

MBA interview :

1. Resume Flow (Questions Based on Candidate's Resume)

(These questions ensure that the candidate is well-versed with their own profile.)

1. Can you walk us through your resume in **2 minutes**?
2. What was the most **challenging project** you worked on in your previous role?
3. Can you elaborate on the **leadership experience** mentioned in your resume?
4. What are your **key strengths and weaknesses**, based on your work experience?
5. How has your **educational background** prepared you for an MBA?
6. Tell us about a time you **failed at something** and how you handled it.
7. Why did you choose your current job/industry, and why do you want to switch now?

8. Can you explain the **gap** (if any) in your resume?

9. What are some **key takeaways** from your past experiences that will help in your MBA?

10. If we were to ask your **colleagues/managers** about you, what would they say?

2. Pre-Defined Question Selection (School-Based)

(Questions tailored to specific B-Schools like **IIM, ISB, BITS, PES, CHRIST, IFIM**)

For IIMs (Indian Institutes of Management)

1. Why do you want to pursue an **MBA from IIM** specifically?

2. What are your short-term and long-term career goals post-MBA?

3. How does IIM's curriculum align with your career aspirations?

4. How do you plan to contribute to the **peer-learning culture** at IIM?

5. Which specialization are you interested in, and why?

For ISB (Indian School of Business)

6. ISB prefers candidates with strong **work experience**. How does your profile stand out?

7. ISB focuses on **entrepreneurial thinking**. Do you have any startup ideas or exposure?

8. How do you think the **1-year format of ISB** will benefit you over a traditional 2-year MBA?

9. What is your strategy for making the most of ISB's **networking opportunities**?

10. ISB has a **diverse batch**. How will you leverage peer learning from various industries?

For Other B-Schools (BITS, PES, CHRIST, IFIM, etc.)

- Why did you choose this business school over others?
- What do you know about the faculty, curriculum, and special programs at this school?
- How will you add value to this school's **student community**?
- What specific **clubs, projects, or events** interest you at this B-School?
- How do you plan to balance **academics, networking, and extracurriculars**?

3. Interface to Select Question Areas (Customized Questions Based on Interest Areas)

(This section allows interviewers to focus on specific areas like **Leadership, Strategy, Finance, Operations, Marketing, etc.**)

General Business & Leadership

1. How do you define **good leadership**, and can you give an example from your experience?

2. Tell us about a time you had to **make a tough decision** under pressure.
3. What are the **three most important skills** for a business leader today?
4. Can you give an example of a time when you managed **conflict within a team**?
5. How do you handle **criticism and feedback** in a professional setting?

Finance & Economics

6. Explain a recent financial event (e.g., stock market crash, inflation trends) and its impact.
7. If given **₹10 million**, how would you invest it today?
8. What is the difference between **ROE and ROA**, and why does it matter?
9. Explain the **impact of interest rate changes** on the economy.
10. How would you analyze a company's financial **health and performance**?

Marketing & Strategy

11. What are the **4 Ps of marketing**, and how have you applied them in real life?
12. Can you give an example of a successful **marketing campaign** and why it worked?
13. How would you **differentiate** a brand in a highly competitive market?
14. What is your take on **digital marketing trends** vs. traditional marketing?
15. If you had to **rebrand a failing company**, what steps would you take?

Operations & Supply Chain

16. Explain the concept of **Lean Management** and how it improves efficiency.
17. How has **globalization** impacted supply chain management?

18. What strategies would you use to reduce **operational costs** in a manufacturing firm?

19. Explain the role of **AI and automation** in modern supply chain management.

20. How would you manage a **logistics crisis** for an e-commerce company?