

CONCEPTS REQUIRED TO ATTEND AN INTERVIEW

1HR Concepts :-

- Managements & its functions
- Management By Objectives [MBO]
- 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 FMLA [Family & Medical Leave Act of 1993]
- EEOC [Equal Employment Opportunity Commission]
- Psychological Contract
- HRM 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
- Appraisal
- HRP – Human Resource Planning
- Methods of Job Analysis
- Diff B/W Job Description & Job Specification
- What do you mean by Continuous Improvement?
[Plan – Do – Check – Act]
- Fringe Benefits
- Span of Management
- Psychometric test
- Critical Incident Method
- Personnel Management
- Organisational Excellence
- Bench Marking
- EFQM [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
- 3P Compensation [Pay for Position, Person, Performance]
- HR Strategy
- Lock Out [Diff B/W Lock Out & Strike]
- What do you mean by HR Lay Off?
- HR Out Sourcing
- Group Incentives
- What is O * NET [US 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 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
- HRD – Human Resource Development
- E - Recruitment
- HR – ROI [Return on Investment]
- JIT – 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
- WhistleBlowing .
- 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 [rating 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.

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- 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.
- Deepdiscount Bonds .
- Bond Immunization.
- Common Stock.
- Sensex .
- NIFTY
- Portfolio
- Risk and Return
- Capital Market Line .
- Capital Asset PricingModel .
- 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
- LiquidityRisk .
- Credit Risk .
- Exchange Rate Risk.
- Derivatives .
- Forwards .
- Futures .
- Options .
- Swap.
- 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.
- RelationshipMarketing .
- Customer Life time Value.
- Customer Loyalty.
- Customer Retention.
- Customer Strategy Grid.
- Customer Satisfaction.
- Performance Management.
- Customer Acquisition.
- Customer Retention.
- Customer Loyalty.
- Web Based Customer Suport
- Customer Strategy Grid.
- Salse Force Automation.
- Sjt – 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 th
- 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 sensex 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