

## CONCEPTS REQUIRED TO ATTEND AN INTERVIEW

### 1 HR Concepts :-

- **Managements & its functions**
- **Management By Objectives [M B O ]**
- **Grievance Management**
- **Diff B/W Conflict & grievance**
- **Conflict resolution**
- **Industrial relations**
- **Process of Bargaining – Collective Bargaining**
- **Define Worker’s Union**
- **Define Trade Union**
- **Quality of Work Life**
- **Work Force Diversity**
- **Quality Circles**
- **Stress Interview**
- **Stress Management**
- **What is FLSA [ Fair Labour Standards Act of 1938 ]**
- **What is F M L A [Family & Medical Leave Act of 1993 ]**
- **E E O C [ Equal Employment Oppurtunity Commission ]**
- **Psychological Contract**
- **H R M Functions**
- **Employee Retention**
- **Employee Attrition Rate**

- **Parallel Learning Organisation**
- **World Class Organisation**
- **Six Sigma**
- **H R Research**
- **On What Dimensions HR Policies are framed ?**
- **When do an Employee Become an Asset to an Organisation**
- **Johari's Window**
- **360 ' Appraisal**
- **HRP – Huma Resource Planning**
- **Methods of Job Analysis**
- **Diff B/W Job Description & Job Specification**
- **What do you mean by Continous Improvement ?**

**[Plan – Do – Check – Act ]**

- **Fringe Benefits**
- **Span of Management**
- **Psychometric test**
- **Critical Incident Method**
- **Personnel Management**
- **Organisational Excellence**
- **Bench Marking**
- **E F Q M [ European Foundation for Quality Management ]**
- **Arousal – Related to performance Management**
- **Competency Mapping**
- **Human Capital**
- **Accession Rate**

- **Intrinsic & Extrinsic Compensation**
- **Merit Pay**
- **Incentive Pay**
- **Deffered Income**
- **Perks**
- **Industrial Dispute**
- **Total Reward System**
- **3 P Compensation [ Pay for Position, Person, Performance ]**
- **HR Strategy**
- **Lock Out [ Diff B/W LockOut & Strike ]**
- **What do you mean by HR Lay Off ?**
- **HR Out Sourcing**
- **Group Incentives**
- **What is O \* NET [U S Dept of Labour's Occupational Information Network ]**
- **Employee Motivation**
- **Diff B/W Moral & Morale ?**
- **K P I - Key Performance Indicators**
- **K P A – Key Performance Area**
- **K R A – Key Result Area**
- **Diff B/W 180 ' & 360 ' Appraisal ?**
- **Balanced Score Card**
- **Assessment Centre**
- **Diff B/W Trait & Behaviour**
- **HR Scorecard**
- **HR Matrix**

- **Performance Matrix**
- **Absence Management**
- **HRA – Human Resource Accounting**
- **Methods of Performance Appraisal**
- **H R D – Human Resource Development**
- **E - Recruitment**
- **H R – ROI [ Return on Investment ]**
- **J I T – Job Instruction Technique**
- **On – The Job & Off the Job Training**
- **Job Rotation .**
- **Diff B/W Coaching & Mentoring .**

## Important Concepts to Attend an Interview

### HR Concepts

- Difference between HRM & Personal Mngt .
- Difference between Selection & Recruitment .
- Difference between Organisational learning & Learning Organisation .
- Difference B/W Organisational Climate & Culture .
- Difference B/W Job enrichment & enlargement .
- Difference B/W layoff & retrenchment & termination
- Job analysis ., Green Recruitment .
- Diff B/W Performance Appraisal & performance Mngt .
- Maslow's Need Hierarchy .
- Herzberg's Two factor theory .
- Transaction Analysis .
- Job Hopping .
- Whistle Blowing .
- Eustress .
- Glass Ceiling .
- Communication barriers .
- Grapevine .
- Talent Crunch .

- Retention Tools .

### **Important concepts to Attend an Interview**

- ABC Analysis .
- Account Receivables .
- Accounting Rate of Return ARR
- Annuity
- Arbitrage .
- Bill of Exchange
- Book Value
- Capital Budgeting .
- Capital Market Line .
- Capital Structure .
- Certificate of Deposit
- Commercial Paper
- Compound Interest .
- Cost of Capital
- Cost of Debenture .
- Cost of Equity
- Cost of Preference Share
- Credit Period
- Credit Policy
- Credit Standards .
- Credit Terms
- Current Asset
- Current Liability

- **Debenture .**
- **Discounting .**
- **Dividend .**
- **Economic Order Quantity .**
- **Factoring .**
- **Financial Leverage [ trading as equity ]**
- **Flotation cost**
- **Indenture**
- **Initial Public Offering [ IPO ]**
- **Internal Rate of Return .**
- **Intrinsic Value**
- **Inventory Carrying Cost .**
- **Just-in-Time [ JIT ] System**
- **Letter of Credit**
- **Leverage**
- **Mutually Exclusive Projects .**
- **Operating Cycle .**
- **Opportunity Cost .**
- **Optimum Capital Structure .**
- **Pay Back Period .**
- **Pay Out Ratio .**
- **Preference Share .**
- **Present Value .**
- **Primary Market .**
- **Private Equity .**
- **Profitability Index .**
- **Proprietary Ratio .**
- **Public Deposits .**
- **RADR .**

- **Salvage Value .**
- **Secondary Market .**
- **Stock Dividend .**
- **Systematic Risk .**
- **Treasury Bill .**
- **Unsystematic Risk .**
- **Weighted Average Cost of Capital , WACC .**
- **Working Capital .**



- **What is Investment Management ?**
- **Risk Premium .**
- **Risk Aversion .**
- **Fundamental Analysis .**
- **Technical Analysis .**
- **Efficient Market Hypothesis .**
- **Bond / Debenture**
- **Bond Indenture .**
- **Yield to Maturity .**
- **Yield to call**
- **Convertible Bonds .**
- **Deep discount Bonds .**
- **Bond Immunization .**
- **Common Stock .**
- **Sensex .**
- **NIFTY**
- **Portfolio**
- **Risk and Return**
- **Capital Market Line .**
- **Capital Asset Pricing Model .**
- **Net Asset Value .**
- **Mutual Fund .**
- **Types of Mutual Fund .**
- **Systematic Risk .**
- **Unsystematic Risk**
- **Value at Risk .**
- **CashFlow at Risk .**

- Risk Avoidance .
- Risk Retention .
- Risk Transfer .
- Loss Control .
- Asset – Liability Management .
- Interest – Rate Risk
- Liquidity Risk .
- Credit Risk .
- Exchange Rate Risk .
- Derivatives .
- Forwards .
- Futures .
- Options .
- Swaps .
- Clearing House .
- Margin .
- Hedgers .
- Speculations .
- Arbitrageurs .
- Hedge Ratio .
- Call Option .
- Put Option .
- Stock Exchange .

## **Important Concepts On Interviewing ; On Marketing**

### **How to Attend Interview :**

- **Introduce himself .**
- **How to answer When asked about Salary .**
- **Why He / She Left the Previous Job .**
- **Personal Details .**
- **Talking Positively .**
- **Body Language .**
- **Dressing Style .**

### **Marketing Specialisation**

#### **Applying For Banking Industry .**

### **Important Questions .**

- **BCG – Matrix .**
- **Green Marketing .**
- **How to Convenience a Customer .**
- **Difference Between Marketing & Selling .**
- **Customer & Consumer**
- **One Ex . of How to Sell Product**  
Eg Life Insurance .
  - **Tone & Expression .**
- **Service Marketing .**
- **Segmentation .**

- **Target Marketing .**
- **Positioning .**
- **Consumer delight & Satisfaction .**
- **Service Triangle .**
- **Family Life Cycle .**
- **Why Companies Going for CSR .**
- **Marketing Mix .**
- **Difference between Advertising and Publicity .**
- **Global Marketing .**
- **Promotion Mix .**
- **Product life Cycle .**
- **New Product Development .**
- **Branding**
- **CRM Implementation .**
- **Road Map .**
- **Relationship Marketing .**
- **Customer Life time Value .**
- **Customer Loyalty .**
- **Customer Retention .**
- **Customer Strategy Grid .**
- **Customer Satisfaction .**
- **Performance Management .**
- **Customer Acquisition .**
- **Customer Retention .**
- **Customer Loyalty .**
- **Web Based Customer Support**
- **Customer Strategy Grid .**
- **Salse Force Automation .**
- **Spilt – Brain Theory .**

- **Repositioning .**
- **Brand Equity .**
- **Risk – Return Analysis .**
- **Test Marketing .**
- **Integrated Marketing Communication .**
- **Market Logistics .**
- **Internet Marketing .**
- **Product Launching .**
- **Packing and Packaging .**
- **Macro Environment .**
- **Micro Environment .**
- **Marketing Audit .**
- **Sales Promotion eg**
- **Personal Selling eg**
- **Distribution Channel .**
- **Seven Os**
- **Consumer Behaviour .**

## Frequently Asked Finance Questions

- Why do capital expenditure increases assets [ estimated benefits ]
- Walk me through a cash flow statement.
- What is working Capital.
- How is it possible for company to show positive net income but go Bankrupt. [depn ]
- I buy a piece of equipment, walk me through the impact on three Financial statements  
(a) No entry in IS b) FS on cash balance < Asset > C) Cash Out flow
- How is income statement linked to the balance sheet
- What is goodwill
- How do you forecast R & D expenses
- Double entry system
- What is an Accounting cycle
- Proved Reserves & Probable reserves
- Operating cycle
- Who are the financiers of the company
- Difference between P & L a/c and Income & Expenditure Statement
- Difference between an account and Statement
- Difference between Journal Entry & ledger
- What are the debentures
- What is T.bill
- What is Net worth of a company
- What is Demat a/c
- What did the BSE sensx close at Yesterday

- Is it true Indian currency has to be converted in to foreign exchange before going to other countries
- Being a finance manager of a company, how do you forecast the the finance requirements
- What is retained earnings
- Define fair value
- Entry of Depreciation
- What is your investing strategy
- Diff between the asset management and investment management
- Accounting Vs Management Accounting
- Costing Vs Cost accounting
- What is fictitious Asset
- Authorized Capital Vs Paid up capital
- Difference between bank rate & repo rate
- What is GDP
- Why a company may choose debt over equity