



# IIT Madras

## BSc Degree

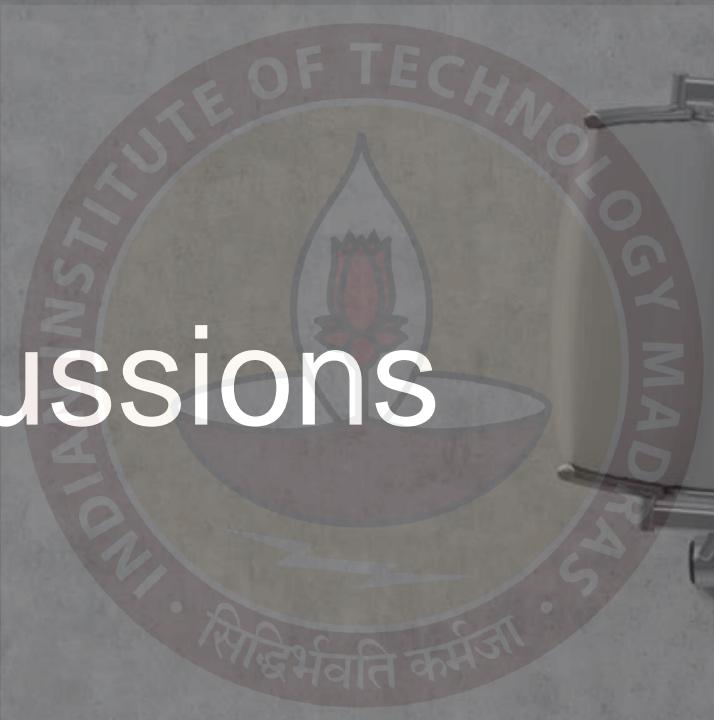
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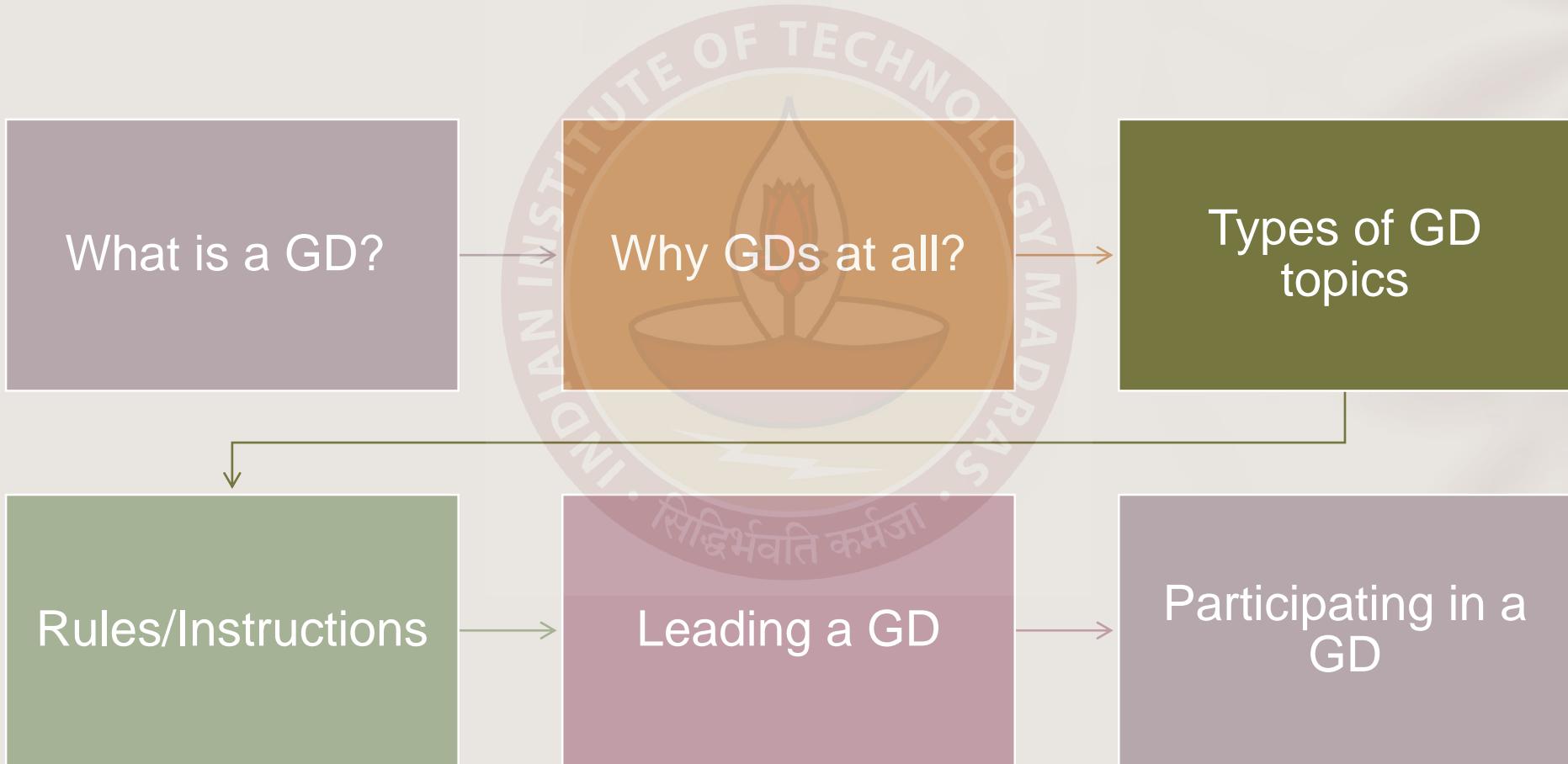
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# Group Discussions

Sruthi Ranjani V



# Agenda



# What is a group discussion?



# Why group discussions?



Interpersonal skills (negotiation, teamwork, conflict-resolution)



Listening skills



Crisp and clear communication of core message



Knowledge, creativity, and spontaneity



Value-fit of the candidate with the company

# Types of GD Topics

- General
  - *Small businesses are an important lifeline of India's cities and need to be supported more.*
  - *India lives in the heart of its twenty-somethings.*
- Argumentative/Debatable
  - *Qualified professionals should look for opportunities in India, instead of migrating abroad.*
  - *A university education is not worth pursuing in India today.*
- Abstract
  - *Change is the only constant in existence.*
  - *The grass is always greener on the other side.*

# Types of GD Topics

- Caselets/Case-study based
- You are the area manager of the Indian vertical of a world-famous USA-based content streaming platform. It has been three years since the firm has launched its operations in India; however, there are still not enough adapters in the local market. Upon consultation with your research team, you have concluded that 1) the content provided on the streaming service is not local enough to attract Indian consumers, and 2) the cost of the streaming service per month is too high and is not affordable for the average Indian consumer. What should the next course of action for the company be? How would you discuss this with your team members?