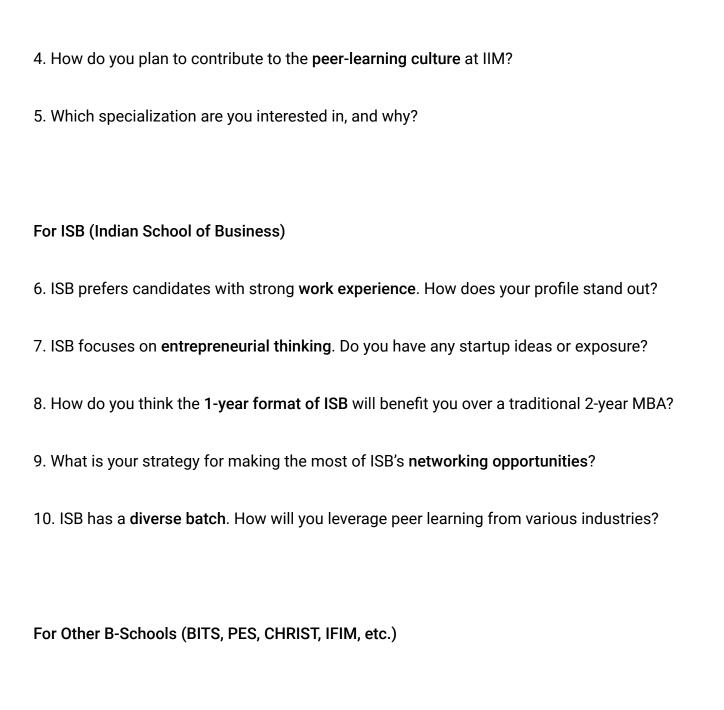
MBA interview :
1. Resume Flow (Questions Based on Candidate's Resume)
(These questions ensure that the candidate is well-versed with their own profile.)
1. Can you walk us through your resume in 2 minutes?
2. What was the most challenging project you worked on in your previous role?
3. Can you elaborate 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?



• 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 Al and automation in modern supply chain management.
20. How would you manage a logistics crisis for an e-commerce company?