

CAT 2017

LOOKING BEYOND THE EXAM

ADVERTORIAL

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How to crack B-school exams

Start preparing for the other management exams, apart from CAT, with equal zeal

THE much awaited CAT 2017 examination day is finally here. It is your moment to shine and we wish you all the very best for the same. While the mystery of how well you performed in CAT 2017 will keep evolving till the results are announced by the convening body, IIM Lucknow, remember that the battle is far from over. Various other important exams such as IIFT, XAT and SNAP are still due. It is time to snap out of the buzz surrounding CAT 2017 and start preparing for the other major MBA entrance exams with equal zeal. Your preparation for CAT will cover almost 75% of the syllabus for the other entrance exams however, you need to:

1) Prepare for sections that are not a part of CAT and are part of other entrance exams such as General Awareness section (IIFT/ SNAP/ XAT) and Decision Making (XAT), to name a few.

2) Prepare for specific kinds of questions that don't come in CAT – Vocabulary, Grammar, Data sufficiency, Singlets in LR etc

It is essential that you fine tune your strategy with respect to each exam. The shortest way to successfully attain it is by taking exam specific mocks.

IIFT would be the first exam to be conducted after CAT, leaving a candidate with exactly 6 days to prepare. Brush up your GK and go through the current affairs. The best utilization of this time would be to take at least 3 IIFT mocks. One requires better speed and accuracy in IIFT as compared to CAT in order to ace this exam. Tailor your strategy accordingly and understand your shortcomings basis your CAT experience. Your priority should be to clear the cut off of each section while focusing on optimizing your score.

The next ones up the ladder of MBA entrance exams are SNAP & XAT. The silver lining here is that the amount of time available for both the exams, after IIFT. Talking specifically about SNAP, with 120 minutes to solve 150 questions, speed and accuracy become even more vital to scoring well in this exam. The level of difficulty of questions is lower in SNAP as compared to CAT and IIFT. Coming to XAT, as you may be aware, the exam pattern of XAT varies the most from other entrance exams. It comprises one of a kind, decision making section, and includes essay writing. The level of



difficulty of XAT is higher than any other MBA entrance exam.

The key to cracking the two exams is taking as many mocks as possible, thoroughly analysing them, testing your strategy, and improvising it according to each exam. You can also join an online program, designed specifically for the respective exams, to gain an insight into various sections and tie up any loose ends. The live sessions during the days leading to the exam will help you revise all the important topics. Also, an online program will help you save time and enable learning from the comfort of your home.

The result of the respective exams will be declared one to two months down the line, from the day of the exam. Nevertheless, after attempting the exam, you will have a rough idea as to how you have performed. If the analysis of your attempt suggests even the mi-

FINE TUNE STRATEGY FOR EACH EXAM

nutest of chances of getting a call from your desired B-Schools, then you should enrol yourself into a PDP program that will help you prepare for the second stage of selection process, without wasting any time.

The competition at the second stage of selection process is going to get stiffer. You will only be dealing with the best of the best at this juncture. Don't get overwhelmed with anticipation of results rather, channel that energy into preparing for the next stage. All your hard work and efforts can go into vain if you leave any stone unturned while preparing for the second stage of selection process.

It is true that each B-School has a different criterion for selection but the common denominator in all is your personality. Does your personality have what it takes to make it to a top B-School? It is quite natural to not be aware of nuances in our personality and indicators in your life-story which direct the interview towards your area of comfort. Therefore, it is crucial that you enrol into a program as soon as possible, to be able to showcase your best version in the interviews.

What may unfold over the next few months is a mystery that will reveal itself in due time. Relish the CAT fever and be proud of all the effort that you have put in so far. Wherever this leads, believe in your potential and continue to strive hard and sky will be the limit. All the best!

Mr. Gautam Bawa, MBA National Academic Head, Career Launcher

IMS GHAZIABAD

'Innovating management education'

WITH the increasing number of innovations in the way business is conducted these days, Business schools too have realised that they need to adapt and continually innovate in order to remain competitive and stay relevant. These multifaceted challenges demand innovations in management education and thus B-schools must be capable of bridging the gap between academia and the industry.

'Innovation, skill enhancement and value addition in management education' has been the motto at IMS Ghaziabad, since 1990, which has been the choice of many successful aspirants. IMS Ghaziabad is one of the top B-schools across Delhi/NCR and in the entire country. As an institution with a glorious legacy of 28 years, we strive to disseminate vibrant, innovative, global, qualitative business management education and foster international relations along with collaborative partnerships with leading Management Institutes / Universities across the globe.

Business schools should act as breeding grounds of innovative business ideas. They should not only pioneer theory but must also act and ensure that these ideas fit in the real global business scenario. B-Schools must also foster entrepreneurship and the start-up culture. Thus, broadening horizons and enhancing skills is key element of any teaching-learning process. IMS Ghaziabad has been cultivating leaders who can solve the Business, Social and Economic problems with creative and innovative solutions.

We value the continual pursuit of innovating business education by novel approaches to learning and are committed to strengthen relationships that stimulate intellectual curiosity. It is imperative that B-Schools must innovate the curricula, format and delivery of their management specializations. The curriculum of our PGDM programme is regularly revised to be cross-functional based on the industry inputs and best global practices. IMS Ghaziabad



Dr. Tapan Kumar Nayak, Director

has been consistently updating its basket of specializations (Marketing, Finance, Human Resource, Operations, International Business, and Cyber Security & Data Analytics) and Certification programmes being offered to keep in synchronization with the changing business needs. The acclaimed Faculty at IMS is a perfect blend of industry-academic experience. They help students in developing a holistic view of the business and equip them with latest management techniques pertaining to national and international business environment.

Keeping the glorious legacy of Academic Excellence ahead in its 28th year of existence, IMS Ghaziabad, has been consistently bestowed with top accreditation, awards, ratings and rankings by Apex bodies like NAAC, ASSOCHAM, TOI, Competition Success Review, Outlook, The Week, Business Standard, The Education Post, Chronicle, Careers360, CEGR and others; a testimony to the ever-growing role of IMS Ghaziabad in escalation of Business Education in the country. IMS is accredited with 'A' Grade by NAAC (National Assessment and Accreditation Council) – An Autonomous Institution of UGC (University Grant Commission). It offers PGDM (AICTE Approved, NBA Accredited & Equiv. to MBA by AIU – Association of Indian Universities) & MCA (AICTE Approved & Affiliated to Dr. A.P.J.A.K.T.U) Programmes.

ASIAN BUSINESS SCHOOL

Enhancing employability through skill development

WITH India set to become the youngest country in the world by 2020, the onus on educators is huge in terms of developing the youth in a manner which can help India capitalise on this demographic dividend.

With this in mind, as a responsible corporate citizen, Asian Business School has structured its Course Curriculum in such a way that when our management graduates complete their course, they are ready to become a global citizen having acquired the requisite skill set. Our emphasis is on making the curriculum more practical oriented and outcome based in terms of skill development, so that the student not only knows the concepts and theories but is also in a position to use them practically at the work place.

We believe that Employability Skills are necessary for acquiring success in a job. For us Employability means that institutions need to support the students' knowledge, skills, attributes, reflective disposition and identity that management graduates need to succeed in the workforce. We ensure that via our teaching methodology, we imbibe in our future managers the skills they need, such as communication, self-management, planning, critical thinking, decision making and problem solving.

The Personality Development and Corporate Communication Program at Asian Business School aims not only to make students understand as how to manage communication in the workplace, but to ensure that it improves the employability skills in them. With the rigor around developing leadership, teamwork, positive attitude and ability to work under pressure, our future managers learn these key skills.

In an age when a common citizen of India is talking about "Start-ups" and "Make in India", we have been moving in the requisite direction through our Leadership & Entrepreneurial Aspiration Development Program, LEAD. It is an exclusive program of ours that focuses on building entrepreneurial mindset and inculcating leadership and professional business skills. We believe that Leadership and Entrepreneurship Development is the need of hour and necessary tool for sustainable development.

To ensure that the students gain maximum exposure and hands on experience in the industry, we have Live Projects for them with some of the leading brands. The emphasis on regular Industrial Visits, Seminars and Guest Lectures at Asian Business School ensures that the students attain the requisite skill set. Organizing Management Development Programmes and Entrepreneurship Development Programmes is a regular practice at Asian Business School.

In a nut shell, our aim is to plug the gap between the perspectives of students and employers in how to approach the overall education experience for heightened employability of theirs and for this, we ensure that by the time our students are out of campus, they are ready to take the mantle from their corporate seniors.

ASIAN BUSINESS SCHOOL
Approved By AICTE, Ministry of HRD, Govt. of India

PGDM (2 years)
Post Graduate Diploma in Management (AICTE Approved)

Executive Diploma
in International Business from OXFORD Business College (U.K.)

Residential Learning Trip
to Oxford/London (U.K.) - Fully Paid

PGD in Media & Entertainment
from Asian Academy of Film & TV
Print Media | Advertising & Journalism | New Media
Radio & TV Management | Event Management

Certification in Digital Marketing and Business Analytics
from NIIT

Diploma in Corporate Communications & Foreign Language

“ ABS wishes all the CAT '17 aspirants good luck for their exam! ”

Recent Study Trip to Oxford / London
25th Oct to 30th Oct, 2017

OUR MAJOR RECRUITERS

Application forms available for PGDM (2018-20) batch

Admission Procedure

ELIGIBILITY : (i) Minimum 50% in Graduation.
(ii) Final year students can also apply.

SELECTION : The Final selection of the candidate for the programme will be based on the performance in CAT/XAT/MAT /CMAT alongwith the Institute's own selection process.

APPLICATION PROCEDURE : The prospectus and the application form may be obtained from the Admission Office on Payment of Rs. 1000. OR You can download the application form and prospectus from the website and forward the duly filled in forms to the institute with a DD of Rs. 1000 favouring "Asian Business School" payable at Noida / Delhi. OR You can also apply online at <http://payment.abs.edu.in/>

Campus : ASIAN BUSINESS SCHOOL, Marwah Studios Complex-II Plot A2, Sector 125, Noida, Delhi NCR

Mobile : 09650334486
Toll Free : 1800-103-3032
Email : info@abs.edu.in
Web : www.abs.edu.in

PGDM 29th Batch

Building Leaders of Tomorrow

WHY IMS GHAZIABAD

28 years of Academic Excellence	NAAC Accredited with 'A' Grade	PGDM Accredited by NBA & AIU
Intensive Core Curriculum with wide variety of electives catering to Industry needs	Consistent 100% Placements Since Inception	Value Added Certification Courses
International Study Tour	Attractive Scholarship Available	IMSians appreciated by Corporate

Consistently Ranked Among Top B-Schools

3 Years in a row

THE TIMES OF INDIA Times B-School Survey

PGDM Placement Report 2015-17

100% PLACEMENTS	160+ TOTAL NO. OF COMPANIES VISITED
4 NO. OF INTERNATIONAL PLACEMENT	14 LPA INTERNATIONAL PACKAGE

11 th among Top B-Schools of Super Excellence in India GPDIC B-School Survey 2017	Best Private Institute for Corporate Placements, 2016 ASSOCHAM December, 2016	37 th among top 100 B-Schools of India Outlook October, 2016	Rated in Super League 'A2' Group Business Standard June, 2016	Best Institute for Promoting Industry - Academia Interface ASSOCHAM February, 2016
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Institute of Management Studies

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