General Interview Questions (Common for All Management Students)

1. **Tell me about yourself.**
2. **Why did you choose management as your field of study?**
3. **What are your strengths and weaknesses?**
4. **Where do you see yourself in five years?**
5. **Why should we hire you?**
6. **What do you know about our company?**
7. **Why do you want to work in this industry?**
8. **What motivates you?**
9. **Describe a situation where you demonstrated leadership.**
10. **Tell us about a time you handled a difficult situation.**
11. **What is your biggest achievement so far?**
12. **Are you a team player? Give an example.**
13. **How do you handle stress and pressure?**
14. **How do you prioritize your work?**
15. **Describe a time when you failed. What did you learn?**
16. **What are your salary expectations?**
17. **Do you have any questions for us?**

Specialization-Based Questions

For Marketing Students

18. **What do you understand by the 4Ps of marketing?**
19. **What is the difference between B2B and B2C marketing?**
20. **What marketing strategies would you use to launch a new product?**
21. **How do you stay updated with the latest marketing trends?**
22. **What is digital marketing? How does it differ from traditional marketing?**
23. **What is brand positioning? Can you give an example?**
24. **Explain SEO and why it is important.**
25. **What are the different types of advertising strategies?**
26. **Can you explain market segmentation with an example?**
27. **What factors influence consumer behavior?**

For Finance Students

28. **What are the key financial statements? Explain their importance.**
29. **What is the difference between direct and indirect taxes?**
30. **Explain the concept of working capital.**
31. **What is the time value of money? Why is it important?**
32. **What are the key ratios used in financial analysis?**
33. **Differentiate between financial accounting and management accounting.**
34. **What do you understand by risk management?**
35. **Explain the concept of capital budgeting.**
36. **What are derivatives? Give an example.**
37. **What is the role of financial management in a company?**

For Human Resource (HR) Students

38. **What are the different functions of HR?**
39. **What is the difference between recruitment and selection?**
40. **Explain employee engagement and its importance.**
41. **What are the latest HR trends?**
42. **How do you handle workplace conflicts?**
43. **What is performance management?**
44. **What are different types of employee benefits?**
45. **Explain the importance of employer branding.**
46. **What is competency mapping?**
47. **How do you handle employee grievances?**

For Operations & Supply Chain Students

48. **What is supply chain management?**
49. **Explain the concept of lean management.**
50. **What are the key performance indicators (KPIs) in operations management?**
51. **What are the main challenges in supply chain management?**
52. **What is Six Sigma?**
53. **Explain Just-in-Time (JIT) methodology.**
54. **What is Total Quality Management (TQM)?**
55. **How do you handle supply chain disruptions?**
56. **What is inventory management, and why is it important?**
57. **What role does technology play in operations management?**

For General Management & Strategy Students

58. **What is strategic management?**
59. **Explain Porter's Five Forces Model.**
60. **What is SWOT analysis? How is it useful?**
61. **What are the different types of business strategies?**
62. **What is the Blue Ocean Strategy?**
63. **How do you evaluate the competitive advantage of a company?**
64. **What is change management?**
65. **Explain corporate governance and its significance.**
66. **What are the key components of business ethics?**
67. **How do companies ensure sustainability in business?**

Case Study & Situation-Based Questions

68. **If our competitor launches a better product at a lower price, how would you respond?**
69. **A customer is unhappy with the service. How would you handle the situation?**
70. **Your team is not meeting deadlines. What will you do?**
71. **You have to cut costs without affecting productivity. What would be your approach?**
72. **If you have to introduce a new performance management system, how will you do it?**