

Technical Communication

Unit 2 - Exercise 2

1. Define Interview and explain various types of interviews.
2. Explain various interview skills
3. Define Group Discussion, explain various types of Group Discussion.
4. Write various objectives of Group Discussion and explain various areas of evaluation in a GD.
5. Write various Do's and Don'ts of GD.
6. Define profiling. Write various steps of effective profiling.

Q.1. Define Interview and explain various types of interviews.

Interview Definition

- It is an interaction between two or more persons for a specific purpose, in which the interviewer asks the interviewee specific questions in order to assess his / her suitability for **recruitment, admission or promotion**.
- The person who asks the questions in an interview is called **interviewer**.
- The person who answers the questions in an interview is called **interviewee**.

Objectives of Interview:

- 1) To hire a person.
- 2) For promotion
- 3) For admission
- 4) To select a person for a specific task.
- 5) To monitor performance.
- 6) To collect information.
- 7) To exchange information.
- 8) To counsel.

Types of Interview:

1. Structured Interview
2. Unstructured Interview
3. Stress Interview
4. Face to Face or One to One or Individual Interview
5. Behavioural Interview
6. Group Discussion
7. Panel Interview
8. Telephonic Interview
9. Video Interview
10. Technical Interview
11. Campus Interview
12. Exit Interview

1. Structured Interview: The interview in which **pre-decided questions** are asked by the interviewer. It is also known as a patterned or guided interview.

2. Unstructured Interview: The unstructured interview is one that does not follow any formal rules and procedures. **The discussion is free flowing, and questions are made up during the interview.**

3. Stress Interview: The employer commonly uses stress interview for those jobs which are more stress prone. **A number of harsh, rapid fire questions are asked in this type of Interview.** Asking questions without being allowed adequate time to respond; being questioned in an interrogatory tone and voice; being asked an unrelated bunch of questions; having his feelings provoked. **It seeks to know, how the applicant will respond to pressure.**

4. Face to Face or One to One or Individual Interview: This is most common type traditional interview, in which there are only two participants – the interviewer (usually the representative of the company) and interviewee, taking part in the face to face discussion. The main concept of this interview is to build rapport with the interviewer and show how the skills and qualifications will benefit their organization. The interviewee should maintain eye contact and respond to all the questions of the interviewer.

5. Behavioural Interview: In behavioural interviews, the interviewer asks candidates to recall specific instances where they were faced with a set of circumstances, and how they reacted.

6. Group Discussion: This is used for screening of candidates. This involves multiple candidates and they are given a topic for discussion. They are assessed on their conversational ability and how satisfactorily they are able to have their own views and make others believe in them.

7. Panel Interview: Panel Interview is one, in which there is a panel of interviewers, i.e. two or more interviewers, but limited to maximum 15. All the members are different representatives of the company.

8. Telephonic Interview: Telephonic interview is one that is conducted over telephone. It is the most economical and less time consuming, which focuses on asking and answering questions.

9. Video Interview: An interview, in which video call is employed, to judge or evaluate the candidate. Due to its flexibility, rapidity and inexpensiveness, it is increasingly used.

10. Technical Interview

This kind of interview focuses on problem solving and creativity. The questions aim at your problem-solving skills and likely show your ability and creativity. Sometimes these interviews will be on a computer module with multiple-choice questions.

11. Campus Interview

Campus interview as the name suggests takes place on the premises of colleges / universities. It is the process of recruiting young talent directly out of colleges/universities. In this case, companies use campus drive as a way to fill their companies with young talented employees.

Also, it is considered one of the best ways to hire fresh talent right off the college.

Campus hiring is basically when companies recruit students for their vacant positions or internships on campuses.

12. Exit Interviews

When an employee leaves the company, he is interviewed either by his immediate superior or by the HRD manager. This interview is called an exit interview. Exit interview is taken to find out why the employee is leaving the company. Exit interviews are taken to create a good image of the company in the minds of the employees who are leaving the company.

Q.2. Explain various interview skills.

The most effective interview skills or tips:

1. Research about the Company
2. Analyze the Job Description
3. Brush up basics
4. Be Punctual
5. Be attentive
6. Speak Clearly
7. Maintain good body language
8. Make Eye contact
9. Know what and when to speak
10. Do not waste time
11. Mention your Strengths
12. Stay motivated
13. Show Gratitude

1. Research about the Company: Gain basic information about the company, like vision and mission, key personnel, and recent milestones of the company.

2. Analyze the Job Description: Read carefully the job description, and make a list of the points to justify how you are capable of achieving these specific duties.

3. Brush up basics: Whether you are a fresher or an experienced professional, you can expect certain tough questions. Brush up your subject fundamentals if you are a fresher.

4. Be Punctual: Reach well in time to appear professional. People who arrive late are often rejected even before they appear for the interview.

5. Be attentive: Listen carefully to everything the interviewer is saying. This is not the time to day dream or be distracted.

6. Speak Clearly: When communicating, speak in a calm and clear manner. Don't be in a rush to get all the answers out. If you do not know the answer, be honest about it.

7. Maintain good body language: A lot of communication is indeed non-verbal. So a positive and energetic body language should be maintained.

8. Make Eye contact: When you talk to an interviewer, be sure to look at him. Don't look down or at the wall or the clock. This shows a lack of confidence.

9. Know what and when to speak: Keep in mind you are in a formal setting. Even if the interviewer is acting friendly, avoid giving informal answers.

10. Do not waste time: The interviewer probably has a very busy day planned. Do not waste their time. Be direct in your answers.

11. Mention your Strengths: Be confident and informative when talking about your strengths but do not be arrogant or boastful.

12. Stay motivated: In case you feel the interview isn't going as well as you hoped, don't be sad or demotivated. Continue to reply honestly and enthusiastically. Remember, a positive attitude can leave a good impression on the interviewer.

13. Show Gratitude: No matter how your interview goes, always take a moment to thank the interviewers for their time and consideration. A positive attitude and polite behaviour can go a long way in impressing people.

Q.3. Define Group Discussion, explain various types of Group Discussion.

- **According to R C Sharma and Krishna Mohan** "Group Discussion (GD) is used to refer to an oral communication situation in which a small number of professionals meet to discuss a problem or issue to arrive at a consensus or to exchange information on a significant matter related to the function, growth or expansion of the organization to which they belong.
- Many corporate houses and even some educational institutes use the GD for screening the candidates for recruitment and admission.

Types of Group Discussion

There are two types of Group Discussion, which are listed below:

1. Case Study based Group Discussion

- In such a discussion, a problem is given, and the participants are asked to resolve it. The panelists test the teamwork and decision making skills of the participants.
- The participants need to be active and updated with the things around them. It also tests the observation capability of the participants.

2. Topic based Group Discussion

There are a few candidates in a group, where each group is given any topic.

The topic- based Group Discussion can be further classified as:

- a) **Controversial Topics:** The discussion on controversial topics becomes a debate. Such topics are given to judge the participants' temper and how they can handle the discussion without losing their calm. It shows that how a candidate can represent his/her views without arguing with other participants. The example of the controversial topics can be **Triple Talaq, Reservation System, Religion equality**, etc.
- b) **Knowledge based topics:** The participants should have a proper understanding of the topic before proceeding for a discussion. The information should be enough to convince the panelists. The essential thing is to be confident. Do not initiate the discussion if you are not aware of the topic. The examples of knowledge based topics can be **'CAT' vs 'GATE' and Government Jobs vs Private Jobs**.
- c) **Abstract Topics:** There is a growing trend of assigning abstract topics, i.e., topics which are vague or unclear. The abstract topics test the creativity and thinking of a candidate. It also tests the communication skills. Examples of such topics are **'Zero', 'One and One make Eleven'**.

Q.4. Write various objectives of Group Discussion and explain various areas of evaluation in a GD.

Objectives of Group Discussion

1. Collecting data.
2. Getting fresh ideas and taking inputs from a particular group.
3. Perception of common people on a particular topic.
4. Identify a solution to a specific problem or issue.
5. Selecting candidates after their written test for hiring in a company.
6. Selecting candidates for admission in an educational institute.

Areas of Evaluation in a GD

Though a group discussion, many things for a particular candidate can be assessed, such as his/her mental capacity to think, his creative bent of mind, Analytical abilities,comprehending a subject and then speaking on it, awareness, attitude, and energy levels. Some of them are detailed below:

- **Understanding of the Subject:** During a group discussion, it is being constantly assessed how deep your knowledge is about the chosen topic and how well you are aware of each aspect of that topic.
- **Assertiveness:** Your confidence shows up in a group discussion. It is assessed that how confident you are while putting up your opinion in front of other. Others may certainly vary or disagree to the point but how well and how confidently you bring your thoughts forward is what matters the most.
- **Team Work:** While working in an organization or even during management studies, it is very important to work as a part of the team in a given project or any assignment. This skill is really important and it is evaluated through GDs well. You not only put your own points but also listen to others and then come to a concluding point. This shows how ready you are to listen to other's opinion, give value to that and also at the same time stand by your

own convictions.

- **Willingness to Take the Initiative:** This skill plays a very important part in professional and personal life. Employers highly regard it. They want that you just do not stick to your own work but also should be able to take extra initiative whenever it is required. When you start a topic, you have to be very cautious so as to put the right point forward and give the entire discussion a right direction.
- **Listening Skills:** This is again an important skill which gets evaluated during a group discussion. So, you should learn to listen not to reply back, but pay full attention to what the other person is trying to say. Generally, people get biased to their own thoughts and ideas and do not want to look beyond that. Solistening to other person is also essential.
- **Adaptability:** In today's dynamic and ever-changing environment, it is essential to keep yourself flexible and adaptable toward the situation. During a group discussion, sometimes you need to agree to some point and also it happens that in due course some views change your mind as well. So being rigid and stubborn is not going to be very helpful
- **Leadership Qualities:** Group discussion demonstrates clearly who amongst them is taking the lead and who is a passive contestant. A good leader gives the entire discussion a good direction and takes it forward whenever it is deviating from the main topic. But while taking the lead, one has to be double sure whether his / her points are valid or not, else it will give the other person a golden opportunity to snatch the lead away and negate his/her points.
- **Communication Skills:** As communication is a medium of expressing your thought, it is more important in today's interactive world. Hence communication skills are yet again important skills which are evaluated through a structured group discussion.

Q.5. Write various Do's and Don'ts of GD.

Do's of GD

1. Define the topic or the issue.
2. Analyze its scope and implications.
3. Initiate and generate the discussion.
4. Support your point with some facts and figures.
5. Make short contributions of 25-30 seconds 3-4 times.
6. Speak politely and pleasantly.
7. Listen to the views of others intently.
8. Disagree politely and agree with what is right.
9. Encourage and support reticent members to speak.
10. Intervene forcefully but politely, when the situation demands.
11. Summarize views of others before presenting your point of view.
12. Be brief and to the point in the presentation of your views.
13. Concede to others' point of view, if they are reasonable.
14. Try to lead the group to a definite conclusion.

Don'ts of GD

1. Don't initiate the discussion if you do not have sufficient knowledge about the given topic.
2. Argue and shout during the GD
3. Don't be assertive in presenting the views.
4. Look at the evaluators or a particular group member

5. Talk irrelevant things and distract the discussion
6. Over speak, intervene and snatch other's chance to speak.
7. Neither raise your voice too high nor speak too softly.
8. Pose negative body gestures like touching the nose, leaning back on the chair, knocking the table with a pen etc.
9. Mention erratic statistics.
10. Display low self-confidence with shaky voice and trembling hands.
11. Put others in an embarrassing situation by asking them to speak if they don't want.
12. Don't make any personal remarks.
13. Don't jump to conclusions.
14. Don't speak in monotone (unmodulated)

Q.6. Define Profiling. Write various steps of effective profiling.

PROFILING

Profiling is the activity of collecting important and useful details about someone or something.

Social Media Profiling

Social profiles are the online identities of a specific brand or person as established on different social networks.

Social profiles display key details of the person or organization, including their location, contact info, area of interest or expertise, and general position in an online position.

Think of a social profile as a person or brand's digital business card. Someone should be able to glance at yours and understand who you are, what you do, and what you're all about.

And these days, your social profile is established and reiterated by the different apps you appear on. Your Facebook, Instagram, Twitter, TikTok, LinkedIn, Pinterest, YouTube and BeReal profiles all contribute to your overall social profile.

You should treat every social media service like it's equally important, giving it the same level of care and attention to make sure your branding stays consistent.

Your social media profile helps you get noticed by audience. Your social media profile helps you show business credibility to your target audience. Your social media profile makes you stand out from the competition.

Your social media profile is a way of engaging with people who often become your valuable connections and customers.

Steps for Effective Profiling:

1. Use your business name for the social profile
2. Choose a memorable username

3. Keep the same username across all platforms:
4. Always use a profile image
5. When available, use those cover images
6. Add your web link to the profile page
7. Write a professional bio on all social sites
8. Make sure all images follow the sizing rules for the site
9. Utilize SEO (or SMO) tactics for social media profiles
10. Link to your other social media platforms
11. Stay consistent with all of your information

1. Use your business name for the social profile:

When you craft your social media page, you should use your business name as the name of the page. While this might seem like common sense, there are many businesses that will create a different profile page for various products, hoping to gain likes and follows for that specific product. They end up hoping to get likes on several different product profiles, but customers just aren't that keen on following hundreds of different pages for just one business. Knowing this, always make sure you create one page for your business and utilize only your business's name for the page name. This will help create a central location for your followers and allow you to promote more than just one product on the page.

2. Choose a memorable username:

Another great tip, according to Kissmetrics, is to choose a username that reflects your business, but is also memorable for clients. This can help you gather more followers and likes if you give your profile username out, and it can also help clients remember what your page is called. You may even find they are more willing to mention your business in a comment if they can remember the username easily. Most businesses simply choose their own name for this, but if you can't do that or have to limit the amount of characters in the username, find something that works perfectly.

3. Keep the same username across all platforms:

When you create your username, it is a good idea to check its availability on all platforms you plan on using. You will most likely start out on Facebook, Twitter, and Google Plus. However, you should think about other sites you might want to use in the future and claim your username before it gets taken. A few other sites to consider using are, Pinterest, Instagram, LinkedIn, and YouTube. Decide if these platforms are for you, and go ahead and claim your username. You can always make the profile private until you are ready to publish to it. If you can't keep your username the same across all platforms, try to make them as similar to each other as possible.

4. Always use a profile image. You don't want to be a faceless Twitter egg, do you? Then upload a profile image on all of your social profiles. This is a great way to help clients find your social sites quickly and easily while also making sure people know your site isn't a spam site.

Now you might be wondering if you should use a photograph of your face for your various profiles or a brand logo. This depends on the business you are running. If your business is more

of a personal one such as a musician or motivational speaker, then you can use an image of yourself or of a person people will connect with. However, it is usually a good idea to brand your profile photograph and use a company logo or design for other businesses. You don't need to put your company name into the image, however. Just come up with a clever design!

5. When available, use those cover images. The majority of social media sites are making way for cover photos now, which helps add a great flair to your site. Many businesses just opt for a stock photo, which can always work. Again, you can use a company logo or you might be able to use your company's name in the design, but try to find images that are more spacious and aren't very busy with type. Get together with a graphic artist to come up with a great image! This will help make all of your social profiles look complete, and professional.

6. Add your web link to the profile page. Don't miss out on the opportunity to use your website link on your profile page. The great thing about most of the major social media platforms out there is that they provide you with the ability to put your link in a prominent place on the profile. This makes it easier for followers to click the link and head to your site. However, don't just use it in the designated slot on profile page; use it several times by posting various links to blogs and products or services when you post updates. This will help promote more clicks to your site, giving your audience the ability to read more from your company and directing them to specific locations, encouraging them to purchase items from you.

7. Write a professional bio on all social sites: A bio is an important part of any social site, whether you can write a lengthy one or one with a character limit such as Twitter. Buffer gives some great ideas on how to write a professional bio, which includes:

- Showing people what you have accomplished instead of telling people about yourself.
- Make sure your keywords are specific to your audience.
- Avoid using overused words in your bio, and craft something that is fresh while also professional.
- Always answer a question for the reader to encourage them to follow your social page.
- Consider hiring a funny person to write a line or two at the end of the bio or add a personal touch yourself. This can help encourage people to follow the site.
- Make sure you look over your bio regularly and make changes as needed. A fresh bio is a great idea, just like having fresh web content is. Keep things new for your readers!

Your Bio should consist of below information:

- 1) Your name.
- 2) Your current job title.
- 3) Your company name or personal brand statement.
- 4) Your hometown.
- 5) Your alma mater.
- 6) Your personal and professional goals.
- 7) A relevant achievement or accomplishment.
- 8) Your hobbies.

8. Make sure all images follow the size rules of the site. Each social channel has different photo sizing rules for their profile photos, cover images, and any photographs you load on the

site. Sometimes, the channels might resize the image for you, which can cause blurriness or other problems, so you should always aim to stick to the rules. It can be hard to remember the image sizes you will need for each, but Hootsuite offers a great guide at the end of their social media template guide. Take a look and make sure all of your social platforms have images that fit the sizing rules.

9. Utilize SEO (or SMO) Tactics for Social Media Profiles. When it comes to your social profiles, you have an incredible chance to further SEO for your site. According to Search Engine Examiner, this is called social media optimization or SMO. Remember, each online element you utilize is just one more way to help you rank. You know the keywords that will help people find your website and blogs, and you've already implemented them. Now it is time to implement those same keywords into your social profile, and your social media markup tags. Use them in your bio, and use a few throughout the posts you use. However, you should always remember to avoid keyword stuffing. It can still get you a penalty if you stuff your social profile with keywords!

10. Link to your other social media platforms. When you create a new social profile, let people know and link to the other social site. This will also work if you have one site that doesn't have many followers. For example, if you have several followers on Facebook and only a handful of followers on Twitter, then make an update on Facebook encouraging people to follow your Twitter account. Include links within your profile, if possible, to other social channels or regularly promote the different channels. You should definitely do this if you have just started up an Instagram or Pinterest profile to get people to follow quickly.

11. Stay consistent with all of your information. A great tip that many social media experts give is to keep all of your information consistent across all platforms. Consistent information and branding across different platforms creates a very professional look and feel, especially if it is consistent with your website as well. This can create a sense of familiarity with your followers and can even bring in new customers. On that note, you should also always make sure your content and information is up-to-date. Yes, it can be time-consuming to keep your profile current, but it is a great idea!

Now, Make Awesome Social Profiles Happen!

If you are still hesitant about building a social profile or haven't done much with your existing ones, now is the time to make it happen! Use these suggestions to craft excellent profiles that are sure to help bring in customers and revenue for your business. Having an expertly crafted social profile is just one more way to boost your company and have it become the successful endeavour it deserves!