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NEWSLETTER

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HOW TO FACE STRESS IN INTERVIEWS



AURORA'S BUSINESS SCHOOL

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FROM THE DIRECTOR'S DESK

Dr. Raghu Naga Prabhakar
Director
AURORA'S BUSINESS SCHOOL

Dear reader,

I am delighted to release May 2019 issue of the newsletter covering achievements and memorable events that took place at the Aurora's Business School. The book review appearing in the issue is thought provoking. I congratulate the students who are placed with Kotak Mahindra Bank, ICICI Bank, US Tech Solutions. I wish them well in their careers with the companies they have chosen to join.

With warm wishes to all.

Business NEWS

June, 2019

Walmart expects ease of doing business in India to get easier

Walmart India, the local unit of the world's biggest retailer, said it is upbeat on the regulatory progress in India's retail market and continuity in the government could accelerate ease of doing business further. "With the government getting the second mandate, our (ease of doing business) rankings will improve significantly further," Krish Iyer, president, and chief executive of Walmart India, told ET. "I have no doubt in my mind that cash-and-carry businesses and even businesses as a whole, retail companies and foreign investors will find it easier to set up stores in India."

Yes Bank in talks with Personal Equity funds for equity money

Yes Bank NSE -1.43 %, facing investor wrath over the actual amount of its stressed assets, is in talks with two private equity investors – Advent International and Apax Partners – to raise equity funds to build investor confidence after attempts for a share sale to a broader set of institutional investors did not materialise, said two people familiar with the matter.

YES Bank falls 2% amid fund raising plans

Shares of YES Bank NSE -1.43 % declined over 2 per cent to Rs 144.60 in Monday's morning session amid reports that the private lender is in talks with PE funds for equity money to build investor confidence. Facing investor wrath over the actual amount of its stressed assets, YES Bank is in talks with two private equity investors – Advent International and Apax Partners – to raise equity funds to build investor confidence after attempts for a share sale to a broader set of institutional investors did not materialise, ET reported, quoting two people familiar with the matter.

What the market rebound is telling investors

Investors heavily exposed to US stocks just had their best week of the year. But the rebound also raised several questions related to market behavior, policy and economics. How they are answered will prove consequential not only for market prospects but for the global economy. And, notwithstanding the lack of decisive answers at this stage, there are already implications for investment portfolios. Last week's strong US equity performance stood in stark contrast to two other market developments.

Google expands its sales team in India

Google is expanding its sales team in India as it looks to woo more enterprises to host applications on its cloud platform. The move comes as the search engine giant aggressively competes with rivals such as Microsoft's Azure and Amazon Web Services in the country. Google is expanding its sales team in India as it looks to woo more enterprises to host applications on its cloud platform. The move comes as the search engine giant aggressively competes with rivals such as Microsoft's Azure and Amazon Web Services in the country.

Bank of Baroda experiments with vertical structure for operational synergies

In a sudden move towards organisational restructuring, Bank of Baroda NSE -0.58 % has closed all regional offices under its Mumbai zone and created vertical structures to achieve operational synergies. The bank, after its mega merger with Dena Bank and Vijaya Bank, has decided to have exclusive teams for business generation and outbound sales while another set of teams will look after administration, service and support function. This vertical system is only for businesses under Mumbai zone for the time being.

Sebi tightens rules for usage of client funds by brokerages

Capital market regulator the Securities and Exchange Board of India (Sebi) has tightened the rules for usage of client funds by brokerages. As per the new rules, brokers have been asked to transfer the securities to their client accounts within one day of receiving payment. In case if the client defaults on the payment, brokers have been asked to hold the securities up to five days post which they can liquidate the securities in the market and recover dues. "Under no circumstances, shall the securities of the clients received in pay-out be retained by the trading member (Brokers) beyond five trading days and be used for any other purpose," said the Sebi circular.

Hyundai wants to make a million cars in India

Hyundai Motor Group is targeting to produce one million units in India over the next three years, emboldened

by the recent entry of affiliate Kia Motors into the domestic market. If it manages to achieve the target, the South Korean automobile leader would be the first after Maruti SuzukiNSE -0.58 % to hit the milestone in India. This essentially would mean one in every five cars produced in India would come from the group's stables. "Hyundai already produces 700,000 units and with our 300,000 (vehicles), we should have a combined sale of a million units," Kia Motors Corporation president and CEO H W Park told ET earlier. "Along with Hyundai, we will conquer the Indian market. As a group, with production, we will achieve that number. Already Hyundai has reached that number; it is our turn to achieve our numbers." Maruti Suzuki — which accounts for one out of every two cars sold locally — produced 1.86 million units in the last financial year. Hyundai came a distant second with an output of 7 lakh units in the same period.

Crypto currency is back: Here is why India should not ban it

Even as plans are afoot to launch a digital rupee, India proposes to ban crypto currencies altogether, and a law is reportedly in the works that would make holding crypto currencies a crime that would put you in jail. RBI has already banned crypto currencies. This is myopic. India needs to be open to the possibility of using crypto currencies for international payments bypassing the dollar NSE 0.84 %. Cryptocurrencies have a bad name and that is probably well-earned. But all currencies that move around using the blockchain technology are not of the same kind. A subgroup is called stablecoins. Unlike bitcoins, which can be produced independently of any central bank, whose value is unstable and whose total numbers would hit a predetermined ceiling, stablecoins are linked to fiat currency, managed by banks and other reliable entities.

Accenture's BFSI commentary holds out some hope for Indian IT

Accenture said it has seen an improvement in banking and financial services, a good sign for Indian IT services companies that were concerned about growth from their largest business segment, but analysts still expect volatility in their results.

IndusInd Bank now owns 2.58% in Satin Creditcare

Private sector IndusInd BankNSE -1.35 % has now become 2.58 per cent owner of micro-finance firm Satin Creditcare following allotment of 13.43 lakh equities against preference shares. Satin had allotted optionally convertible cumulative redeemable preference shares to IndusInd on Dec 28, 2017 at Rs 335 each for which full amount was paid at the time of allotment. Satin has also converted 17.9 lakh preference shares into equities.

Ecommerce companies, tech startups bullish on hiring

Ecommerce companies and startups are ramping up hiring, with technology and supply chain experts much in demand, as they look to strengthen business backbone and scale up. The sector is expected to add more than 44,000 new jobs in the first half of this fiscal year, according to TeamLease Research, with high demand for professionals likely to push up compensation levels. Companies including Swiggy, Oyo, Byju's, Extramarks and Zomato, are set to ramp up teams by at least 25% this year.

Capital market crucial for economy; RBI taking efforts to expand investor base: Viral Acharya

Outgoing RBI Deputy Governor Viral V Acharya Saturday said capital markets play crucial role in the economic development of a country and the Reserve Bank has been taking efforts to expand the investor base. Capital markets provide financial resources for the long-term sustainable development of the economy, therefore it is considered an important element in the macro-financial policy toolkit.

Investors with a higher risk appetite may buy India-MART

ET Intelligence Group: India-MART InterMESH plans to raise up to Rs 475 crore through an initial public offering (IPO) to provide a partial exit to promoters, who will reduce stake to 52.6 per cent from 57.6 per cent. Some of the other shareholders including Intel Capital, Amadeus Capital Partners and Quona Capital, which cumulatively own about 24 per cent will also partially sell their stakes. The company reported double-digit revenue growth in the past three years and turned profitable in FY18. It has zero debt and sizeable cash balance. Given these factors and risks such as dependence on subscription revenue from SMEs, investors with a higher risk appetite may consider the IPO.

RBI launches CMS for filing online complaints against banks, NBFCs

The Reserve Bank of India Monday launched an application on its website for lodging complaints against banks and NBFCs with a view to improve customer experience in timely redressal of grievances. The Complaint Management System (CMS) is a software application to facilitate RBI's grievance redressal process. Customers can lodge complaints against any regulated entity with public interface such as commercial banks, urban cooperative banks, Non-Banking Financial Companies (NBFCs).

GLOBAL WARMING AND CLIMATE CHANGE

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Book-review

Dr. Duggirala Raj kishore brought out a collection of thought provoking essays, referring to prestigious research journals and global reports. These are more than 30 essays, based on the following.

1. IPCC (Intergovernmental Panel on Climate Change)
2. GRL (Geo physical Research Letter)
3. Nature Climate Change
4. World Food Programme
5. Human Rights Watch
6. United Nations environment Programme (UNEP)
7. Lancet
8. IPBES (Inter governmental science Policy platform on Biodiversity and Eco System Sciences).
9. Nature

Though the writer wrote these essays in a regional language, Telugu, the issues he discussed in them are universal. There are more than 2200 planets in the universe, which are scientifically invented. But there has never been any evidence in any one of them regarding the existence of living things. In any planet, living things can survive only when oxygen, water and favourable climate are available, sufficiently. The magnetic field, which is the main base for the existence of various gases is the ozone layer which shrouds the Earth, preventing very dangerous ultraviolet rays. Because of this magnetic field, the ionised gases by extreme ultraviolet rays are prevented from entering into the space. That is why species survive on the Earth. Such species friendly circumstances cannot be seen on any planet, except on the Earth. It is the reason for our inheriting such precious natural wealth.

Crores of years after these favorable circumstances, life started taking shape. Favourable climate means pure water, unpolluted air, and bearable temperature for the species. These three elements are interdependent which affect the Earth's atmosphere. If one is out of balance, the remaining two are affected badly. Unfortunately, man is influencing these three elements, by his irresponsible activities.

Dr. Raj Kishore aims that an average human being is not aware of the reasons for the changes in the climate. Some reasons may be regional but many seem to be geographical. Dr Raj Kishore studied the research papers brought out by global scientific research institutes and translated them into clear and easy terms so that even a common man gets insight into these issues.

The discussion on environment is a serious one which should be very constructive and scientifically proved and acceptable. Global warming implies the atmosphere on the Earth's surface becoming hotter. Due to over industrialization, poisonous gasses like carbon dioxide, methane etc are produced in large scale. They prevent the infra-red radiation from going up; resulting in the high increase in temperature worldwide. Due to global warming the ice melts at Arctic and Antarctica continents leading to the rise of water level in oceans. As the water level rises, many species on Earth are becoming extinct. The life of those who live in coastal areas is becoming unbearable. As the sea-water enters into fields, the increased percentage of salt is destroying the soil, making the peasants of the region migrate to other areas. Dr. Raj Kishore apply calls them "Climate refugees". In some regions, Global warming is making the forests dry, endangering the species there. Amazon rain forest is the standing example for this.

Even in our country, we are witnessing dearth of rain in north-eastern regions and heavy rain fall in western regions, reversing the normal course. Untimely rainfall is also becoming rampant for the last 10 years, the number of hurricanes is on rise, worldwide. Global warming is the reason for all this catastrophe.

In developed countries, especially in America, we hear a peculiar argument that global warming is a natural process. Once the globe was covered with snow during the Glacial period. Similarly temperature is increasing now. It subsides itself and we need not do anything to prevent it. Those who argue like this are in minority but we should not fail to note that they are all industrialists. Their ulterior aim is that the poisonous gases emitting from their industries should not be curbed. But all the recent researches are against their arguments. They confirm that It is the man who exploits the nature indiscriminately and destroys it, causing these evil repercussions.

Due to global warming, the moisture in the air decreases, the dust particles rise abnormally, causing lung-problems, allergies etc. All these happenings are interrelated. People are migrating from coastal and forest regions, taking their diseases along with them. Dr. Raj Kishore dwelt on the evil effects of using plastic. When we know the reasons for the negative changes in the environment, we can solve the related problems easily. For example, in 1980's the 'ozone hole' was discovered and its dangerous consequences were known. Then the scientists and political leaders decided to reduce Chloro. Fluoro. Carbons to prevent the ozone from getting thinned. Hence the laws followed not to omit gasses from refrigerators and other such industries, which show a negative impact on the ozone layer. Similarly, the Carbon-dioxide gasses have to be curbed by strict laws.

Global warming should be dealt with sincerely. International agreements and legislations should be arrived at to decrease green house gases, to do away with fossil fuel, to offer tax exemptions for alternative power resources like solar energy etc. Every human being should contribute his self not to misuse natural resources. A sincere pledge has to be taken not to use plastic, not to waste water and power, to adopt car pooling and avoiding using vehicles as far as possible, to plant trees in plenty etc. Dr. Raj Kishore Quotes the 'Bhoosooktha' which preaches", Nature has enough for human need **but not for human greed**".

Source: Dr. D. P Raju, Jagruthi weekly magazine June 2019.

**News & Events@
Aurora's Business School - June, 2019**

S. No.	Date	Event
1	03.06.2019	Dean Prof. G. Sreenivas Reddy is allocated three modules of MOOC on Public Policy by the Co-ordinator of the MOOC course on "Introduction to Public Policy" Prof. Rama Brahmam, University of Hyderabad
2	08.06.2019	The 46th National awards function 2018 was conducted at HMA, in hall no:6, at Hyderabad International Convention Centre (HICC), Kondapur, at 10.30AM Sri M. Venkaiah Naidu, Vice president of India graced the occasion as Chief guest. Our students Gladys, Srivani, Harsha, Sainath Bonsle and Rajesh attended and participated in the memorable event. They invited the delegates and helped in making the arrangements etc Sri Nrupendra Rao(73), Chairman, ponnar industries has received the "Lifetime Achievement Award" of HMA. It was presented to him by his majesty, Challa kodanda Ram, Judge, Telangana High Court. (Source FAPCCI) Sri Nrupendra Rao had 40Years of experience in the industry. He acted as president of HMA during 1980-81. He also received Gold Medal Award(Alumni) by IIT Kharagpur.
3	11.06.2019	Three lectures of Dean Prof. G. Sreenivas Reddy were video recorded at the studios of Dr.B.R.Ambedkar Open University, Hyderabad. The titles of the video lectures are 1. Systems Theory 2. Institutionalism 3. Public Policy Nature
4	18.06.2019	Dean Prof. G. Sreenivas Reddy delivers invited lectures to the M.Phil. and Ph.D. scholars of Dr.B.R. Ambedkar Open University, Hyderabad, on the following themes 1. Neo Liberal Policy and Governance 2. New Public Service
5	21.06.2019	Dean Prof. G. Sreenivas Reddy delivers invited lectures to Ph.D. scholars in Political Science and Public Administrations of Dr.B.R. Ambedkar Open University, Hyderabad, on the following themes 1. Issues in Research in Public Administrations 2. Inclusive Approach to Development
6	26.06.2019	Dean Prof. G. Sreenivas Reddy delivers Lectures on (1) Social Welfare Policy and (2) Rural Development Schemes to Ph.D. Scholars of Dr.B.R. Ambedkar Open University, Hyderabad.
7	29.06.2019	Dean Prof. G. Sreenivas Reddy delivers Lectures on (1) Social Welfare Policy and (2) Rural Development Schemes to Ph.D. Scholars of Dr.B.R. Ambedkar Open University, Hyderabad.
8	06.06.2019	Bajaj Finance Limited campus placement drive held for PGDM - Finance and Marketing specialisations for the position of Assistant Manager.

HOW TO FACE STRESS IN INTERVIEWS

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The management graduates have to face different types of interviews, to get placements. As the saying goes, "Questioning is always easier than answering". Sometimes, the candidates have to face some tricky questions. They have to deal with the uncomfortable and unexpected. They have to demonstrate their balance of mind and creativity in giving answers. It is not the correct answer that matters, but it matters how the candidate rises to the occasion, with his wit and time sense. There are many instances wherein candidates replied with great tact and wisdom. Once in a civil-services interview, the UPSC member asked a candidate. "You are alone in a room a beautiful girl, naked, comes in what will you do?" "I will take the little girl of two into my hands and kiss her on tender cheek" was the reply.

Toxic job interviews are not uncommon. They are conducted in a cow boy style, shooting questions from the hip. Such companies generally have a poor work culture. They take the job-seekers for granted, thinking that anybody would like to give their arms and legs for them. Such interviewers do not realize that the candidates are given front row seats to the ugliest side of the company. They are unaware that they are damaging their ability to attract real talent.

Some employers pose as if they were doing a charity by hiring the candidates. The same thing occurred in the interviews conducted for the pilots of the grounded Spice Jet airways. Spice Jet executives commented that they were doing great favour to the interviewed. The pilots' union took strong objection and protested against such ugly attitude. The Spice Jet denied the charge. We should not ignore the fact that getting a job is important to the candidate, whereas hiring a talented and efficient candidate is equally important for the company.

Some interviewers create stress for the candidates, by remaining indifferent or bored, while the latter was answering. They pretend to do so only to test whether the candidate is confident or not, whether he can stay unnerved during such situations; which are called "stress" creators. They want to trip up the applicants and see how they respond to the uncomfortable and the unexpected. Whether the answers are right or wrong is not the criterion. It is to test whether the candidate is able to answer with confidence and coherence under "stress" situations.

Tricky questions seem to be simple but turn out to be hard to answer, in a brief manner. Google offers several such questions, interestingly. Sometimes they are in the form of brain stumping puzzles too. A question for a candidate who aspired for the post of an account strategist ran like this.

"If you wanted to bring your dog to your office, but when your team leader was allergic to dogs, what would you do?"

Another for the post of a quantitative analyst was, "A coin was flipped 1000 times and there were 560 heads. Do you think the coin was biased?"

An intern was asked, "Estimate the number of tennis balls that can fit into a plane".

The idea behind these questions is getting the candidates to think creatively, rising to the occasion. There are no correct answers for these questions. Some dexterous answers might be

“I always respect the feelings of my team leader”

“No there is every possibility for 560 heads”

“87000 balls approximately”

The Questions in these stress interviews aimed at eliciting answers from the candidates who stare at a problem and come up with a potential solution. Once a highly successful professional was asked: “talk about the failures in your career”. Actually, he was expected to explain his success stories but he was asked to express his failures. He was perplexed. As he was struggling to say something, the next question was shot at. “Tell us when you get bored but your answer must be “interesting”. Such questions were not deliberately designed to insult the candidates or evade giving them the job. Such questions make it clear that fairy tales do not exist in corporate life and failures are inevitable which provide some insights to gain from the failures.

Sometimes, the interviewer tries to throw him off balance with unexpected behaviour. Sometimes he pretends not to understand the answer, making the aspirant exasperated. As per the opinion of HR practitioners, people who can handle stress in an interview can handle stress on job. But sometimes this will prove to be wrong. The negative part of the stress interviews is that it prevents interviewers from understanding the real person and his competencies, though their confrontational nature make people guarded and defensive. In an interview, a candidate, after answering some tricky questions with poise, was asked. “When did you work with a difficult person and how?”. She pleasantly replied that she wants to talk about a time when she has to face really difficult interviews. She was selected.

To conclude, the students of management education should equip themselves with the mental agility and time management, to face such stress interviews.

Source: “Business Standard”; Human factor, by Shyamal Majumdar.



Dear June Born, Happy B'Day to You All !

1	Manasa Dara	05-06-1995
2	Soheil Zavier	10-06-1992
3	Sri HarshithaPutta	10-06-1997
4	Vishal Reddy Kommareddy	11-06-1995
5	Shaik Shukkur	12-06-1993
6	Vijaya Narasimha Raju Kusampudi	13-06-1996
7	Vidhi Nilesh Nagda	14-06-1996
8	Glady Persis Reddy Bethi	15-06-1996
9	Manoj Reddy Peddireddy	18-06-1994
10	Omprakash Reddy K	20-06-1996
11	Gowtham Kumar Reddy K	25-06-1996
12	Venkatesh R	25-06-1996
13	Hiremath Charanth Yogi	26-06-1995
14	Saikiran Gupta Gali	27-06-1997
15	Yogesh Upadhyay	30-06-1996