



GL BAJAJ

Institute of Management & Research

Approved by A.I.C.T.E., Ministry of HRD, Govt. of India

Roll No.....

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) – 201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2017-19)
MID TERM EXAMINATION (TERM-IV)

Subject Name: **Art of Self Branding for Successful Corporate Inning**

Time: 01:30 hrs

Subject Code: **PG-26**

Max Marks: **20**

Note:

1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.
2. All questions are compulsory in Section A, B & C. Section A carries a Case Study with 2 questions of 4 marks each. Section B carries 3 questions of 2 marks each and Section C carries 2 questions of 3 marks each.

SECTION A

04×04 = 08 Marks

Q.1: Read the Case Study and answer the questions given below:

Harvard Business Review by Amy Gallo

Turn it around when it's going badly:

Rutger Von Post had recently been promoted and was interviewing candidates to fill his previous role as marketing associate. The position required strong sales and influence skills as the main task was to call and convince executives to meet to discuss the firm's consulting services.

In one particular interview, the candidate, Thomas*, was failing and Rutger was eager to end the conversation. "He was unable to convince me that he had what it took to influence someone to take a meeting," he says. As he was wrapping up, Rutger inquired whether he had any questions. Thomas said he did and then asked, "Do you have any concerns about my ability to do well in this job?" Rutger says, "I was taken aback by the directness of the question but I replied that yes, I did in fact have concerns." He then told Thomas why he didn't think he could do the job. Thomas asked for permission to address each of Rutger's points. He did, much to Rutger's surprise and satisfaction. "Basically, by countering my objections he 'sold himself' to me and demonstrated the exact skills I was looking for," he says. Rutger passed Thomas on to the next round of interviews and Thomas eventually got the job.

- a) What is the problem statement / challenge that Thomas (interviewee) had to experience in the interview process? What mechanism did he adopt to overcome the challenge?
- b) If you were "Thomas" how would you challenge your abilities to be successful in the Interview. Discuss with the concepts of "Techniques in Handling Tough Questions" in interview process.

SECTION B

02×03 = 06 Marks

Answer the following Interview Questions:

Q.2: If you were interviewed by an Interviewer for a marketing job position at HDFC Bank. How would you convince the interviewer that you are the right candidate for the job?

Q.3.: Tell me about a challenge or conflict you've faced during summer internship, and how you dealt with it?

Q.4: We're considering two other candidates for this position. Why should we hire you rather than someone else?

SECTION C

03×02 = 06 Marks

Q.5 Using **the Six Thinking Hats Model of Edward De Bono** discuss the creativity in the topic for a Group Discussion: “ **INDIAN YOUTH – CONFIDENT OR CONFUSED**”.

Q.6: Using the 16 PF Test for “Knowing Thy Self” mention your 3 Strengths and 3 Weaknesses and elaborate with “Story Building” Concept for each of the strengths and weaknesses.