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Here's how you can prepare well for a campus interview

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Prep and practice:

- Identify your interview style. Practice a mock interview with one of your batch mates or a friend who is already placed, as they can help you prepare for the real thing
- Questions you will be asked might be fairly predictable, or not, but be ready for everything that is possible
- Campus placements generally have multiple interviews on the same day. In such case, make a detailed plan well in advance, carrying additional/Xerox of all your documents, time management, etc. Try to avoid scheduling too many interviews back to back
- Have your resume reviewed by a faculty or campus placement advisor before the placement week
- If it is going to be a video call interview, acquaint yourself with the technology. Make sure to have a back-up plan -- a phone number you can call if video/internet connection is weak or there is a power cut

Etiquette

- Companies are prioritising emphasis on personality as opposed to credentials. So, carry yourself well. As the success or failure during the interview has got less to do with credential and more to do with your personality
- The next important rule is to dress properly. Wear a clean, neat business suit as it says a lot about you, and if you want the impression to be positive

Research

- Learn about the organization(s) coming for recruitment -- read their website, latest news updates, what they have been sharing on social media platforms etc
- Read on the industry news -- gather details from newspapers, magazines, journals and annual reports, etc. Be aware of current affairs - what's cooking in politics, budget announcements, polls, inflation, stocks etc.

Perform

- When you speak, make eye contact with your interviewer. It builds trust and determination. Practice and take up mock interviews as much as you can
- Don't rely too heavily on technical ability or get carried away with a topic. Elaborate much as you can on the question or topic, but stay limited.

Campus interviews are completely different from the regular interview. The companies are present to hire the best talents, which means you must convey them best with your message, your body language that you are serious about the job.

Your level of preparation for your campus interview will be the deciding factor and it also puts a strong image of your institute, your faculties and batch mates. And, you definitely don't want it to go down! It is better to be over prepared than being under prepared. If you prepare well, you are confident. And if you are confident, you will succeed. After all, a strong interview makes a lasting impression.

(Authored article by Amit Goenka, pursuing One Year MBA from Great Lakes Institute of Management, Chennai)

Read Online - <http://indiatoday.intoday.in/education/story/campus-interview/1/1093328.html>