

Accounting Domain Knowledge Questions

Q1: Explain the following with examples:

- (a) Money measurement concept
- (b) Principle of matching revenue with cost
- (c) Duality principle
- (d) Principle of consistency.

Q2: What are fixed assets?

Q3: What are current assets?

Q4: What is accounting process?

Q5: Write the difference between cash basis of accounting & accrual basis of accounting

Q6: What is double entry system?

Q7: What do you mean by journal?

Q8: Discuss the entries passed for interest on capital, interest on drawings and bad debts recovered.

Q9: What are the objects of preparing Trial Balance?

Q10: What is Suspense Account?

Q11: Classify the under mentioned errors into: (i) Error of omission (ii) Error of commission (iii) Compensating errors (iv) Error of principle.

Q12: What is depreciation? What are its causes?

Q13: What is secret reserve?

Q14: Write the difference between capital reserve and revenue reserve.

Q15: What do you mean by a Balance Sheet

Q16: Distinguish between Manufacturing Account and Trading Account.

Q17: What is cost of goods sold?

Q18: Mention four items of current assets, fixed assets, current liabilities and fixed liabilities

Q19: Give adjustment entries for the following:

- | | |
|---------------------------------------|--------------------------|
| (a) Unearned interest | (b) Depreciation |
| (c) Provision for discount on debtors | (d) Outstanding rent |
| (e) Accrued interest | (f) Interest on drawings |
| (g) Un expired insurance | (h) Unearned commission. |

Q20: What are the Various tools of Financial analysis?

Q21: Explain utility of Financial Statement Analysis for various parties interested in Business?

Q22: Discuss the accounting ratios to judge the liquidity position of the business?

Q23: Discuss the accounting ratios to judge the Solvency position of the business?

Q24: Discuss the Following ratios with significance:

- a) ROI
- b) EPS
- c) DPS
- d) Debt Equity ratio

- Q25: What are the main sources and uses of funds ?
- Q26: Funds Flow Statement Vs. Cash Flow Statement?
- Q27: Discuss briefly the major classification of Cash flows as per AS-3?
- Q28: What do you mean by marginal costing?
- Q29: What is P/V ratio? Explain its uses
- Q30: Explain the ways by which P/V ratio can be improved.
- Q31: What is Break Even point and its utility?
- Q32: Explain the different functional budgets prepared by business.
- Q33: What is Sales Budget?
- Q34: Fixed Budget Vs. Flexible Budget
- Q35: What is Zero Based Budgeting?
- Q36: What is Budget ?
- Q37: What is Budgetary Control and its process?
- Q38: What is Standard Costing ?
- Q39: Difference between Standard cost Vs. Estimated Cost
- Q40: What is the significance of Variance Analysis?
- Q41: Explain the types of variances?

Q42: Define Responsibility accounting and its rationale .

Q43: What is Transfer Pricing and its Types?

Q44: Cost Reduction Vs. Cost Control

Q45: What is Target Costing?

Q46: What is Activity Based Costing?

Q47: List out different methods of Costing and explain their practical application (Which method of costing is used in Which industry)

Q48: Financial Accounting vs. Management Accounting

Q49: Management Accounting Vs. Cost Accounting

Q50: All Types of Costs or Uses of Cost in Decision Making .

Q51: What do you mean by Accounting Standards ? How many accounting standards we have in India?

Q52: What do you mean by IFRS and Explain its Significance

DOMAIN KNOWLEDGE QUESTIONS

(Security Market and Banking)

What do you mean by security market?

1. How is the valuation of share done?
2. Name any two regulatory bodies of security market?
3. What is NAV and how do we calculate?
4. What are derivatives and how they are traded?
5. What are QIB and RII?
6. Define depositories?
7. What are credit rating Agencies? eg...
8. What is over the counter market?
9. When should a company buy back its shares?
10. Difference between preference share and bonds
11. How is risk calculated in stock market?
12. Define Beta
13. Explain the term Bull, Bear, lame duck and stag
14. What is an IPO?
15. What is a stock exchange?
16. What are deep discount bonds?
17. What are clearing houses?
18. Explain Mutual fund and AMC
19. Who are Angel Investors?
20. What is portfolio management
21. What is fundamental Analysis/ Technical analysis?
22. What is dividend growth model?
23. Define the terms Arbitrage, Hedging.
24. What is current yield and YTM?

25. What is underwriting?

BANKING & FINANCIAL INSTITUTIONS

26. What are commercial banks?

27. What is securitisation

28. What are NPAs?

29. What are CRR and SLR? And current rates

30. Define REPO

31. What is CAMELS rating?

32. What is Debt restructuring?

33. What is ALM strategy?

34. What are Basel Norms?

35. Differentiate between NBFC and commercial bank.

36. Define investment banking.

37. What are ADRs and GDRs?

38. Define PLR

39. What is bill of exchange?

40. Differentiate FDI and FII?

41. What are the different types of money?

42. What is Capital Adequacy ratio?

43. What is monetary and fiscal policy?

44. Define CASA

45. What is EVA (Economic Value Addition)?

46. Define the term universal Banking.

47. Differentiate Inflation and Deflation

48. Define LAF(Liquidity adjustment faculty) and MSF(Marginal standing Facility)

49. What is Call Money?

50. What Negotiable instrument?
51. What Is the maximum balance amount that is eligible for earning interest in a normal savings bank account?
52. Which of the following functions are Not being performed by the Reserve Bank of india
53. A bank is called as 'Scheduled Bank'
54. Upper limit prescribed for RTGS transaction
55. .Many times we read a term CBS used in banking operations. What is the full form of the letter 'C' in the term 'CBS
56. SEBI is a
57. For which one of the following reasons Basel II norms are to be followed by commercial Banks
58. What is the full form of term LIBOR as used in financial/banking sectors?
59. Fiscal Policy deals with the _____and _____decisions of the government
60. Banking Ombudsman
61. Commercial Paper
62. What is SENSEX AND NIFTY ?
63. How many share are in SENSEX AND NIFTY ?
64. What is market capitalisation ?
65. What is Futures and options in stock markets
66. The concept of settlement is
67. What is IPO ?
68. What is ASBA ?
69. Who are merchant bankers ?
70. What is the meaning of Prospectus ?
71. What is Red Hearing prospectus ?
72. What are dividends?
73. What is the concept of Mutual Funds ?

74. Who is the regulatory body of Stock Exchanges?
75. What is the max amount a retail investor can apply in IPO ?

General Management – Interview Model Questions for MBA

1. Why should we select you for this job ?
2. Where did you do your summer internship ?
3. What project work you did during your Summer Internship ?
4. What were your recommendation in your Summer Projects ?
5. How your recommendations were helpful for the organisation which provided you internship?
6. You have specialisation in the area of Marketing/Finance/HR but you did your SIP in different domain area . How do you justify this.
7. Describe one or two decision making models in strategic Management .
8. What is motivation in Marketing ?
9. Describe difference between Strategic Marketing and Functional Marketing .
10. How do you explain Strategic Management.
11. What is difference between a leader and manager ?
12. How leadership qualities are important for effective managers ?
13. What are the key attributes of a successful leader?
14. What are different leadership styles use in managing organisations ?
15. What factors are considered by managers when faced with tough decisions?
16. How do you as a manager make a decision when important facts are unavailable?
17. What methods does manager utilize to resolve problems?
18. What is difference between authority and responsibility ?
19. Can you delegate responsibility ?
20. What is Power of Attorney ?
21. What are your strengths and weaknesses ?
22. What skills and knowledge do you still need to develop?
23. Explain what you've done to increase your business knowledge and skills.
24. How do you manage large workloads?
25. What do you do to prioritize daily responsibilities?
26. Explain how you've dealt with past failures.
27. What is work life balance .
28. How do managers manage stress at work place
29. How Yoga works in managing stress ?
30. How strategic management can be learnt from Mahabharat.
31. What strategies of management can be learnt from Krishna .
32. What strategies of management can be learnt from BhagwadGita ?
33. In case you have only one choice in decision making , what is it called ?
34. How value system of managers contribute to growth of organisation?
35. How do define Business ?
36. What is difference between Vision and Mission.

37. What is difference between Contract and Agreement?
38. What is difference between productivity and efficiency?
39. How will you explain Strategic Intent of a business organisation
40. What is INCOTERMS ?
41. Please describe four most important Incoterms
42. What is Letter of Credit ?why do you use this in export and import payments ?
43. Describe Porter's five forces Model of Strategic Management.
44. Describe BCG Matrix of Strategic management.
45. Describe 7S framework by McKinsey's.
46. Describe sustainability in Business Management.
47. Describe Social Responsibility of Business.
48. Explain advantages of GST.
49. What are advantages of demonetisation in business.
50. Describe Break Even Analysis of Production Capacity .

Interview Question Bank

Management Concepts and All other HR areas

Q1. Who is known as the father of modern management and why?

(Henry Fayol, due to his major contributions in the field)

Q2. What are the main management insights from scientific management?

(Work study, replace old rule of thumb, standardization, careful staffing)

Q3. How the concept of behavioral management emerged?

(moving from classical thought to neo-classical it was realized that human resources are different and should be treated different)

Q4. Explain about few principles given by Henry Fayol.

(14 principles)

Q5. What roles managers play? Are these same in all Organizations?

(Interpersonal, Informational, Decisional; the intensity differ at different levels)

Q6. What is meant by Organizational level? What is hierarchy?

(line of demarcation; authority responsibility relation)

Q7. Who gave the hierarchy of needs? How can it be applied in HR and marketing?

(Maslow, needs & wants based HRM & marketing)

Q8. What is strategy? Is it different than plan?

(Long term, move decided considering competition)

Q9. What types of decisions are taken by managers?

(Strategic, Tactical, Operational)

Q10. What are the functions of management?

(POSDC)

Q11. What is competency? What managerial competencies are needed in a 21 century manager?

(K+S+A; Managing self, communication, diversity, ethics, across cultures, technology, teams, change)

Q12. Elaborate the 5S

(sort, set in order, shine, standardize, sustain)

Q13. Who gave TQM? Brief about TQM.

(Edward Deming)

Q14. What is efficiency and effectiveness? What is productivity?

(Doing things right & right things; efficiency plus effectiveness)

Q15. Why coordination is called the essence of management?

(It's the soul; it synchronizes the functions)

Q16. What business environment?

(context)

Q17. What are macro environmental factors? Explain few.

(PESTLEE)

Q18. How one can analyze the industry or micro environment of business?

(Porter's 5 forces model)

Q19. Who is responsible for corporate governance? What is it?

(BOD/BO Trustees)

Q20. What is CSR? Can you suggest any CSR activity for our firm?

(Corporate Social Responsibility)

Q21. What is the role of government in any business?

(Political environment; legal decisions)

Q22. What is the important of planning in an Organization and in your personal life?

(improved focus and actions; time is managed well)

Q23. Difference between corporate and business level strategies.

(which businesses? How ?)

Q25. Ansoff matrix is used for what?

(Market and Product decisions)

Q26. Who gave MBO? What is main concept?

(PF Drucker, determine objectives together and track the progress time to time)

Q27. What is KRA? Is it different then Job Description?

(Key result area of person; Job description of job)

Q28. What is marginal analysis? How it is used in decision making?

(additional revenue versus additional cost by increasing output)

Q29. Do you know anything about decision making environment?

(Certainty, Uncertainty, Risk)

Q30. Are you able to take non-programmed decisions?

(it is the ability to take specific solution for unique problem)

Q31. Difference between creativity & Innovation.

(one is Idea & other is Tangible)

Q32. What are tall and short of organization structures?

(Hierarchy & Flat)

Q33. Do you think favor centralization or decentralization ?why?

(A balance, as per Henry Fayol)

Q34. What is the difference between responsibilities and accountabilities?

(Duties & Answerability)

Q35. What is span of control? What span you can control?

(Number of SO under S)

Q36. What is legitimate power?

(positional)

Q37. Would recommend internal recruitment or external recruitment for the middle level profiles?

(best KSA should be looked)

Q38. What is competency mapping? Is there any alternative?

(Match requirement with the person's KSA; training & development)

Q39. Difference between Education, Training and Development

(Knowledge, skill, attitude focus varies)

Q40. Have you ever handled leadership position? Which style would you recommend?

(depends on followers; also nature of tasks)

Q41. What is required for control?

(the standards should be known)

Q42. What is different between local and International Management?

(the environment)

Q43. Difference between management and administration.

(Who & How; What & When)

Q44. What is management?

(Science, Art, Process, Profession, group of people)

Q45. What all departments can be there under marketing division?

(Branding, Advertisement, etc)

Q46. Which role you fit in the most? Why?

(Negotiator, Leader, Spokesperson)

Q47. Managerial ethics should be compulsory or voluntary?

(Defend your say)

Q48. Do you support zero hour contract?

(working hours unspecified in zero hour contract, speak for or against)

Q49. Which resource in an organization do you think can't be duplicated by competitors?

(Human Resource)

Q50. Do you see any difference in Goals and Objectives?

(Measurable, quantifiable are objectives, in other words objectives are verifiable goals)

Q51. Which book on management you had referred during your course?

(Essentials of management by Koontz & Weihrich)

Q52. Have you heard the name of Michael Porter? His contributions?

(5 forces model, Diamond National competitive advantage, value chain analysis)

Q53. Who is the forerunner of managerial ethics and social responsibility?

(Mary Parker Follet)

Q54. What type of employees exists in a firm?

(Performance and potential wise answer it)

Q55. What is the role of Ministry of HRD in our nation?

(name the HRD minister, describe the role)

Q56. Who all are the Top executives in an Organization

(CEO, MD, Chairman, President, Vice President etc.)

HRM /OB DOMAIN QUESTION BANK:

- What problems do you face during manpower planning?
- What are the prerequisite for successful Manpower planning?
- What is HRIS? Do you have HRIS in your organization?
- How HR supply forecast is done?
- What is manpower planning? What factors affect manpower planning?
- Without manpower planning, can an organization work effectively? Why?
- How you carry on manpower planning in your organization?
- What is competency mapping?
- What method do you use for Demand forecasting?
- What are the pitfalls of job evaluation?
- Are all jobs included in job evaluation?
- Why job evaluation is important for an organization?
- What method is used for job evaluation?
- Why job evaluation is carried out in any organization?
- On what basis job evaluation should be done?
- How job evaluation is different from job description?
- What are the alternatives to recruitment?
- What is time lapse data? What are characteristics which an interviewer needs to observe or test in an applicant?
- What is an application blank and what should be its content? Explain selection and steps involved.
- Can you design a referral scheme for An industry?
- What do you understand by recruitment strategy?
- What is recruitment and pre recruitment cycle?
- Problems of trade union and measures to minimize them.
- What are the obligations of a union?
- What are the advantages to the trade union after registration? What are the grounds on which the registration of union can be cancelled?
- What is trade union act and its legal frameworks?
- What are the various kinds of union structures?
- What are the various functional categories of trade union?
- What are the objectives of trade union?
- What do you mean by trade union?
- How to develop a network which helps out in career development?
- What are the tools for effective career planning?What are the various stages of career development?
- What do you mean by career planning? What are its objectives?
- What are the mistakes which an individual should avoid to get ahead?What are the various tools for career development in an organization?
- What are the things which help an individual in career development?
- What are strikes and lockouts?
- What should a bargainer keep in mind while bargaining?

- What are the steps involved in collective bargaining? What are the famous bargaining tactics?
- What are the various kind of bargaining?
- What are the features of collective bargaining?
- What do you understand by collective bargaining? Why collective bargaining takes place in an organization?
- Give the job description and job specification for an admin executive?
- What is reengineering and how it is important in an organization?
- What do you understand by job code and job families?
- What are the various methods to collect the data for job analysis?
- What is the need of conducting job analysis?
- What is job analysis? And its process.
- How will you differentiate between job enlargement and job enrichment? Justify with any practical example?
- What do you understand by Job design and job redesign? What do you mean by competencies?
- Explain Line, staff and functional authority?
- What managerial actions will you take to handle resistance to changes?
- What are the various forces for change?
- What do you understand by change in an organization? Who is a change agent?
- Why performance appraisal fails in an organization?
- What are the problems with performance appraisal?
- What is KRA? How can an organization make effective appraisal system?
- What is 360 degree performance appraisal method?
- What is MBO?
- What are the various appraisal factors?
- What are the benefits of performance appraisal to the employee? Who can be an appraiser?
- What do you understand by attrition, what are ways to get attrited from organization?
- What is discharge and dismissal? What are the reasons for discharge?
- How retrenchment differs from termination?
- What do you mean by lay off? How is it different from Retrenchment?
- What are the various kind of transfers?
- What is transfer and why an organization choose transfer?
- What is the advantage of promotion?
- What is promotion and what are the bases of promotion?
- What is the purpose of medical examination and reference checks?
- What should be the content of an appointment letter?
- What should be the content of an offer letter?
- What is the difference between offer letter and appointment letter?
- What is selection ratio? What are the various selection criteria which an interviewer should keep in mind while selecting a candidate?
- If any selection made by firm is wrong or poor selection, what would be the costs to the company?

- What do understand by screening Interview?
- What is selection test?
- What are the methods of evaluation?
- What do you mean by evaluation of training program?
- What are the merits and demerits of job rotation?
- What are the various types of training?
- What are the various areas of training? What is Job rotation?
- What are the major differences between training and development?
- What is development and what is the need of development?
- When is the coaching useful? What will you do avoid training pitfalls.
- What is apprentice training program and simulation? What is the difference between coaching and mentoring?
- How many kind of training programs are there?
- What steps would you follow to conduct training program?
- What is training? What is the need of training?
- What suggestions would you give to implement disciplinary action effectively in the organization?
- On which factors is the code of conduct policy of a company determined?
- How would you explain a Positive Discipline approach?
- In which way is the Progressive Discipline approach beneficial for managers?
- What steps are generally taken if either of the parties is guilty of the breach of code?
- To ensure better discipline in an industry, on which points does Management & Union agree?
- Does Grievance policy benefit both the employees & the employer?
- Should Grievance Redressal training be made compulsory for the managers?
- What are the key points to remember while handling a grievance?
- Does an effective grievance redressal ensure healthy work environment? Role of managers in grievance handling.
- Which approach would you recommend for the managers to use to manage the grievance effectively?
- According to you, under which conditions can a grievance arise?
- What do you understand by Grievance?
- How can piece-work system be implied for a Group Incentive program? Should incentives be paid to indirect workers?
- What suggestions would you give if an incentive scheme fails?
- How should a group incentive scheme be designed for a team? Explain the process.
- Should Incentives be a part of Remuneration?
- What is a Contingency theory of leadership?
- What is a participative theory of leadership?
- Which leadership style would you recommend for an organization?
- How would you identify a leader from a group?
- If leadership success is accepted as being critical to an organization's performance, why is so little support given to a leader on-boarding and early development?
- How can Leadership be developed in today's scenario?

- Which are the 3 levels of Leadership Model?
- Does a team require a leader to accomplish its tasks?
- Do you think that the need for Achievement motivates employees?
- How do you motivate yourself to keep going in completing the task in which you have failed many times?
- How do you recommend that managers excite and motivate people?
- What is motivation? Why is it a critical thing?
- What is a Job Design? State the critical psychological factors.
- Does quality of work life affect the organization's success?
- Do you think Rewards play a better role as Motivators?
- Have you ever faced a sense of Inequity? How was it restored?
- Tell me about the time when you had to motivate an entire team to perform better.
- How do you motivate underperforming team members?
- When can you say that an organization needs to be developed?
- Which factors let you understand an organization?
- Which steps can you recommend, to ensure effective implementation of the process?
- Describe the relationship between OD & HR.
- Can you suggest few core values of Organizational Development?
- Is there a need of Organizational Development (OD)?
- Why do Suggestion schemes fail in the organization?
- What is Total Quality Management (TQM) concept?
- Are there any chances for a Participative Management to fail?
- Which method would you recommend for effective participative management?
- Do Joint Management Councils help in effective decision making?
- Participative Management style is better than the Autocratic style of Management. Comment.
- Can employee attrition rate be reduced through participative management?
- Do you think Participative Management is effective for an organization?

Operational and Situational questions

- Describe your ideal on boarding process. In what ways would this process provide the best hiring experience? How does the on boarding process support the company's business goals?
- Describe your hiring approach. How and where do you find talented job applicants?
- Provide an example of a time when you led a complex HR project from inception to conclusion.
- What would be the first employee policy you would draft as a new HR manager? Why is this policy a high priority? How would you ensure company-wide compliance with this policy?
- How do you define company culture? What would you do to help maintain it as the company grows?
- Which HR technology tools do you prefer? Can you suggest one system per function for us—applicant tracking, payroll, onboarding, referrals?

- In your experience, which benefits/perks drive the highest employee satisfaction and engagement?
- How do you stay current and ensure compliance with national labor laws like taxes, industrial laws, social security, health insurance? Have you ever experienced a misstep that resulted in regulatory issues? How did you handle it?
- In your experience, what is the most effective way to resolve employee and upper level management conflicts?

**DOMAIN INTERVIEW QUESTION BANK
(ECONOMICS AND TALENT MANAGEMENT)**

ECONOMICS

Q1: How can you define the system of mixed economy?

Q2: What is the current GDP, CRR and SLR rates

Q3: what is the difference between micro and macro economics?

Q4: Explain the utility of law of demand to a finance minister

Q5: How a producer uses the concept of opportunity cost principle

Q6: Difference between consumer goods, producer goods, inferior goods, giffen goods

Q7: What is Monetarism?

Q8: When Economists talk about 'The Invisible Hand' what are they referring to?

Q9: What do you do to stay "in-the-know" on economic related news and topics?

- Q10: Role of Managerial economist in organizations
- Q11: What is the relevance of studying Managerial Economics as a subject in MBA?
- Q12: what do you mean by problem of allocation of resources?
- Q13: what are the principles of economics?
- Q14: State any 2 problems faced by a producer
- Q15: what do you mean by Giffen Paradox
- Q16: what do you mean by appreciation and devaluation of currency?
- Q17: What are the possible tools in the hands of Government to control inflation?
- Q18: concept of Equi Marginal Principle
- Q19: Differentiate between Repo rates and Reverse Repo Rate, what is the present repo and reverse repo rate.
- Q20: what do you mean by money market and product market?
- Q21: Why Indian economy is facing the problem of black money, what measures can you suggest to reduce black money from market?
- Q22: Name any 2 good news paper and magazines for Economics new.
- Q23: what are your views on demonetization happen last year in Indian Economy
- Q24: what do you mean by recession in economy, what are its implications in economy.
- Q25: explain the concepts of equilibrium and break even.
- Q26: causes of rise in price of oil
- Q27: study the concept of GST, service sector contribution to GDP, incidence of Tax, OECD, fixed exchange rate and flexible exchange rate, cost benefit analysis, cartels (oligopoly)
- Q28: Who are India's top three trading partners?
- Q29: Name the three sectors of economy, what are their contributions.
- Q30: Is Indian economy still known as agriculture economy.

TALENT MANAGEMENT

Q1: what is the unique capability do you have rather than others?

Q2: As an HR professional what is your strategy to hire the best talent from the market.

Q3: what is attrition rate?

Q4: How Talent Management helps to build core competencies in employees.

Q5: what type of risk does talent management address?

Q6: what have you learn from the subject “Talent Management?”

Q7: How do you deal with the objections to talent Management by employee representatives?

Q8: How do you overcome the obstacles raised by a strong worker committee before launching a new process?

Q9: what are the characteristics of a good talent?

Q10: what will be your strategies to retain the best talent in companies?

Q11: How do you ensure the security of your employee data?

Q12: Usually talent management focuses on company higher level positions? Do you agree?

Q13: Difference between talent Management plans and team development plans

Q14: Which processes are included in talent management?

Q15: Explain some common selection errors

Q16: what are your expectations about the company and the job, if hired?

Q17: what are talent management software tools, name some

Q18: What suggestions would you make to improve sourcing methods?

Q19: bring out the difference between succession planning and career planning

Q20: As an HR professional howdo you deal with disengaged employees, suggest any motivational technique

Q21: What employment laws do you know? How do you stay up-to-date?

Q22: what are the techniques to boost employee engagement?

Q23: how can you build talent pipeline in your organization?

Q24: what do you think internet recruitment can result in effective results?

Q25: what do you mean by talent acquisition?

Domain Interview Question Bank for Placements (Marketing Area)

(A) Sales and distribution Management

- Q.1. Do you think you have excellent convincing skills to motivate a customer to buy your products?
- Q.2. How would you distinguish between Selling and Marketing? What things are common between the two?
- Q.3. The word target holds an important meaning in the career of a person who has opted for a sales and marketing job. What is your opinion?
- Q.4. What are the important traits a candidate needs to succeed in a sales job?
- Q.5. It is said that Smile and Patience are two vital aspects of a sales job. What is your opinion?
- Q.6. What is the definition of sale? To sell anything, you need to sell your skills first. What do you understand from this statement?
- Q.7. Is it comfortable to work under a team leader?
- Q.8. Which type of salary is the best in the sales industry – a fixed one or a salary based on incentives?
- Q.9. Share one incident where the sales job would be a learning experience for you?
- Q.10. What is the one thing which you like the most about a sales job?
- Q.11. What is your method to follow up the expected sale of a lot?
- Q.12. Tell us something about your creativity or methods to convince a customer for a big order?
- Q.13. Do you think that you have the potential to sell products which others are unable to?
- Q.14. Explain the special skills and qualities you have which make you perfect for a sales job?
- Q.15. How do you deal with a customer in a stressful situation?
- Q.16. How will you motivate your team to achieve targets in a tight deadline?

- Q.17. What aspects are important in sales?
- Q.18. Do you think that training of a salesperson can make him a star performer? How?
- Q.19. How will you motivate your subordinates to raise their performance graph?
- Q.20. How will you make a call to a potential customer to sell your products?
- Q.21. What is outside sales? How is it different from indoor sales?
- Q.22. Which is easier to deal with? The sales or the marketing aspect?
- Q.23. Do me a favour, Sell this pen to me.
- Q.24. For a new salesperson, what are his needs?
- Q.25. The simplest way to think of the nature of selling is that its function is to make a sale. Can you describe the Characteristics of Modern Selling?

(B) Services Marketing

- Q.1. Explain Service marketing. Also explain what is a service.
- Q.2. What are the 7 P's of Services marketing? Explain the 3 additional P's of service marketing.
- Q.3. How services marketing is different from goods marketing? Explain.
- Q.4. What are the Characteristics of Services?
- Q.5. What is a service encounter?
- Q.6. What is a servicescape?
- Q.7. What are the five most important dimensions of service quality also known as SERVQUAL?
- Q.8. What is Zero tolerance in services?
- Q.9. What is Service Economy? Is India a service economy?
- Q.10. What are Service Gaps? Can you explain them?
- Q.11. Explain the three basic Types of Services (Classification). Give examples of each type.

- Q.12. How would you make a customer satisfied in services?
- Q.13. Explain the importance of CRM in Services.
- Q.14. Is there any difference between an Expected service and a Perceived service? Explain.
- Q.15. What is Perishability in services? As a manager in hospitality business what marketing strategy would you follow to combat perishability? Can you give an appropriate example?
- Q.16. What is Experience economy? Compare it with service economy.
- Q.17. Is it possible for an economy to be based entirely on services?
- Q.18. What is the value of self-service in an economy?
- Q.19. Why do firms focus on Services?
- Q.20. How would you differentiate Goods and Services?
- Q.21. Can you explain the concept of Simultaneity in services?
- Q.22. "Customer is the Boss & Boss is always right" in services. Explain.
- Q.23. Why should you Focus on service marketing?
- Q.24. What do you think are the Challenges for services?
- Q.25. What is Internal marketing? Explain the concept of Services Marketing Triangle.

Interview Questions for Specialists in Marketing/ Consumer Behaviour

Conceptual questions :

Q1 What is / Tell me what do you know about / Explain -

1. Marketing
2. Product Life Cycle
3. Market Segmentation
4. Marketing Strategy
5. Marketing Mix or 4 Ps
6. STP
7. Branding
8. Channel Management
9. Retailing
10. Services Marketing
11. Relationship Marketing
12. Digital Marketing /Search engine marketing
13. Mass Marketing
14. Ethical Marketing
15. Cross Screen Marketing
16. Marketing /Consumer Research
17. B2B / B2C Marketing
18. BCG Matrix
19. Social Media Marketing
20. Sustainable Marketing
21. AIDA
22. Viral Marketing
23. Supermarkets /Hypermarkets

24. Pull and Push Strategy
25. Opinion Leadership
26. AIO
27. Positioning
28. Marketing myopia
29. Product Involvement
30. Post Purchase Dissonance
31. Grey Marketing
32. Differentiation
33. CRM –Customer Relationship marketing
34. Customer Loyalty / Retention
35. Customer Satisfaction
36. Brand Personality
37. Celebrity Endorsement
38. ATL / BTL activities in marketing
39. Consumer durables /convenience products
40. E- marketing
41. Mobile marketing
42. Marketing of luxury goods
43. Space selling
44. Niche marketing
45. PEST analysis
46. Cause related marketing
47. Green marketing
48. Mission statement
49. Micro marketing
50. Franchise
51. Chain stores
52. In home retaining
53. Cash n carry wholesalers
54. Dropshippers
55. Vending machines

56. Perceptual map
57. Point of purchase promotion
58. Impulse buying /products
59. Interactive marketing
60. Product line /extension
61. Test marketing
62. Customer Lifetime value
63. Kiosk
64. Psychographics
65. Big Box stores

Key differences between

1. Consumer vs Customer
2. Product vs Brand
3. Globalization vs Personalization
4. Strategy vs Tactics
5. Organized retail vs Unorganized retail
6. Marketing vs selling
7. Corporate selling vs direct selling
8. Space selling vs product selling vs concept selling vs IT selling
9. Vertical vs Horizontal marketing
10. Marketing and Advertising
11. Fad vs Fashion
12. Inbound vs Outbound marketing
13. Product marketing vs Service marketing

Long questions with backdrop of marketing

1. What do you think are key skills required for marketing ?
2. How are you better than others ?
3. Please sell (pen, mobile phone , key chain , furniture , smartboard, house , car , concert show , mineral water , fashion clothing,laptop etc.)

4. How do you think marketing scenario has changed today ?
5. Do you think mobile marketing/ email marketing/digital marketing / facebook is successful ?
6. In a bank / real estate / B2B companies , what do you think are the essentials required for marketing ?
7. In the wake of digitalization, how would you explain the role of a marketer ?
8. Consumers are constantly changing and are unpredictable . Comment .
9. Have you ever done marketing /selling ? what were your key learnings ?
10. What are the things that you do not wish to do in marketing ?
11. What are the key activities in a marketing function ?
12. Have you ever done direct selling /channel management / corporate marketing ?
13. Do you think you can work in stress ? Can you handle sales pressure ? How do you know ?
14. Why do you think online marketing is so effective ?
15. What motivates you ? Money or recognition ?
16. Are you comfortable with field work ?
17. Comment about the advertisements today .Which is your favorite Ad?
18. Have you ever participated in exhibitions for marketing? what do you know about it ?
19. What is the most interesting thing about marketing ?
20. Which is your favorite online website and why ?
21. Design a marketing strategy for a newly launches laptop, smartphone , gaming studio, event management , etc .
22. How do you think GPRS/ vending machines can be used for marketing ?
23. How would you design marketing strategy for a luxury good/ saving account ?
24. What is the trend in Retail Industry/ Banking / etc . ?why do think IT is needed in Retail ?
25. Automation and marketing go hand in hand . Do u agree?
26. Have you ever done marketing for events? Did you get sponsorships?
27. What is the latest trend in marketing ?
28. What makes a brand successful ? Can you illustrate with help of an example .
29. How can you generate leads for saving a/c, insurance etc . ?
30. What is Location based marketing ?

Interview Questions on IMC

1. Why are you interested in advertising as a career?
2. Describe an ad campaign that worked.
3. Describe an ad campaign that didn't work.
4. What is your favorite campaign, past and present, and why?
5. What tools have you used to create ad campaigns?
6. Do you have media planning experience?
7. How would you integrate social media into advertising campaigns?
8. If advertising became obsolete, what would your next career field be?
9. Present one of our current clients to us.
10. How do you measure the effectiveness of an advertising campaign?
11. How would you design and implement an advertising campaign for a new product?
12. How would you persuade a customer that our product was better than the competition's?
13. How would you react to an unhappy client?
14. Is any publicity, even bad, good publicity?
15. What qualities are needed for success in this field?
16. What are the major trends in advertising today?
17. What is the difference between marketing, sales, and advertising?
18. What is the most effective way to measure and track advertising campaigns?
19. What do you consider to be the most effective form of advertising? Why?
20. What is this company's mission?
21. Do you understand our target market and clients?
22. How would you describe this agency?
23. Why would this agency be a good fit for you?
24. How will you choose the best media to promote your organization?
25. Explain Advertising.
26. What are the various media available for Advertising in today's world?
27. What would you do if you run out of ideas for a new AD?
28. How would you describe the current advertising field as it stands right now?
29. What do you see as the future of advertising?
30. What types of advertising tools have you worked with?
31. Describe a time that you used an advertising strategy that failed.
32. Describe some of the advertising strategies/platforms/campaigns you have created.
33. What types of testing do you use to gauge the effectiveness of your advertising project?
34. What made you decide to go into advertising?
35. Do you understand our target market/demographic?
36. How would you compare advertising today to what it was like 10 years ago?
37. What do you consider the most effective current form of advertising?
38. What do you feel most unsuccessful companies lack in terms of advertising?
39. What do you consider an effective advertisement and how do you evaluate it?

40. How do you develop your advertising strategies?
41. What expertise do you have that makes you a better candidate than other applicants?
42. Do you believe there is such thing as “bad publicity?”
43. What brands inspire you? Why do you think their campaigns are effective?

44. How do current trends in the advertising industry inform your work?

45. Which of our clients would you like to work with? Why?
46. What sets us apart from our competitors?
47. Describe the clients you’re working with now. Are they B2B? B2C?
48. Describe a time you had to sell something.
49. What would you consider your most creative work in this field?
50. How do you prioritize your workload with multiple clients?
51. Describe a time your client disagreed with the marketing strategy. How did you handle it?
52. What systems have you used to stay on budget with your projects?
53. How would you rate yourself on meeting deadlines?
54. How does your current team handle reporting and analytics?
55. Talk about some integrated campaigns you’ve worked on. Which channels did you use and why?
56. What is your experience with offline channels? How have you integrated them with online channels?
57. Describe a time you worked with a team towards a shared goal.

Interview Questions on Digital Marketing

1. What is Digital Marketing?
2. What are the types of Digital Marketing?
3. What is the difference between Direct Marketing and Branding?
4. What is Google AdWords Remarketing?
5. What attracted you to Digital Marketing industry?
6. What do you enjoy most about working in Digital Marketing?
7. Where do you want to see yourself 5 years down in the Digital Marketing sector?
8. Talk about one of your most effective campaigns. What made them so effective?
9. How do you know when a campaign has failed? What metrics do you use?
10. What does the conversion funnel look like at your company?
11. How many people are on your current marketing team? What are their roles?
12. How would you describe your current brand’s tone of voice and visual identity?
13. How do your customers inform your approach to brand-building?

14. How do you get product feedback from your customers?
15. What tools do you use to stay organized?
16. Talk about your experience with editorial calendars.
17. What is the relationship between SEO and content marketing?
18. What are some common SEO mistakes in digital content production?
19. What are the most important and effective social media channels for your brand?
20. What is your experience with marketing automation?
21. What role does paid advertising play in your overall strategy?
22. What is your experience with co-marketing campaigns?
23. What is the importance of thought leadership at your current organization?
24. Describe a time you worked with a team to create a campaign on a tight budget.
25. What is your approach to structuring a marketing budget?
26. What is your approach to editing copy?
27. Describe a time you gave constructive feedback to a colleague.
28. Describe a time your team didn't agree with your direction. How did you handle it?
29. How would you handle negative feedback about your brand?
30. What's interesting about our current marketing? What could we do better?
31. **What is the role of SEO in digital marketing?**
32. What are the main areas where keywords used to optimize website ranking?
33. Which form of marketing is best: SEO, PPC or Digital Marketing?
34. How do you think your knowledge of digital marketing will benefit our company?
35. What enticed you to this digital marketing vacancy?
36. What are a few of the important online marketing tools?
37. What are the traits of bad links?
38. What is your experience with market automation tools?
39. What do you know about PPC?
40. What are the primary models for determining Pay Per Click?
41. Where should you use your keywords to optimize your site ranking?
42. What do you mean by on-page and off-page optimization?
43. How would you avoid the penalty in digital marketing?
44. How will you rate yourself on the scale of 1 to 10 on the basis of your Digital Marketing knowledge?
45. How do you stay updated with news and latest Digital Marketing trends?

JAIPURIA INSTITUTE OF MANAGEMENT
FINANCIAL MANAGEMENT – KMB 204

QUESTION BANK

UNIT -1 (Short Questions)

1. Define finance function
2. Define financial management
3. Profit vs. wealth maximization
4. Total risk equals to diversifiable and non-diversifiable.
5. Explain wealth maximization.
6. What is time value of money
7. Explain rule of 72
8. Systematic Vs. Unsystematic risk
9. Relevance of CAPM model
10. Primary vs. Secondary Market

UNIT -2

1. What is capitalization?
2. What is preference share?
3. What is right issue?
4. Define sweat Equity
5. What is bonus Share?
6. What is IRR?
7. What are deep discount bonds?
8. Define pay back method
9. What are Debentures?
10. What is marginal cost of capital?
11. What is NPV ?

UNIT 3

1. Define financial Leverage
2. Define EBIT-EPS Analysis
3. Define Retained Earnings
4. Explain debt free company
5. Define pecking order theory
6. Explain Trading on Equity

UNIT 4

1. What is Gordon model
2. Explain dividend policy

3. Define Dividend
4. What is Ploughing back of profit?
5. What is retention Ratio?

UNIT 5

1. Define Operating cycle
2. Explain JIT
3. What is Zero working Capital?
4. Define Receivables
5. Define Factoring
6. What is ABC analysis
7. What is inventory Control?

Long Questions(UNIT 1-5)

1. "The principle focus of finance is on decisions and actions which affects the value of firm". How does financial management help to maximize it?
2. Explain meaning nature and scope of business finance.
3. Differentiate profit maximization and wealth maximization.
4. Explain the concept of time value of money.
5. Profit maximization does not provide manager with operational efficiency. Critically Evaluate.
6. Financial management has changed substantially in scope and complexity in the recent decades. How would you account for this trend? In what respect modern day finance differ from traditional in their scope.
7. Write a detailed note on Indian financial system
8. What is leverage? Explain its types and limitations
9. What are the different sources of capital? Explain
10. Discuss the basic features of Equity Share, preference share and Debenture.
11. Write short notes on; Trade credit, Accrued Expenses and Deferred income
12. Explain the relevance approach of Dividend with the help of Walters model
13. Write a note on MM approach of capital structure
14. Write a detailed note on Inventory management Techniques
15. What is weighted average cost of Capital? How it is calculated? Explain
16. Differentiate between NI and NOI approach of capital planning
17. Explain the demerits of over and Under capitalization
18. What is working Capital? Explain its determinants and components.
19. What is Capital Budgeting? Differentiate between NPV and IRR
20. Write short notes on

a. Cash Management b. Receivables c. EBIT – EPS analysis