



**RUKMINI DEVI**  
Institute of Advanced Studies

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NAAC Accredited, 'A+' Grade(2nd Cycle)  
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Highest category 'A' by Joint Assessment Committee  
of GGSIPU & DHE, Govt. of NCT of Delhi.

## **DOSSIER**

*ON*

*Mock Interview-Marketing Club (Internal Event)*

## **Marketing Club**

*ON*

*07/09/2019 - 14/09/2019*



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<b>Designation:</b>	Associate Professor
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<b>Title</b>	Submission of Dossier for "Mock Interview-Marketing Club"
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<b>Date</b>	07/09/2019

### Summary

Vipanan- the Marketing Club organized Mock Interviews for the students of MBA in order to enhance interview skills of the students.

The Mock interviews were planned with the objective of helping the students to prepare better for the placement interviews they will be facing. It provided the students a platform to prepare, practice and experience how a real-life job interview feels like. Familiarizing themselves with the interview environment beforehand in a relaxed and stress-free environment gives them an edge over their peers.

The other important reason for conducting this simulation exercise was to help the students to improve their subject knowledge, theoretically and practically. With the above objectives, mock interviews were scheduled with all the students who had opted for Marketing as Major and Minor in their MBA third semester. In total, 210 students with marketing as major and minor specialization registered for the interviews, out of which total 187 were present. The interview was conducted by 10 Marketing specialization faculty members in the span of 4 days.

The evaluation criteria for this exercise were: Subject Knowledge Industry knowledge(Examples to fit the concept), Convincing skills , Personality

Students were given feedback individually on the same. The most important part of the interview is that students were given a personal analysis on their respective curriculum vitae. Students participated with enthusiasm and eagerly discussed their feedback with the respective faculty members. This exercise was useful for students as it gave them a perspective on what is expected from them and how they can improve their skills.

The exercise proved to be useful for the faculty as well, as they were able to understand the areas where students are lacking behind. Over all the students performed fairly.

### Dossier Image



Students giving the best.



Students trying to give best examples of marketing concepts.



Students answering questions of interviewer



Students trying to convince interviewer.