

# PI Preparation Kit

A comprehensive guide for IPMAT Aspirants



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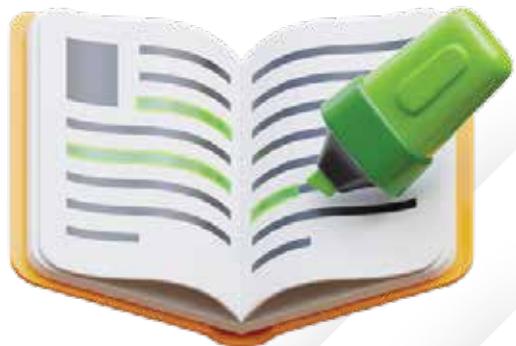
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IIM Ahmedabad



**Dr. Swati A. Mishra**  
Former Prof. IIM Lucknow



**Ms. Taruna B. Khanna**  
GCC-UCLA Extension



**Deepak Kushwaha**  
IIM Lucknow



**Rishabh Singh**  
IIFM Bhopal



**Aradhya Vats**  
IPM IIM Indore

### Student's Testimonials



**Tanisha Purnendu**

IIM Indore

The Special PI Batch for IPMAT was an invaluable resource. The comprehensive guidance and mock interviews helped me gain confidence and excel in my IPMAT interview. Highly recommended!



**Shounak Banerjee**

IIM Indore

The Special PI Batch for IPMAT exceeded my expectations. The expert mentors and personalized approach significantly improved my interview skills, giving me a competitive edge. Worth every penny!



India's #1 Premium IPMAT Coaching Institute

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# **FINAL SELECTION IN IIM INDORE 2023**

# **CONGRATULATIONS**

**TO ALL OF OUR ACHIEVERS**



**YASH GOEL**



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**TANMAY**



**TANISHA  
PURNENDU SETH**



**SRIYA**



**SREEHARI S**



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**and more...**



# IPMAT INTERVIEW PREPARATION KIT

A Comprehensive guide for IPMAT Aspirants

BY



**IPM CAREERS**

RUN BY IIM ALUMNI



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- What is an Interview
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Interviews play a very important role in the selection process of all management B-Schools. Most top institutes take into consideration your performance in the written test, interview, academics and extra-curricular activities. In fact, given that the top IIM Indore awards a weightage of 35% to Interview, your performance could brighten or dim chances of selection. As the Interview is the last stage in the B-School selection process, you cannot afford to leave anything to chance.

## What is an Interview?

An Interview reveals among other things, how you "react" to various situations as it involves thinking on your feet. An Interview provides an opportunity to the interviewer to peep into your mind and understand your thought process. An Interview at a IIM Indore primarily tests the attitude of the student towards various situations, as it is 'attitude' that determines the level of success a person can achieve - be it in personal life or in professional life.

# Interview Panel

The persons who interview you, collectively, form the Interview panel.

Normally, the Interview panel consists of two interviewers.

However, there could be more than two interviewers.

The duration of a IIM Indore Interview may vary between five and 45 minutes. The duration of an Interview has no bearing on the final outcome. Simply put, a five minute Interview does not mean that you have not done well. Similarly, a 40 minute Interview does not indicate that you have done well. What matters is the 'quality of interaction' that you have with the panel, irrespective of the duration of the Interview.

Most Interview panels comprise professors who work full time for that B-School. Sometimes, the panel could also include a psychologist. Of late, some top B-Schools are also including an alumnus / industry person in the panel.

## INTERVIEW ETIQUETTE

There are some aspects that you, as an IPMAT aspirant, need to keep in mind and prepare for, before taking the Interview.

- (a) Dress code.
- (b) Entry into the Interview room
- (c) Sitting posture
- (d) Body language

# What Interviewers at IIM Indore looks for

Interviewers chiefly look for students who are fit to pursue a management course at their institute and whether they have the potential to become effective managers. They look for candidates who have clear ideas, breadth and depth of knowledge, and the ability to look at things in a balanced manner. They also look at the moral and ethical value system of the individual concerned, and how the candidate will be able to contribute to the industry and the society at large.

Some of the key qualities that you, as an IPMAT aspirant, are expected to possess are:

- Good level of knowledge
- Clear understanding of core concepts of various issues
- Clarity of thought
- Communication skills
- Personality, attitude, and the way you react to situations
- Thought process in terms of career planning

# Some frequently asked questions for the Personal Interview round:

- Tell us something about yourself.
- Why do you want to do a course in management?
- What do you expect to learn at the end of this course?
- Why do you wish to join this institute? Why not any other institute?
- What are your strengths and weaknesses?
- Tell us about a failure of yours in college/work and how you've improved since then?
- Tell us about some recent current affairs you've seen in the news?
- What are your short/long term goals?
- Where do you see yourself 5 years from now?
- Where do you see yourself 20 years from now?
- Are you a team player or team leader? Justify.
- Tell us about your most cherished accomplishment.
- Do you have any hobbies/interests?
- Do you play or follow any sport?
- Where are you from? Tell us something interesting about this place.
- How many districts are there in your state?
- What are your opinions on some of the latest occurrences across the country/globe?
- What are the efforts taken by countries to stimulate economic recovery in this pandemic?
- How has work-life balance disrupted due to Work from the home environment?

# Economics:

- What is Economics?
- Laws of Demand & Supply
- GDP
- Current Status Of Indian Economy and Global Economy
- Fiscal Policy
- Major Economic Events
- Public Policy
- Economic Forecasts
- Major Public Policies since Independence
- Consumer Protection Act
- Foreign Exchange Regulation Act
- Minimum Wages Act
- Farm Bills
- New Education Policy

# Finance:

- What is Finance?
- Basic Concepts in Finance
- Shares
- SENSEX
- NIFTY
- SEBI
- Important Rates
- Financial Management
- Important Financial Ratios

# Marketing:

- What Is Marketing?
- Difference between Sales & Marketing
- Need, Want & Demand
- Segmentation , Targeting & Positioning
- Marketing Mix
- Branding
- Digital Marketing
- Marketing Frameworks
- Marketing Terms
- Latest Marketing Trends

# Media Coverage



## IPM Careers covered in Zee News

“Awarded & Covered by Zee News for being best & dedicated IPMAT Institute in India”



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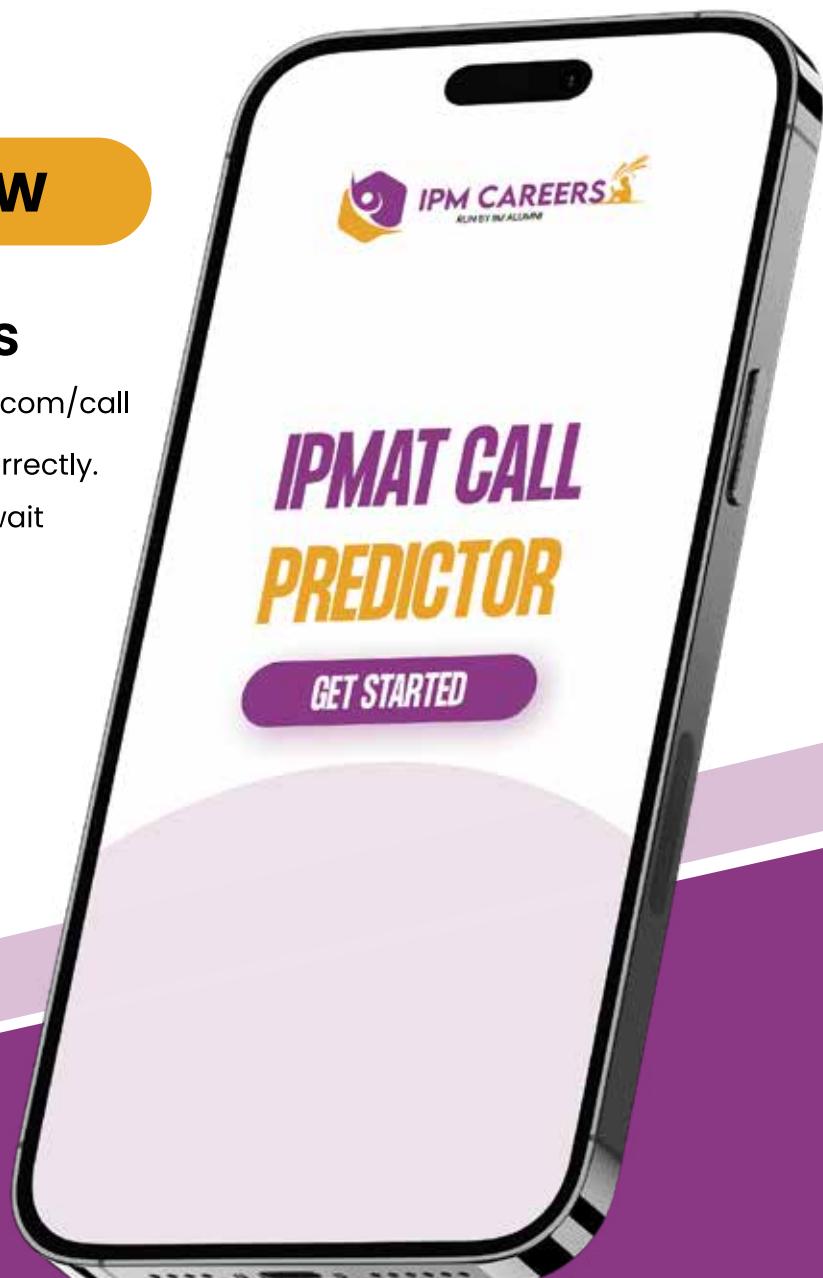
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- Fill up the required details correctly.
- Click on Predict Button and wait for the results to show up.

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