess whether each participant is a team player who can get along with people or an individualist who is always fighting to save his/her ego. Employers today look for candidates who can work in a team-oriented environment. GD participants need a number of team management skills in order to function effectively in a team. Some of the skills needed to manage a group effectively include adaptability, positive attitude, cooperation, and coordination.

Q3. Give an account of some important aspects of Business Etiquette.

Ans.: Business etiquette refers to conventional rules of social behavior or professional conduct. They are unwritten rules which act as norms to be observed by all professionals who work as a team in a particular company or department.

Each business house has its business protocols which an employee learns by working in that environment and by observing others. There are, however, general rules of business etiquette based on the fundamental principles of organizational behavior.

The more important business etiquette rules are relates to:

1. Introductions
2. Telephone calls
3. Business Dining
4. Interaction with foreign clients
5. Inter-organization Business Etiquette

1. **Introducing yourself** : As a norm of business etiquette and the first step towards cordial business transactions, people greet each other by stating their full name and position at the very outset. Do not use any honorific words such as Sri, Smt., Mr., Mrs, etc before your name. However, if it is a degree earned by you, such as Ph. D., you may use Dr. before your name.

A handshake is done immediately after introduction. As a visitor, you can first offer you hand. As a winning form of non-verbal communication, handshakes must be accompanied by eye contact and a gentle smile.

2. **Introducing other persons**: Normally, the senior-most person among the visitors of the host team introduces the other persons at a business meeting. First, visitors are introduced to the host; a junior is introduced to a senior, using the polite form “May I introduce.....”

3. **Telephone calls**: In telephonic conversation, the way we receive, respond, speak or hang up is often as important as the message we communicate.

- Before initiating a call, jot down the purpose of the call and the exact message you want to convey.
- Keep a writing pad and pen ready at hand.
- Begin first with what is important for your receiver. Talk about your interests later.
- Keep the duration of the conversation as short as possible.
- Beginning a call: Greet the receptionist with a “Good Morning”, tell her you name and the name of your organization, and then mention whom you want to speak to.
- If the telephone line suddenly gets disconnected, the person who originally initiated the call should redial immediately and say, “Sorry, the call got disconnected”.
- If the receiver has to suspend your call for attending to something else, it is the duty of the receiver to resume the call and offer some pleasant explanation.
- Make your business calls polite by using polite expressions such as “please” and “Thank you”.
- Always use the interrogative form for making a request – “Could I ...” “May I.....”

4. **Business Dining**: Business meals are taken with colleagues or clients or consultants. It is a common practice to negotiate business at lunch or dinner. Such business occasions are, in fact, business activities; hence you must act with a sense of responsibility.

(a) **As a host**: Invite the guest personally or over telephone. However confirm the date, time and place in writing. If the venue is new for the guest, help him/her by giving directions. Apprise the invitee of your guest list.

Receive the guest(s) personally outside the dining hall.

(b) **As a Guest:** You should stick to your own dietary preferences. If you are a tea- to taller, politely decline the offer to drink –Say “Thanks, I would like to have some fresh lime soda (or whatever be your choice)”.

Eating with the hand in India is just fine. But if you are using knife and fork, then hold the fork in the left hand and the knife in the right hand. When not in use, put both knife and fork together in either the ‘four O’ Clock’ position on our plate.

Get the waiter’s attention by establishing eye contact and turning a little towards him or by saying “Excuse me...”

5. With Foreign Clients: Respect the foreign client’s religious beliefs and cultural needs.

- Nothing pleases foreigners more than speaking to them in their own language. Try to learn and use some words of greeting in the visitor’s language.
- Prepare documents in English as well as the foreign visitor’s language.

6. Company to Company Etiquette:

Each manager is his/her company’s image-builder. (S)he should always try to conduct himself/herself as a representative of the company.

- Show your loyalty by speaking well of your company, by defending your colleague’s action, and by never criticizing your company before your colleagues from other companies.
- Keep confidential materials in as few hands as possible.
- Handle the poorest of customers well.
- Respect hierarchies. Good manners breed good understanding and mutual respect necessary for good business relations.

Q4. Discuss the important soft skills which are essential for entry into the professional world.

Ans. : In today’s competitive world, people who rise to the top of their professions require outstanding technical and professional skills which define their core competencies. These technical skills, which are acquired through professional education, training and on-the-job experience, are referred to as hard skills. However, it is becoming increasingly evident that ‘hard skills’ are not enough. Technocrats may be technically competent, but unless they are able to interact effectively with people inside as well as outside their organizations, their technical skills may remain unutilized. A second set of skills is required for business professionals, which has more to do with human emotions than with hard business realities. These are referred to as soft skills.

The term ‘soft skills’ refers to a cluster of personality traits, social graces, facility with language, personal habits and attitudes of friendliness and optimism, and includes competencies in the areas of Leadership, Ability to work in a Team, Articulateness, Assertiveness, Basic Etiquette.

The soft skills which are essential for entry into the professional world include:

- Personality Development
- Emotional Intelligence
- Lateral / Creative thinking
- Leadership skills

- Assertiveness
- Team playing

Personality Development :

The term ‘personality’ describes the patterns of thought, emotion and behavior which make each individual unique. ‘Personality’ is the sum total of our inner as well as outer characteristics. While the outer traits of personality help us to be accepted, liked and loved, the inner qualities create lasting impressions and relationships, helping us to grow and succeed in life.

Personality researchers have proposed four basic dimensions of personality, which have a positive impact in a professional setting.

Extroversion: This trait includes characteristics such as excitability, sociability, talkativeness, assertiveness and high amounts of emotional expressiveness.

Agreeableness : This personality dimension includes attributes such as trust, kindness, affection and other pro-social behaviors.

Conscientiousness : The common features of this dimension include high levels of thoughtfulness, good impulse control and goal-directed behaviours. Persons who are high in conscientiousness tend to be well-organized and mindful of details.

Openness : This trait features characteristics such as imagination and insight, and those who possess this trait tend to have a broad range of interests.

2. Emotional Intelligence (EI) :

In our personal lives, whether at work or in our day-to-day activities, we get to know people who think and respond to situations differently. Some are good listeners, and no matter what kind of situation they are in, they always seem to know just what to say and how to say it, so that others are not offended or upset. They tend to be caring and considerate. They are masters at managing their emotions; they do not get stressed or annoyed easily and have the ability to look at a problem calmly and find a solution.

Such people are said to have a high degree of Emotional intelligence, or EI. They tend to know themselves well and are able to sense the emotional needs of others.

Today, organizations regard Emotional Intelligence as a vital soft skill, which is just as important to professional success as technical ability.

Emotional intelligence is the ability to recognize your own emotions, understand what they are telling you, and realise how your emotions affect people around you. It also involves your perception of others; when you understand how they feel, you are able to manage relationship more effectively.

While ‘basic’ intelligence is an important element in achieving success, emotional intelligence is key to relating well with others and achieving your goals. Many people believe that emotional intelligence is at least as important as regular intelligence, and many companies now use EI testing to hire new staff.

3. Lateral Thinking :

The term Lateral thinking was coined in 1967 by Edward De Bono, the world-famous thinking guru. Lateral thinking is “... a way of thinking which seeks the solution to difficult problems by using unorthodox

methods, or elements which would normally be ignored by logical thinking.” Edward De Bono differentiates Lateral Thinking from vertical thinking, which can be described as traditional, logical, step-by-step reasoning. Lateral thinking requires the problem solver to explore different ways to examining a challenging task, instead of accepting what appears to be the obvious or most promising solution.

The application of lateral thinking to problem-solving requires us to move away from well-established or predictable ways of thinking to totally new or unexpected ideas.

There are a number of methods that can be used to bring about lateral thinking. These include the following :

i. Random Entry : Choose an object at random and associate it with the area you are thinking about. For example, imagine you are thinking how you can improve a report that you are writing for your boss. You cannot think of an immediate solution, so you look around the office and happen to see an egg which you were going to eat for breakfast. See if the egg can give you some new ideas. *The egg is a perfect example of packaging:* it has a shell to protect the important part inside, but you have to peel away the shell, a little bit at a time, to reach the core. This might help you to think of ways in which you can make it easier for your reader to reach the ‘meat’ of your report. But could you have predicted the link between the egg and the report ?

ii. Provocation : Keep away from the usual perceptions and provide a provocative alternative (one that seems totally impossible). Think of the provocation as a stimulus for exploring a new perception, and not as a ‘readymade’ idea that you are offering to others.

Hence is an example of a provocative statement that leads to a new solution to an old problem. *Cars should have square wheels.* An automobile engineer is designing a new type of car. He decides to build a car with square wheels, as he thinks cars should have square wheels. But is this feasible ?

When considered from the traditional point of view, the idea would be dismissed as impractical and provocative. But a mind that is open to ‘lateral thinking’ would allow the new idea to develop and see where it leads, instead of rejecting it at once as impossible.

iii. Challenge : Challenge the way things have always been done or seen, or the way they are : This is done not to show that there is something wrong with the existing situation, but simply to allow your mind to explore other possibilities, outside the current area.

For example, you could challenge the idea that a coffee cup must have a handle. There is nothing wrong with coffee cups having handles, so the challenge is a direction to explore without defending the status quo. The reason for the handle seems to be that the cup is often too hot to hold directly. Perhaps coffee cups could be made with insulated finger grips, or there could be separate coffee-cup holders, similar to beer-mug holders.

4. Leadership Skills :

The ability to lead is essential for success in the corporate world. However, good leaders are made, not born. If one has the desire and the will, one can develop into an effective leader through a continuous process of self-study, education, training, and experience.

A leader should be able to influence others through the ability to communicate in a variety of interpersonal situations, so as to achieve a given objective. Leadership qualities include beliefs, values, ethics, character, knowledge and skills. Your position as a manager or team-leader may give you the authority to order people to perform certain tasks, but this does not automatically make you a leader: it just makes you the ‘boss’.

Good leaders do not merely give orders; they inspire and motivate followers, who should want to follow them and carry out orders.

5. Assertiveness :

An assertive person takes decisions, listens to others, is flexible, stands by what he/she says, expresses himself/herself without hurting others, and says things politely but firmly.

If you want to achieve your goal without offending the other person, you have to be assertive. If you want to convey your message aggressively or passively, use an appropriate tone. Always ‘back up’ what you say with how you say it. Assertiveness involves, expressing yourself with empathy, finding areas of agreement, keeping an open mind to enable you to consider different options for mutual gain and support.

Assertiveness results in an I am OK – You are OK’ situation.

6. Teamsmanship (being a good team-player) :

A team is a group of people working closely together to achieve a common goal. Without a common goal, a ‘team’ is merely a group.

To become a good team-player, one should be willing to share information, to listen to other points of view and to respond constructively, to respect and recognize the interests and achievements of others and to provide support to those who need it. Good team players know that each member of the team, regardless of his/her position in the hierarchy, can contribute to its effective functioning.

Thus, the soft skills discussed above, namely, Personality Development, Emotional Intelligence, Lateral or Creative Thinking, Leadership Skills, Assertiveness, and Teamsmanship are among the essential soft skills for entry into the professional world.

Best of Luck