
**Shree H. N. Shukla Institute of
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Rajkot**



**Subject Name: Communication Skill
Subject Code: BP105TP**

CHAPTER-3.2- Interview Skills

SYLLABUS:

Purpose of an Interview, Do's and Don'ts of an Interview

This course will prepare the young pharmacy student to interact effectively with doctors, nurses, dentists, physiotherapists and other health workers. At the end of this course the student will get the soft skills set to work cohesively with the team as a team player and will add value to the pharmaceutical business.

Learning objectives

Upon completion of the course, the student shall be able to

1. Understand the behavioral needs for a Pharmacist to function effectively in the areas of pharmaceutical operation.
2. Communicate effectively (Verbal and Non-Verbal).
3. Effectively manage the team as a team player.
4. Develop interview skills.
5. Develop Leadership qualities and essentials.

Chapter 3.2. Interview Skills

INTERVIEW SKILLS

Meaning and Definition of Interview

Interview is considered as a face-to-face conversation between two people where one asks the questions and other is expected to answer them. The term 'interview' is derived from a Latin word 'vider' which means vision and French word 'entrevue' which means to "see each other". During the interview, the questions are asked by the interviewer and the answers are given by the interviewee. The main purpose of conducting an interview is to gather information about each other.

Most commonly, the interviews are carried out in the companies where the employer takes the interview of new candidates in order to assess their suitability to the job vacancies. For selecting the candidates the employers evaluate their behaviour, attitude, personality, qualification, experience, interest, etc. On the other hand, by giving interview, candidates, check out whether or not job offered by the company is complying with their expectations. Thus, it can be said that the interview is a source of collecting information about the candidate in order to check his appropriateness as per the job requirement.

According to Gary Dessler, "An interview is a procedure designed to obtain information from a person's oral response to oral inquiries".

According to Thill and Bovee, "An interview is any planned conversation with a specific purpose involving two or more people".

4.1.2. Purpose of an Interview Main objectives of conducting interviews are as follows:

- 1) **Employment:** Interviews are mainly conducted to provide jobs to the needy people according to their academic qualification and skills.
- 2) **Periodic Assessment:** Some companies conduct periodic interviews in order to assess their employees.
- 3) **Finding Exit Reason:** Many companies conduct exit interview to search out the reason for the exit of the employee from the company.
- 4) **Collecting Relevant Data:** Interviews are also considered as a good Source of collecting information. Managers within the company conduct interviews to get

information about the working conditions of the company, attitude and behaviour of the employees at the workplace, functions performed by the other members of the company, etc.

5) Media Broadcasting: Interviews are often carried out by the journalist with various famous personalities of people whose viewpoint and ideas are required to be broadcasted.

6) Interviews for Admission: Most of the schools, colleges and professional institutes prefer taking interviews of the candidates before giving admission to them in their institute.

7) Interviews for Promotional Purpose: In various reality shows. Celebrities are interviewed by selected audience as a part of the publicity.

4.1.3. Structure of Interview

Similar to various interaction events, interview also follows a certain structure. Since it is a formal way of communication among two people, thus, following the defined structure is mandatory for both the parties. Unlike presentations, a single person is not responsible for the follow-up of the structure; both the interviewer and the interviewee have to take care of the steps to be followed. The structure of interview involves following stages:

1) Opening or Beginning: Following points are included in the beginning of the interview:

- i) Introduction of both the parties.
- ii) Main aim of conducting interview should be made clear.
- iii) Making the atmosphere comfortable for the interviewee.
- iv) Continuing the interview by discussing matters frankly and by adopting flexible approach

2) Middle Body: Following points are included in the middle part of the interview:

- i) Exchange of information among both the parties.
- ii) Ensure to carry on the discussion precisely.
- iii) Both the parties should listen to each other diligently and patiently.
- iv) Appropriate eye movements and eye contact between both the parties.
- v) Answering the asked questions carefully and confidently.

vi) Ensuring that the entire agenda is covered.

vii) If any kind of interruption is to be made, it should be polite. viii) In case, some point is not clear, clarification can be asked for.

3) Closing: While wrapping up the interview following points are included:

i) Summarizing the entire discussion.

ii) Informing the decision made to the interviewee. iii) Wrapping up the interview with positive feedback rather than ending it up negatively and abruptly. iv) Exchanging gratitude or thanking each other.

4.1.4. Types of Interview

There are many varied techniques that skilled moderators use and adapt to their own personal style of interviewing. Most importantly, there is a basic approach of non-directive interviewing. This means asking little, asking only open-ended and non-value-loaded questions, and using body language (e.g. eye contact and nodding), short probes (e.g., 'ah ha' and 'um') and silence to explore the respondents' world. Silence is a powerful tool and, of course, when used positively and not threateningly, is the most non directive of all.

Types/techniques of the interview can be divided into two categories which are as follows:

- 1) Types of interview for selection purpose,
- 2) Types of interview for other purposes.

4.1.4.1. Types of Interview for Selection Purpose

There are various types of interviews, which are used for obtaining various kinds of information and to evaluate the candidate's skills, knowledge, etc., on a variety of bases. Employment interviews can be categorised into following types:

1) Preliminary Interview: Preliminary interview is a conversation between the candidate and the personnel manager regarding the basic aspects of the job such as job characteristics, working conditions, salary, other benefits, etc. This helps an organization in removing the useless people and helps the candidate to decide whether or not to accept the job. Preliminary interviews can be divided into following types:

i) **Informal Interview:** An informal interview can be conducted at any place by HR personnel to obtain the fundamental and non-job-related information.

ii) **Unstructured Interview:** An unstructured interview provides freedom to the candidates so that they can reveal about their knowledge in various topics/fields, their background, expectations, interests, etc. Likewise, the interviewer is also allowed to share information on various topics enquired by the candidate.

2) **Core Interview:** Core interviews are generally a communication between the candidate and the line manager or experts on different areas of job knowledge, skills, talent, etc. Core interviews can be divided into following types:

i) **Background Information Interview:** These interviews are aimed at gathering the information which cannot be obtained through the application form. It is also used to verify the information which is collected through the application form such as educational background, domicile, family, health, interests, hobbies, likes, dislikes, extracurricular activities, etc. of the applicant.

ii) **Stress Interview:** Stress interview is designed for evaluating the candidate's behaviour on the job and the survival level during the time of pressure or stress, i.e., his pressure handling capacity. In this kind of interview, the candidate is put to aggressive, apathetic or threatening situations, whose objective is to demoralize the candidate and check his ability to deal with difficult situations.

iii) **Formal and Structured Interview:** Formal and structured interviews strictly follow all the formalities and procedures related to conducting an interview such as determination of value, time, a panel of interviewers, opening and closing, informing the candidates officially, etc. They are pre-planned and organised, based on job requirements.

iv) **Panel Interview:** Panel interviews include a panel of specialists to interview each and every candidate, evaluate their performance separately and to form a combined decision on the basis of evaluation by every specialist and by way of giving weightage to each factor.

v) **Group Interview:** Group interview is a special situation for interviewing a candidate where numerous candidates are called for interview at the same time. For example, in cases, where there are a large number of candidates for interview on the same day,

group interview facilitates the interviewers with a capability to evaluate a large number of candidates. It is also a time-saving tool for the organisation. Group interview also provides an opportunity to evaluate the behaviour of a candidate in a group

vi) Job and Probing Interview: Job and probing interviews are mainly designed for evaluating the candidate's knowledge with respect to the duties, functions, job methods, critical problems ways to resolve those problems, etc.

vii) Depth Interview: Depth interviews are the type of interviews in which a candidate is evaluated mainly in the core areas of knowledge and skills of the job. Candidates are evaluated by the experts in their respective fields by putting up appropriate questions in order to obtain significant responses from them. Such interviews are started with discussing the problematic areas of the job and interviewees are required to describe even the minute activities of the job performance.

3) Decision-Making Interview: Decision-making interview is another kind of interview taken by concerned department head. Generally, this kind of interview is conducted through informal discussion. The HR manager is also supposed to take an interview of the candidate in order to take his decision with respect to the salary, allowances, benefits, promotions, etc. The department head and the HR manager exchange their views; thereafter they mutually intimate the interview head about their decision. The head of interview board takes the final decision about the candidate's performance and his respective rank in the interview

4.1.4.2. Types of Interview for Other Purposes

Various techniques of interviews for purposes other than selection are described as follows:

1) Performance Appraisal Interview: Performance appraisal interview is an interview that is conducted between HR department/manager and the employee usually once in a year. This helps the employee to get useful feedback about how effectively and efficiently he is able to discharge the assigned duties. It also gives the opportunity to an employee to explain his views about the ratings, standards, rating methods, internal and external causes for low level of performance.

2) Promotion Interview: A person, who is due for promotion is interviewed for the higher post. The purpose is to measure the attitude of the person and his fitness to take up the responsibility of the higher post.

3) Disciplinary Interview: A disciplinary interview is a formal discussion between the supervisor and the employee. The purpose of a disciplinary interview is to ensure that appropriate steps are taken to deal with violations of organisational policies procedures or performance deficiencies.

4) Periodical Interview: Periodical interviews also help to develop and maintain personal contact with employees of all grades. Although, the service records and formal assessment records are a detailed database. still, they cannot be a substitute for personal meetings and talk. Periodical interview gives an opportunity for each side to know the other side better, and contributes to employee's relation.

5) Annual Interview: The Reporting Officer interacts with the employees under his supervision, before writing the annual confidential reports, the purpose here is to confirm the achievements of the employee and also to point out his strengths and weaknesses.

6) Counselling Interview: A counselling interview is a face-to-face exchange in which the supervisor plays the role of a helper to facilitate solutions to the problems that block another employee's progress at work. During the interview, interviewer must analyse the interviewee carefully to bring a solution for the benefit of interviewee and the organization.

7) Problem Interview: This interview method evaluates how a candidate will respond to a specific situation. A problematic situation is described to the candidate who in turn has to explain to the interviewer how he/she would cope or react to that problem. In this the candidate does most of the talking during which his/her characteristics, ethics and modus operandi are observed.

8) Reprimand Interview: To reprimand someone is to criticize him severely for some undesirable statement or action. The manager summons the employee to his room and talks to him in his official capacity. A reprimand is a form of disciplinary action likely to be resented by the employees. But a good manager can use it in a constructive manner. A reprimand interview has a threefold aim:

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- i) To improve the work performance of the employee,
 - ii) To prevent the recurrence of such offences, and
 - iii) To protect other employees from the mental stress of anti organisational behaviour.

9) Exit Interview: Exit interviews are conducted by paper and pencil forms, telephone interviews, and in-person meetings or online through exit interview management systems. Some companies opt to employ a third party to conduct the interviews and provide feedback. Employees who voluntarily leave the organisation are sources of valuable information

4.1.5. Interviewee's Preparation

There are various tips for preparing interviewee for a job interview, which are as follows:

1) Before the interview, 2) On the day of interview, 3) During the interview, 4) After the interview.

4.1.5.1. Before the Interview

The candidate going for an interview can prepare himself in advance following below mentioned strategies:

1) Advance Preparation: The candidate should do some homework before going to attend the interview. (He/she should have information about the company, job profile, and other relevant details related to it. This information will help the candidate to be different from the crowd and enhance his chances to get selected.

2) Role-Play: The candidate can take help of someone (a friend or member who is related to business) and ask him/her to play the role interviewer. This helps in increasing the confidence level of the candidate as he/she can freely express his/her feelings and ideas in from of that person.

3) Practice in Front of a Mirror or Video Camera: Using mirror for practice or a video camera to record the role played by the candidate can help him/her to observe his/her weaknesses and rectify them before going for final interview.

4) Assessment of Interviewing Skills: Before going for an interview, the candidate should recognize his/her weaknesses and rectify them. He/she must possess skills that are required during the interview. Having too high or too low voice tone, inappropriate body

language, wrong facial expression, poor etiquettes, etc., may adversely affect the interview,

5) Learn: The candidate should thoroughly learn the answers of such questions which are commonly asked by the interviewer. The answers should be clear and to the point.

6) Queries: In case, the candidate has some queries, he/she must be aware about when and where to ask them. The questions should be asked politely at appropriate place and time.

7) Realization of Strengths: The candidate should self-scrutinize himself/herself before going for an interview as his/her qualification, experience and skills are his/her major strengths that may help him/her to achieve the desired job.

8) Practicing: The candidate should be skilled in tailoring his/her answers as per the requirements of the job. This becomes easier if the candidate is already well aware about each and every detail of the company as well as the job he/she is applying for.

9) Self-Appraisal: Before leaving for the interview, the candidate should appraise his/her overall appearance.

10) Appropriate Clothing: Candidate should go for clothing which is suitable as per the demand of the job he/she is applying for. In most of the organizations, conservative clothing is given preference, but fashion and advertising industries often demand for stylish dressing style.

11) Personal Appearance: Personal appearance is again an important factor that influences an interview to a great extent. The candidates should have an appropriate dressing style and must groom themselves before going for any interview. Those who are unable to carry themselves properly may receive negative remarks from the interviewer.

12) Research the Company: The candidate should try to gather maximum information about the company and job position for which he/she wants to apply. This research work sometimes becomes very beneficial for the candidate.

4.1.5.2. On the Day of Interview

On the interview day, candidate should take care of following points:

1) He should reach the destination on time or in fact, a bit early.

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- 2) He should have his resume, application letter and samples previous work (if any).
 - 3) During the interview, the candidate should carefully listen to questions asked by the interviewer and answer them confidently and briefly.
 - 4) The main motto of candidate should be to show his positive points to the interviewer. Thus, he should be confident about his strengths.
 - 5) The candidate should be careful about his communication skills. The interviewers give preference to facial expression than the words in the resume. Thus, the candidate should have that confidence on his face to support what actually he has written in his resume. Otherwise, the candidate may get rejected.
 - 6) The candidate should give his answers by speaking effectively as this shows; his self-confidence.
 - 7) The interviewee should thoroughly check the interview invitation received before going for the interview as it mentions all the documents that may be required at the time of interview. Thus, it saves time of both the interviewer and the interviewee.
 - 8) Candidates having detailed information about the company always leave a positive impact on the interviewer. The candidate can share his personal views and ideas about the company's planning, structure, profitability, etc., in order to impress the interviewer.
 - 9) Carrying a pen and notepad is always beneficial. In case the candidate has to give the presentation, he should have the copy of it to be on safer side. Providing copies of data slides to the interview panel can become an additional point.
 - 10) In case the candidate is having a mobile, it should be switched off or kept on silent mode before stepping into the interview room.

4.1.5.3. During the Interview

During the interview, the main focus of both the parties is to gather all the possible information regarding each other. The interviewer tries to assess the suitability of the interviewee as per the requirement of the company and on the other hand, interviewee tries to evaluate the appropriateness of the job according to his personal requirement. Most of the interviews are unstructured around following three stages:

- 1) **Introductory Stage:** Introductory stage includes greeting and a precise discussion about the purpose of the interview.

2) Middle Stage: The middle stage covers the question-and-answer part, i.e., few questions are asked by the interviewer and the interviewee is expected to answer them.

3) Closing Stage: In the closing stage, interviewee is presented with a chance to clarify any doubt or any questions that are running through his mind, or are left unanswered, and finally greeting each other before shutting down the interview.

4.1.5.4. After the Interview

Once the interview is over, the candidate should:

1) **The Interviewer:** Before leaving the interview room, the candidate should thank the interviewer. He can even write a short note to the interviewer in order to show his interest in the job with his name below it.

2) **Follow-Up:** In case, the candidate does not receive any response from the interviewer or the company, he should make a call and ask the time that may be taken for the final decision. The interest of the candidate in the job engraves his image in the mind of the interviewer, as a result of which he may get nominated for the future vacancies.

3) **Pull up the Socks:** Not getting selected does not show that the candidate is not a potential individual. Candidate should not get upset. but boost up his morale and pull his socks up for the next interview. More the interviews faced by the candidate, more polished he becomes. Candidate should focus on strengthening his positive points rather than thinking about the previous interview.

4.1.6. Interviewer's Preparation

An interview is effective when both the interviewee and interviewer are prepared in advance. Thus, preparations and planning made by the interviewer in advance helps in making the interview well organized. Organized interviewers make the interview environment more enjoyable and enlightening for the candidates. Various tips for interviewer are as follows:

- 1) Before the interview,
- 2) During the interview, and
- 3) After the interview.

Following preparation should be made by the interviewer before the 1) Understanding Main Purpose of Interview: The interviewer should interview: be clear about the main

reason for carrying out the interview and what exactly he wants from the candidates. 2) Familiarising with Relevant Information: Interviewer should be informed about the number of applications received (both in written as well as in email form), resume of the candidates, vacancies available, requirement for those job vacancies, etc.

3) Arrangements for the Interview: Scheduling the interview, ie., deciding the date, time, venue for the interview is the sole responsibility of interviewer. Size of the room, furniture within it, discipline during the interview, temperature of the room, etc., should be checked in advance by the interviewer.

4) Organizing the Interview: Before starting up the interview, interviewer can make a list of points to be discussed in order to make the interview more organised and time-saving. Use of formal interview evaluation form helps the interviewer to check the suitability of the candidate for the post available and is also considered as a good source of keeping interview record for future.

4.1.6.2. During the Interview

While carrying out the interview, the interviewer should be aware of following points:

Healthy Opening: The interviewer should start the interview in such a way that the candidate gets motivated to communicate freely and confidently. A healthy opening helps in creating a comfortable environment for the interviewee.

2) Encouraging the Candidate: In case the interviewer observes nervousness on the face of the candidate, he should encourage the candidate and boost up his morale by using certain cheering words.

3) Explaining Main Purpose to Candidate: As soon as the candidate regains his confidence and starts feeling comfortable, the interviewer should tell him the main aim of the interview.

4) Asking Questions: Interviewer should ask the questions regarding whatever he wants to know about the candidate. Depending upon the choice of the interviewer, the questions can be either open-ended or close-ended.

5) Wrap-up the Interview: The interviewer should wrap-up the interview by saying that he needs some time to think over the entire interview that took place and can ask the candidate to wait, if required.

4.1.6.3. After the Interview

Important points that should be well thought-out by the interviewer after the interview is over are as follows:

- 1) **Unbiased Evaluation:** Sometimes, it happens that the interviewer don not select a particular candidate just because of his personal business towards him. This unfairness must be avoided as it veils the potentiality of the candidate
- 2) **Set Specific Standards:** Specific standards should be established and followed by the interviewer for final evaluation of a candidate so tha the results remain impartial.

4.1.7. Communication Skills for Interview:

Communication skills that should be given due consideration by the candidate while giving an interview are as follows:

- 1) **Eye Contact:** Eye contact of the candidate has a great impact on the interviewer. When more than one interviewer is sitting during the interview, rather than paying attention to any single observer. candidates should speak to all of them. This can be easily done through proper eye movement.
- 2) **Voice-Clarity:** Candidate should take care of his tone while expressing his views and feelings in front of the interviewers. The voice should be clear to all the members and must depict the firmness of the candidate.
- 3) **Body Language:** Body language is the reflector of candidate's attitude. Candidate must be careful about his body language and must not forget his basic manners at any cost.
- 4) **Confidence:** The candidate should be confident about his skills. The communication expertise of any individual is the best way to express his confidence level.
- 5) **Speech:** Every member of the panel observes each and every action of the candidate. Thus, the behaviour of the candidate, the language he speaks, and whatever he speaks, is deeply scrutinized by the interviewers.
- 6) **Pitch and Tone of Voice:** Depending upon the requirement of the job, pitch and voice tone varies. While interviewing a candidate for the job of an actor, he may be asked to act or read a script, whereas, for a salesperson post, candidate may be asked to show his skill to convince people by using his speaking abilities.

7) Listening Skills: Besides having good speaking skills, candidate should also be a good and attentive listener. Paying appropriate attention to what the interviewers say depicts the capability of an individual as a good listener.

8) Presence of Mind: Candidates should be mentally fit and present for teterview al the interview. In order to check the presence of mind of the candidate, interviews often keep certain situation in front of them. How they handle or react to that situation reveals a lot about interviewee to the interviewer.

4.1.8. Do's: Do's and Don'ts of an Interview

1) Do's: While preparing for an interview, a person should follow the following points:

i) Do Homework: The HR managers like those candidates who know about the company and the job positions they are applying for. For this, candidates have to gain knowledge about the company, its establishments, success milestones, its products and services, targeted markets, etc.

ii) Arrive Early for the Interview: The candidates should arrive before the allotted time of interview. This will reflect their seriousness regarding the work. If the candidate fails to arrive on time, it shows that he/she is not trustworthy and further makes a bad impression on the interviewers.

iii) Bring Notes Along to Calm Nerves: The interviewee can bring his/her notes to calm down nervousness. This often reflects that candidate is serious about the job interview & has done his homework.

iv) Offer a Firm Handshake: The interviewee must offer a firm handshake as it reflects enthusiasm, confidence and positivity. A firm handshake is often considered as a good start of a successful interview as many HR managers take the hiring decision in the two minutes of the interview.

v) Be Confident, but Not Superior: The candidates must know the difference between superiority and confidence. He should be willing to learn new things, rather than showing superiority of knowing everything. HR managers do not like this kind of attitude as they do not want their employees to be arrogant and reluctant to learn organizational processes and code of conducts.

vi) Take Time to Answer Questions: Most of the people begin to formulate an answer in their minds before the speaker has even completed his questions. This should be strictly avoided in an interview. Instead, the interviewee should take some time to answer the questions by attentively listening to the complete question. Also, if the answer to the question is not known, one should be honest about it.

vii) Highlight Your Successes: Interviewee must highlight their set of successful tasks that showcase their successfulness. However, such tasks should be related with the job post they are applying for.

viii) Speak with Enthusiasm: Many times, the HR managers want to see how enthusiastic the candidate is. This, the interviewee must speak with enthusiasm and positivity. If a candidate sounds low and dull, it will not make a good impression on the interviewer even if he/she has answered all the questions,

ix) Ask Questions about the Position: The interviewee can ask questions about the job position with the HR managers. This shows that the candidate is really interested in the job. Also, asking questions about the position helps the interviewee to know whether he/she is appearing for the right job interview.

X) Take Notes: The candidates can bring notes containing information about the company and the job position. Also, the candidates can add information to their notes by noting down new data during the interview. This will reflect the interviewee's interest in the job and will help in remembering questions that he might want to ask the interviewer.

2) Don'ts: While preparing for an interview, a person should be cautious about the following points:

i) Dressing Casually: An interviewee should not be dressed in a casual way. Such attires reflect an unserious attitude towards the job position. The candidates must be dressed formally even if the company's uniform is casual.

ii) Violating the Interviewer's Personal Space: Everyone has a personal space. Hindering the personal space of the interviewer can make him uncomfortable. Therefore, the interviewee must not try to hinder the personal space of the interviewer by any means.

iii) Mistreating the Support Staff: Mistreating the support employees or lower level staff members reflects an inhumanly and disrespectful nature. The candidates thus should not mistreat any person and must pay respect to everyone in the office.

iv) Standing out for the Wrong Reasons: The candidate should look and sound usual. He/she should not stand out due to illogical or wrong reasons. Wearing heavy makeup, jewelry, neon colours clothes, hard-smell perfumes, etc., can give reasons to HR manager for not selecting the candidates.

v) Getting Personal: Upon asking questions, the candidate must answer in a general manner without getting too personal about it. Also, he/she should not share a large amount of personal information with the interviewer.

vi) Fidgeting: Fidgeting has the potential to snatch the chances of being selected. Nervousness, worries, anxieties, etc., are common in any interview, but fidgeting can create more problems. It is found that 26 per cent of the interviewers do not select candidates who fidget

vii) Lying: The candidate must never lie in an interview. Many people think that giving false information about the job history or education background is an excellent way to impress the HR managers; however, such false information can get the candidates into big problems as the HR managers have all the required information with them which they can verify at any point of time. Even if the candidates get selected on the behalf of such lies, it can destroy the reputation and job opportunity of the candidate in the future.

viii) Bad Mouthing a Former Employer: The interviewee should not Negative things or share grievances related to his/her previous employers. It creates a negative impression in front of interviewers. Instead, the candidate should reply in a calm and positive manner of asked about the past employers.

ix) Adding Filler Phrases: Most of the candidates use filler phrases like uhm' or 'ah while they think of the answer. This should simply be avoided as it creates a reflection that the candidate does not know the answer or is trying to make out one.

x) Leaving the Phone On: Phone ringing in the interview room or receiving a call during an interview is the worst-case scenario for an interviewee. It is the last thing that the HR

manager wants to see in a candidate. The candidates should never leave their phone in a ringing or vibrating mode during an interview.

4.1.9. Advantages of Interview

Interview is advantageous for both employers and job seekers:

1) Employers: Advantages of interview for employers are as follows:

i) Provides Information about Job-Seeking Candidate: An interview helps an employer in gathering complete information about the candidate looking for the job. An interview obtains information about an individual pertaining to his cultural and educational background, work experience, intelligence quotient, communication skills, personality type, interests, social behaviour, etc.

ii) Helps to Select the Right Candidate: An interview facilitates face-to-face conversation of the interviewer with the candidates. Thus, an interviewer can take an accurate decision about the selection or rejection of the candidate. A personal interview is the best option to be used by interviewers while selecting the right person for the right job.

ii) Improves Goodwill of Employers: An interview acts as a public relation tool. An interview must be administered properly in a congenial environment. The candidates called for interview should be dealt with dignity and respect. There should be an effort towards making the candidate feel happy about the employer, irrespective of being selected or rejected. This will enhance the employer's image. Thus; a good interview session always adds to the goodwill of the employer.

iv) Helps in Promotions and Transfers: An interview helps an employer in assessing his staff for the purpose of promotions, transfers, etc.

2) Job Seekers: Advantages of interview for job seekers are as follows:

i) Provides Employment Opportunity: An interview helps the job seeker by providing an opportunity for employment. It aids a candidate in presenting and conveying his vision, beliefs and thoughts to the employer.

ii) Helps Candidates to Accept or Reject the Job: An interview helps the candidate by providing information pertaining to the job and the employer. A candidate is, thus aware of the compensation, perks and allowances, working conditions, job security, chances of promotions and transfers, and other employment benefits, if any. An interview provides

an opportunity to the candidate to clear all his/her doubts about the job. This also helps him in taking a sensible decision for his career regarding accepting or rejecting the job. if offered.

ii) **Helps Job Seekers to Increase Contacts:** An interview gives an opportunity to the candidate to build contacts with the interviewer and other candidates as well. So, in case, where a candidate is rejected in his very first effort of a job hunt, then these contacts perhaps can help him in succeeding efforts.

4.1.10. Disadvantages of Interview

Disadvantages of interview are as follows:

- 1) **Expensive:** Biggest disadvantage of interview is that it is expensive in terms of time and money.
- 2) **Subject to Bias and Personal Traits:** Another disadvantage is that sometimes an interview gets affected negatively by the manner in which questions are asked by the interviewer, his way of interaction. false recording, and at the same time by the respondent's wrong perception, defective memories, lack of expression, etc.
- 3) **Ineffective in Some Areas:** Face-to-face interviews are often incapable of gathering personal and financial information. Such kind of information may be obtained through mail questionnaires, especially if there is no compulsion to undersign it.
- 4) **Recording Complexities:** An interview has a disadvantage as it causes the problem of recording information collected from the candidates. For this purpose, there is no proper facility. Note taking is supposed to be a distraction for both the interviewee and the interviewer as it interrupts the flow of conversation,

QUESTION BANK

Identify True or False

1. Interview is considered as a face-to-face conversation between two people where one asks the questions and other is expected to answer them.
2. Formal interviews can be conducted at any place by HR personnel to obtain the fundamental and non-job-related information.
3. The candidate should do some homework before going to attend the interview.

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4. Candidates having a mobile, it should be switched on or kept on vibration mode before stepping into the interview room.
 5. Face-to-face interviews are often incapable of gathering personal and financial information
 6. The presenter, himself/herself, is the main element of a presentation.
 7. A person making a persuasive presentation wishes to induce his listeners to agree with his proposals.
 8. By understanding the subject in a better way, a person can deal with his fear.

Very Short Answer Type Questions

1. Define interview.
2. What is unstructured interview?
3. Write a note on decision making interview
4. Who is presenter?
5. What is monologue presentation?
6. Explain written and oral presentation.

Short Answer Type Questions

1. Explain the purpose of interview.
2. What is structure of interview?
3. List the types of core interview.
4. Mention the advantages of interview.
5. What is presentation?
6. State the elements of presentation.
7. What is format of presentation?
8. How to structure a presentation?
9. What are the techniques of delivering?
10. How to plan a presentation?

Long Answer Type Questions

1. Explain the types of interview.
2. Discuss the interviewee's preparation before and after interview.
3. Explain the interviewer's preparation before and after interview.

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4. Discuss do's and don'ts of an interview.
 5. What the factors affecting presentation?
 6. Describe the various types of presentation
 7. Discuss the stages for giving presentation.
 8. What are the techniques of presentation?

