



Admissions Department Policies & Procedures - 2025

SOIL- School of Business Design, Plot # 23, Sector 2, Phase 1, Institutional Area, IMT,
Manesar, New Gurgaon, Haryana- 122050

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1.0 About Admissions Department

The office of admissions department charged with recruiting and enrolling population with high intellectual potential, irrespective of social, racial, religious, and financial considerations engaged themselves in the implementation of a series of initiatives designed to increase the frequency and effectiveness of targeted communications to prospective students.

The main objective of the department is also to become the voice of the organization by facilitating communication between the institute and the outside world. The office closely in coordination with the corporate communication pageants the various communication handles, such as social media, online education, and news portals. Providing exclusive coverage of all student activities, corporate events and guest lectures that take place on campus. Content generation in the form of articles, reports, posters videos, workshops, webinars that highlight the growing importance of public relations and media management created by the corporate communication cell for various stakeholders which include students, alumni and corporates are strategically made visible and heard to them.

1.1 Formation of Committees

- **Selection Process Committee**
- **Result Declaration Committee**
- **Advisory Committee**
- **Scholarship Committee**

1.2 Roles & Responsibilities

- **Selection Process Committee-**
 - a) Selection process components GD/GE/PI
 - b) Rubrics for evaluation of each component
 - c) Allotment of weightages
 - d) Cut-offs in academics, entrance exam, work experience
 - e) Deciding Panel members (Faculty/Alumni/industry experts) for GDGEPI

- **Result Declaration Committee**
 - a) Decide parameters of cut-offs in entrance exam
 - b) Weightages.
 - c) Final marks are awarded in the selection process.
 - d) Sign the result file.

- **Advisory Committee**
 - Defining Fee structure.
 - Scholarships criteria any other benefits to be provided.

- **Scholarship Committee**
 - Define categories
 - Awarding Scholarship allotment amount.

2.0 Admission of Students

SOIL-SOBD regards as an overriding priority the admission of suitable qualified candidates well-matched to its post-Graduate program (PGDM). It seeks to select students solely on the grounds of proven and potential academic excellence, and its admission processes need to be geared to this end from a quality perspective.

2.1 General Principles for Quality Assurance

- SOIL-SOBD is committed to providing flexible, high quality, student-centric teaching, and professional business education, and to offering equality of opportunity to anyone with the ability to benefit.
- SOIL-SOBD's admission policy and practices assist in meeting the strategic objectives of SOIL-SOBD and enhancing its position as a leading business school.
- SOIL-SOBD is committed to operating admission procedures that are fair, transparent, and consistent, and are also compliant with all relevant legislation and regulations. SOIL-SOBD strives to admit only suitably qualified applicants who can complete the SOIL-SOBD's PGDM program successfully.
- SOIL-SOBD is also committed to widening participation and fair access and encourages applicants from all social and cultural backgrounds.
- SOIL-SOBD aims to ensure that its selection and admission processes are transparent and focused on their intended audiences.
- Admission to SOIL-SOBD's PGDM program is solely at the discretion of SOIL-SOBD.

2.2 Roles and Responsibilities

- The Admissions Office works closely with Areas and other sections of SOIL-SOBD to deliver a professional and equitable admissions service, which includes both the enquiry/query management (before the application submission part) and enrollment management (after the application submission part).
- The Admissions Office is responsible for:
 - Ensuring that SOIL-SOBD delivers a fair, transparent, and efficient admissions service.
 - Providing information, advice, and assistance to potential applicants on admission processes, entry requirements and other aspects of the PGDM program as well as life-at-SOIL-SOBD.
 - Liaison with applicants throughout the admissions process.
 - Processing and communicating all formal admissions decisions to applicants.
 - Safeguarding SOIL-SOBD from fraudulent applicants.
- The academic Areas are responsible for:
 - Liaison with applicants throughout the admissions process in collaboration with the Admissions Office.
 - Conducting Personal Interviews (PI), Group Discussion (GD) / Group Exercise GE where one is required, including documenting all interviews in accordance with Admission regulations.
 - Allocating suitable faculty members to act as admission counselors/mentor for SOIL-SOBD.

2.3 Admissions Regulations

- To ensure that candidates for the PGDM program are appropriately qualified, and to ensure high standards of fairness and consistency, SOIL-SOBD maintains a core set of entrance requirements. These are given below as well as in the Prospectus and SOIL-SOBD website. All admissions staff are required to ensure that both program-specific and institutional admission regulations are applied in full.
- The Admissions Coordinator/Director should be consulted on a case-by-case basis for guidance on procedures for seeking exemptions to the admission regulations.

2.4 Admissions Information

- SOIL-SOBD welcomes and encourages applicants from a wide range of backgrounds and contexts. SOIL-SOBD is committed to providing clear, consistent, easily understandable, and accessible information about entry requirements, selection procedures, conditions of offer, expected timescales for responses, and welfare, guidance, and support services.
- The Admissions Office is responsible for providing admissions information relating to entry requirements and selection processes for the SOIL-SOBD website and all publications.
- Across the range of admissions information, Admissions Office staff will:
 - Ensure that any potential student who has additional needs is aware of the advice, guidance, and support which SOIL-SOBD can offer and how to access it if they choose.
 - Ensure that any potential student or applicant who has disclosed information in relation to a criminal offence, caution or warning is aware of the advice, guidance, and support which the SOIL-SOBD can offer and understands the part that any non-academic information will play in any admission decision.
 - Ensure that applicants are aware of their responsibility to provide full and accurate information as part of the admissions process.
 - Ensure that information about seat (intake capacity) is provided wherever relevant.
 - Ensure that, in the case of any changes to the PGDM program which are made after an offer is made and before registration, students are informed of the change as soon as possible.
 - Ensure that procedures for applicants requesting deferral of entry to a later year are clearly and readily available.
- Admissions staff must be prepared to provide feedback to applicants on admissions decisions and are required to maintain sufficient records to achieve this, within the limits of the resources available to support this and bearing in mind any issues of confidentiality. It is acceptable for feedback to be standardized and the SOIL-SOBD notes that it will not always be possible to provide candidates with highly specific or tailored feedback. The Admissions Office should publish clear advance information about feedback procedures so that applicants understand what is available and its limits.

2.5 Entrance Requirements

- Admission requirements and procedures for the PGDM program are detailed in SOIL-SOBD's Prospectus and its website. As the printed prospectus is published well in advance of the admission cycle, applicants need to always refer to SOIL-SOBD's website for the most up-to-date information.
- The eligibility criteria for the PGDM program are:
 - The candidate must have a bachelor's degree with minimum 50% marks in aggregate of all the subjects from any of the Universities recognized by the AIU/UGC or AICTE, or possess an equivalent qualification recognized by the Ministry of HRD, Government of India.
 - The bachelor's degree or equivalent qualification obtained by the candidate must entail a minimum of 3 years of education after completing Higher Secondary schooling (10+2) equivalent.
 - Candidates appearing for the final year of the degree examination can also apply subject to furnishing the proof of having passed graduation by a fixed date (announced in the Prospectus) and having obtained a minimum of 50% marks in aggregate total of all the subjects studied, failing which the provisional admission will be cancelled and no fee will be refunded in lieu thereof.
 - All candidates are required to have taken any one of the following entrance examinations: GMAT/CAT/ XAT / CMAT /MAT/ATMA.

- NMAT/SNAP- Candidates need to submit an AICTE approved test score for final admission to the program as a pre-qualification like GMAT/CAT/XAT/CMAT/MAT

2.6 Communicating Admission Decisions

- SOIL-SOBD aims to process applications as quickly as possible, and once a decision has been made, the Admissions Office will communicate this decision to the applicant. When an offer of a seat is made, a formal offer letter will be issued to the applicant.
- SOIL-SOBD operates a policy of verifying qualifications before an applicant can be admitted and therefore if qualifications have not already been verified, this will be a condition of the offer.
- Successful applicants will have their seat confirmed. Registration and Welcome details will be sent before the start of the program.
- **Feedback.** If an applicant is unsuccessful and wishes to receive feedback, they should e-mail or write to the Admissions Office (pgdm@schoolofbusinessdesign.com) requesting this. The Admissions Office will then provide written feedback as soon as possible.
- **Review.** If an applicant wishes to request a review of the decision, they should refer to the Admission Office to find out the correct procedure for review.

2.7 Disability

- If an applicant has declared a disability on their application form, this will have no bearing on determining their academic suitability for the program. If an offer is made, the applicant will be strongly encouraged to contact the Admissions Office to ensure that appropriate support arrangements can be put in place before the studies commence.

2.8 Criminal Convictions

- If a criminal conviction is declared on the application form, this will be considered before the offer of a seat is made and if thought appropriate, more information will be requested from the applicant. A criminal conviction does not preclude an applicant from studying at SOIL-SOBD. However, SOIL-SOBD has a duty of care to its students and staff and the decision will depend on the nature of the conviction.

2.9 Fraudulent, Misleading and Incomplete Applications

- The SOIL-SOBD will pay particular attention to the following when considering applications to study at SOIL-SOBD:
 - An application with false or misleading information/ statements
 - An application where relevant information has been omitted.
 - Submission of fraudulent or falsified documents
 - Plagiarism
 - Collusion (where the content of the application submitted is not the work of the applicant)
 - Refusal by an applicant to provide additional information when requested.
- It is the applicant's responsibility to ensure that the information they provide is accurate and complete and does not contain false or misleading information. It is also the applicant's responsibility to provide additional information when requested to do so. SOIL-SOBD will check an applicant's academic history, qualifications, references, personal statements, and anything else provided as part of an application for accuracy.
- SOIL-SOBD reserves the right to:
 - Investigate any application suspected of including false, misleading, or fraudulent information or appearing to be incomplete.
 - Request additional information to verify an application.
 - Put the application process on hold pending completion of such investigation.

- By any circumstances that institute finds evidence that the applicant has submitted a false, misleading, fraudulent, or incomplete application as referred to above, the institute reserves the right to:
 - Reject, withdraw, or cancel the application before a decision is made.
 - Withdraw any offer of a seat that has already been made.
 - Withdraw registration if an applicant has already been accepted into the PGDM program and enrolled as a student.

3.0 Re-admission Policy

- Applicants are required to declare all previous periods of study at SOIL-SOBD regardless of whether a qualification (PGDM) was awarded. SOIL-SOBD reserves the right not to consider an applicant for entry if the applicant has previously been withdrawn or excluded from SOIL-SOBD on any grounds.

3.1 Deferral Policy

- SOIL-SOBD may consider applications for deferred entry and will also normally consider requests to defer after an application has been received. SOIL-SOBD may allow applicants to defer their offer for one year on medical or other reasonable grounds, after which time the applicant is required to re-apply.

3.2 Program Amendments

- SOIL-SOBD aims to provide the PGDM program that has been advertised in the prospectus or elsewhere. However, if there is any significant change in the program between the time at which an offer is made and the point at which enrolment is complete, SOIL-SOBD will inform relevant applicants promptly and advise them of the options available to them.

3.3 Selection of Students

- SOIL-SOBD aims to select those students for its PGDM program who are most likely to benefit from its provision. The admission criteria and selection methods chosen are, therefore, designed to ensure that students are likely to succeed academically and to gain intellectually from the provision available. Attitude for the PGDM program is therefore the primary criterion for selection and an academic decision will always be reached on application before other secondary factors are considered. Students are shortlisted considering their overall profile going beyond the academic scores. The following key aspects are looked at during a shortlisting exercise.
 - Leadership Potential
 - Academic Excellence
 - Extra Curriculars
 - Intellectual Capacity
- In selecting students, admissions staff will aim to:
 - Reach decisions which are fair and consistent in relation to the published entry criteria and the evidence the applicant presents of their academic and/or professional qualifications. Decisions will also consider any specific skills or experiences which are desirable for the PGDM program.
 - Consider evidence of a candidate's potential to succeed in the program.
 - Apply selection processes which are appropriate to the PGDM program. Selection may be based on an application form plus other components such as Personal Interview (PI), Group Discussions (GD), Group Exercise (GE), Written Ability Test (WAT) etc. Candidates are entitled to know, in advance, the likely format of any interview offered. Refer- **Annexure -II**
 - Make offers on a basis which is consistent with the competition and the number of seats available in that year.

- Ensure that each application is considered by at least two members of the admissions staff members, who have received guidance in respect of selection and admission procedures.
- Communicate clearly and in a timely way with candidates at key decision points. Any applications held for gathered field processing or because of any request for further information or documentation should be closely monitored and the applicant provided with a clear explanation of the situation and approximate timescale for resolution. Admission teams should communicate the outcome of each application clearly and accurately, taking account of all approved communication channels. SOIL-SOBD will normally send an electronic notification to those receiving an offer stating any specific conditions which apply and including details of standard institutional terms and conditions. Where applications are unsuccessful, mail or letter acknowledging that the application has been carefully considered would be sufficient.
- How feedback will be provided to unsuccessful candidates should be made clear to applicants as early as possible in the admissions process.

3.4 Review of Decisions

- If, having received feedback regarding the decision not to offer a seat at SOIL-SOBD, an applicant feels they have cause to appeal or complaint, they may send formal written request for a review to the admissions Coordinator or can email at - pgdm@schoolofbusinessdesign.com. However, applicants should be aware that SOIL-SOBD will not review an admissions decision where the grounds for requesting a review are simply that the applicant disagrees with the academic judgement that has been applied, and where there is no evidence that the correct procedures have not been followed.
- The admissions Coordinator shall investigate the circumstances surrounding the request for a review in consultation with the relevant Area Coordinator and/or with other appropriate persons. Therefore, when making a request for a review of a decision, the applicant must include the *grounds* for requesting the review (i.e., any alleged procedural irregularities) and any supporting evidence including, where available, copies of any relevant documentation. However, applicants shall not normally be permitted to add further material or grounds after their request for a review has been submitted.
- SOIL-SOBD will consider requests for a review of a decision in a timely manner, with a view to providing a response within 10 working days of the written request reaching the admissions Coordinator. Where a response is not possible in that time frame, the admissions Coordinator will write to inform the applicant, giving reasons for the delay.
- The outcome of the review will be sent in writing to the applicant at the correspondence address which has been provided. If an address is not provided with the written request, the address provided with the original application will be used.

3.5 Admission Information

- In promoting the SOIL-SOBD's provision as widely as possible, Admission team members/program advisors should provide advice and guidance which is targeted to the needs and aspirations of a specific enquirer or defined audience.
- Information should be accurate, relevant, current, and accessible and consistent with information published on websites or in print.
- Information should enable applicants to make informed decisions about their options and if any enquiry goes beyond the limits of an individual member of admission team/ program advisor knowledge and expertise, s/he should know who to refer the enquirer to.
- The details provided should include information about the main learning and teaching methods, assessment procedures, content, structure, and courses of the institute. organization of courses. It should also indicate the extent of flexibility and choice within the curriculum design.

3.6 Complaints and Review Requests

SOIL-SOBD will make available to enquirers and applicants a complaints and review request procedure should they feel that any aspect of the selection or admissions process has not been conducted in accordance with the SOIL-SOBD Admissions Policy. The admissions Coordinator will provide advice on how to do this, on request.

3.7 Intake Capacity

We have strength of 240 (PGDM) and 120 (PGDM-Business Design & Innovation) AICTE approved program. Each core class (1st year) has up to 60 students. The elective classes in the 2nd year could have as low as 20 students, depending on the specializations.

3.8 Reservation Policy

As such there is no reservation for any section of the candidates. However, for achieving the goal of social inclusion and diversity, the candidates from Economically Weaker Section/belonging from defense/agricultural background or having certain unique achievement awards are given some additional scholarship under special category status in calculation of the merit score. Scholarship criteria can be referred to at the website.

3.9 Documents Retention Policy

The hard copies of the application forms received (if applicable), Appeared candidates, rejected candidates are kept for 5 years including the running current year.

Soft copy of the same is maintained in LMS and application module and converted to excel and are kept accordingly for all the years.

4.0 Process Monitoring and Review

- SOIL-SOBD will monitor its selection and admissions processes to ensure that they work effectively, are informed by feedback from users and are subject to continuous improvement.
- The Admissions Office will monitor response times in relation to enquiries and admissions decisions. Setting expectations for and monitoring expected application-to-offer turnaround times is the responsibility of the Admissions Office. SOIL-SOBD acknowledges though that speed of the offer is not the only consideration in managing and monitoring admissions operations, and that quality of service and effective applicant communication are equally important.
- The Admissions Office will regularly review and monitor the profile of applicants and entrants with regards to equal opportunities and for being proactive in enhancing diversity at SOIL-SOBD.

5.0 Admissions Process Quality Assurance

- Admission process quality at SOIL-SOBD is evaluated through an Admission process value chain consisting of the following four stages (**Fig.1**):
 - **Awareness:** consisting of all the *promotional activities* such as print media advertisements, website posts, campus visits, digital/social media marketing. The quality of Awareness stage is measured by the **total number of inquiries generated** about the PGDM program, admission process and/or other institutional parameters through any of the communication channels – face-to-face, telephonically, or through digital media.
 - **Engagement:** consisting of potential students or their relatives/friends making *inquiries* about the program and/or the institutional processes face-to-face, telephonically, or through digital media. The quality of the Engagement stage depends on the quality of inquiry experience the Admission Office is able to provide

to the inquirer in terms of response-time, relevance and comprehensiveness of the response, relationship building and continuous follow-up/inquiry-tracking for application submission. The quality of engagement stage is measured by the *percentage of inquiries* leading to **PGDM prospectus/application request** and/or **number of downloaded applications**.

- **Desire:** consisting of the desirous students submitting *applications* on-line or off-line for the purpose of joining the PGDM program. The quality of the Desire stage is measured by the **percentage of applicants who appeared for Personal Interview (PI) to the total number of applications received**.
- **Conversion:** consisting of applicants interviewed, selected, and joined the PGDM program. The quality of the Conversion stage is measured by the **percentage of applicants coming for PI and selected to those who joined the program**.

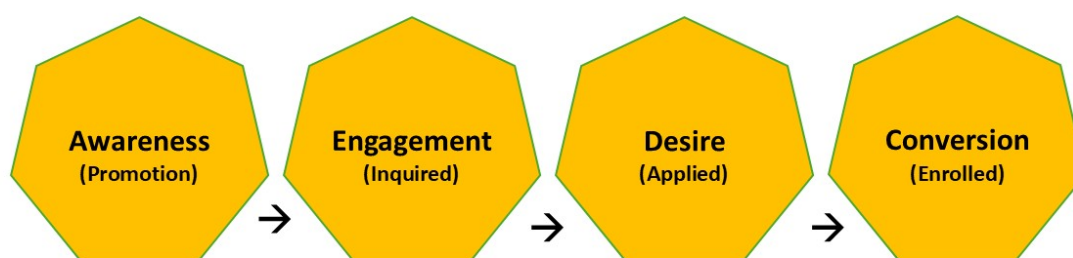


Fig.1. Admission Process Value Chain

Thus, the Quality metrics for the above four stages of the admission process are:

Awareness quality:	No. of Inquiries generated index.
Engagement quality	No. of prospectus/applications distributed/downloaded.
Desire quality	%age of applicants appearing in PI to total applicants.
Conversion quality	%age of applicants selected to total applicants appearing in PI.

The overall quality of Admission process is assessed by the following metrics:

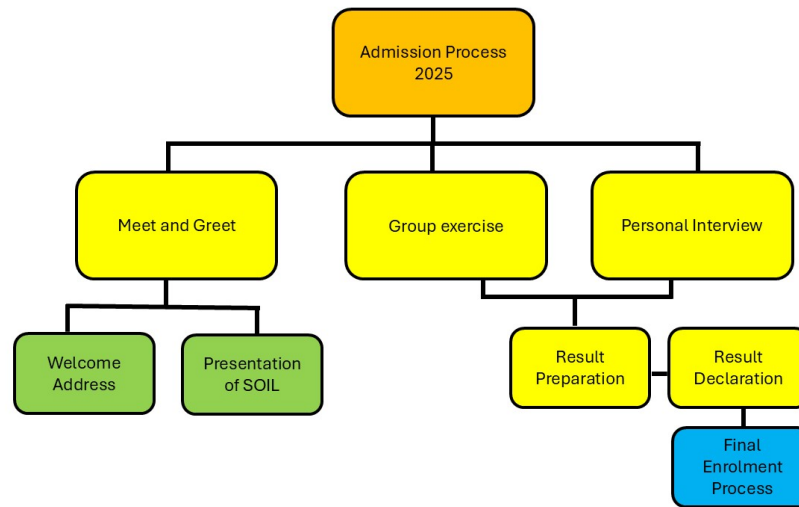
Percentage of seats filled	(SF%)
Percentage of applicants selected to applied	(SA%)
Percentage of applicants withdrawn to enrolled	(WE%)

The admission process is divided into four cycles as follows:

Cycle 1:	September to November
Cycle 2:	December to February
Cycle 3:	March to May
Cycle 4:	June to August

An Admission Quality Assurance System report is generated based on the above metrics through the four cycles and is continuously updated throughout the year. The format of this report is shown in 6.0.

6.0 SOPs of Admission Process



Steps- Pre-Interview

- Email to applicants explaining the process.
- SOIL-SOBD Welcome Kit
- Refreshments
- Venue for GD, GE & PI
- Panel Rooms for PI with signages
- DT Kit
- Presentation on SOBD by a faculty
- GD & GE topics
- Briefing the panellists
- Forms to be made on survey monkey/Google Form
- In case of online- Zoom breakouts to be made as per groups
- Student emcee- script to be vetted.
- Morning prayer by student
- Invite to Chairman/Director for address.

Steps- On the process day

- Student emcee starts with welcoming and morning prayer.
- Chairman/Director's address (15 mins)
- Presentation on SOIL-SOBD by faculty + intro to Design Thinking
- Briefing Faculty Coordinator on the day
- Proceed to SOIL Talent Appreciation Process
- Proceed to Group Discussions (GD)/ Group Exercise (GE)
- Briefing on Group Exercise (GE) & Group Discussion (GD)
- Process to Group exercise (GE)- (DT Kit)
- Lunch break (if physical process)
- Divided groups into slots for PI
- Start PI (Get double panels ready + students application forms + PI evaluation form)

Mapping the Interview process day

Reception-

- Capture online/offline preference in application.
- SOIL-SOBD Kit (pen, note pads etc)
- Arrive on the date- application ID check and interview token issue.
- Parents/guardians seating in reception with refreshments
- Students to move into Hall for documents verification.
- Refreshments in waiting area.

Preselection briefing

- Institute presentation (with video clips and story board).
- Expectations for the day- Agenda

Selection tests

- Objectives are to assess- fitment to SOIL-SOBD, learning ability for PGDM, functional competencies including communication, reasoning ability to interact with people, contribute to teams.
- GD- communication/ reasoning/team working/situational cases/ short news articles/ general short articles.
- GE- Design Thinking- learning ability, group dynamics, reasoning, individual exercise
- PI- Personality, communication, value fitment

6.1 Group discussion

Group discussion (GD) is a comprehensive technique to judge the suitability of a candidate and his/her appropriateness for college admission. GD assesses the overall personality – thoughts, feelings, and behaviour - of an individual in a group.

Why GD is important?

- It helps assess how a participant performs under different situations in a group.
- It helps to judge how one conceptualizes and manoeuvres his ideas through the discussion.
- It helps in analysing the candidate's attitude towards fellow members through one's communication and interpersonal skills, listening ability, humility, and tolerance to others' ideas.
- It helps in shedding light on candidate's leadership and managerial skills, problem-solving aptitude, creative thinking, and knowledge on diverse topics.

GD Process

In this methodology, there are usually 5-15 participants in a group. The group of candidates will be given a case-based situation and will be given 10 minutes to think and make notes about the same. After this, the group of candidates will be asked to discuss the topic among themselves for 20 minutes. While the group discusses the pertaining issue at hand, the evaluators will silently observe each candidate on various pre-determined parameters. The evaluators will assign scores to every candidate based on his/her individual performance as well as how he performed within the group.

- Brief Time = 10 minutes
- Preparation Time = 10 minutes
- Presentation = 20 minutes

Evaluators:

- Faculty, Alumni, Current Batch Students.
- No. of Panelists required per group= 1/2 Faculty/Alumni + 1 student

Evaluation Criteria: (Detailed sheet attached)

Communication Skills-Voice Modulation, Tone & Pitch	Knowledge of the Topic	Team Player	Display Of Enthusiasm	Overall Contribution	Total
10 Marks	10 Marks	10 Marks	10 Marks	10 Marks	50 Marks

6.2 Group Exercise

Group Exercise for PGDM Admissions helps to understand how the student behaves, and act in a group and how does he/she respond to different situations while working in a group. Leadership and team player skills are at high focus while the panel evaluates. It also helps the panel to check relationship skills as well as the commitment level which the candidate has for the task assigned.

Why GE is important?

- Helps to test teamwork, interpersonal communication skills and the planning ability of the candidates.
- Helps to know if the candidate can mix well with others.
- It helps in shedding light on candidate's leadership skills, team working skills, creative thinking, and facilitating others to perform and speak.

Process

In group exercise, the candidate needs to perform a defined task as a group and needs to accomplish the tasks assigned to the group. Each group needs to identify multiple problems, multiple solutions, audience, use specific facts and input that might be helpful in solving the problem, and ultimately achieve the desired output.

--Introduction to exercise by Faculty: 10 Mins

--Activity Time- 30 Mins

--Debrief by an Expert on Design Thinking- 10 mins

Students are required to work on the following:

- Brainstorm Template
- Presentation Template

Evaluators:


- Faculty, Alumni, Current Batch Students.
- No. of Panellists required per group= 1 Faculty/Alumni + 2 student

DT Kit

Offline/Online:

chart papers, pencils, erasers, sharpeners, scissors, cello tape roll, rulers, a small pack of crayons, a small pack of sketch pens, glazed paper, a small pack of post it notes and glue.

Annexure I

	<p>SOIL-School of Business Design, Manesar, New Gurgaon</p> <p style="font-size: small;">To</p> <p>Internal Quality Assurance System – Admission Process</p> <p>ADMISSION QUALITY INFORMATION SYSTEM – 2026-28 Batch</p>
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Admission Process Stage	Cycle 1: Sep-Nov 2025	Cycle 2: Dec-Feb 2025-26	Cycle 3: Mar-May 2026-26	Cycle 4: Jun-Aug 2026-26	TOTAL 2026-28
Awareness (Promotion)					
Total no. of Inquiries Generated					
Engagement (Inquiries)					
No. of prospectus distributed/downloaded					
No. of applications distributed/downloaded					
Total no. of prospectus/applications distributed/downloaded.					
Desire (Applications)					
No. of applications received.					
No. of applicants appearing in PI					
% of applicants appearing in PI to total no. of applications					
Conversion (Enrolled students)					
No. of applicants selected.					
% of applicants selected to applicants appearing in					
Overall Admission Quality					
% of filled seats					
% of applicants selected to applied					
% of applicants withdrawn to enrolled					

Annexure II

Reference for 3.3 - Selection of Students

Weightage Allocation –

Academic	CET	Work-Ex	Extra-Curricular	Group Exercise	Group Discussion	Personal Interview
15	35	5	5	10	5	25

Evaluation Rubrics- (sample of 2024 for reference GD + GE)

GD Rubric : <https://www.surveymonkey.com/r/3VPC5FM>

Panel - 1 Group Discussion Evaluation Form 2024-26 (Batch) (23rd April 2024)

* 1. Name of the Evaluator

* 2. Mode of Group Discussion

* 3. Group Discussion Evaluation Form (Lowest 0 and Highest 10)

	Communication Skills-Voice Modulation, Tone & Pitch	Knowledge of the Topic	Team Player	Display Of Enthusiasm	Overall Contribution
DEVRAJ BHATTACHARJEE- PGDM-86593	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
AYUSH PATEL- PGDM-87026	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
ARUN KUMAR- PGDM-89211	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
SHOKKHESHAAN S- PGDM-87674	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
AIMAN AFTAB- PGDM-87139	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
KUSH JOSHI-PGDM-73129	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
NITIN DHAMA- PGDM-78004	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
PULKIT AGARWAL- PGDM-84523	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
PRANAV NAGAICH- PGDM-78937	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

1. PI Rubric: PI EVALUATION FORM

Personal Interview Evaluation Form 2024-26 (Batch) (23rd April 2024)

Suggested Interview Questions - <https://bit.ly/2Hw6Gop>

* Required

1. Name of the Evaluator *

Enter your answer

2. Name of the Student & Application Number *

Select your answer

3. Physical Appearance (Maximum scores 10) *

1 2 3 4 5 6 7 8 9 10

4. Communication skills (Maximum scores 10) *

1 2 3 4 5 6 7 8 9 10

5. Capacity To Relate (Maximum scores 10) *

1 2 3 4 5 6 7 8 9 10

6. Capacity To Learn (Maximum scores 10) *

1 2 3 4 5 6 7 8 9 10

7. Capacity To Think (Maximum scores 10) *

1 2 3 4 5 6 7 8 9 10

8. Capacity To Motivate (Maximum scores 10) *

1 2 3 4 5 6 7 8 9 10

9. Remarks *

Enter your answer

10. Recommendation For SSCBD PGDM Program *

Highly Recommended

Recommended

May be considered later

Rejected

Submit

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Annexures III

List of Topics

Group Discussion Topics

1. As per National Education Report 2020, the Gross Enrolment Ratio (GER) at Higher Education Level is just 27 %. Government of India is targeting 50% GER by 2035. To achieve this target, the government has decided to add 3.5 crore new seats in Higher Education Institutions. But adding up seats without generating employment in the market would worsen the unemployment rate further. Discuss and suggest measures to improve GER at higher education level and create enough employment opportunities.

2. On June 14, 2022, the government of India introduced the Agnipath scheme for recruitment of soldiers to the defence forces. These soldiers, called 'Agniveers', are to undergo a four-year tour of duty after which 25 per cent of them will be retained for further service, while others will be relieved and free to pursue other professions. This system of tenure-based soldiers is a common practice across the world, mostly because many countries do not have enough volunteers to serve in the defence forces and they have to resort to minimum-tenure conscription. As India does not have a compulsion of this nature, the government has announced this scheme. The success of this scheme will not be defined by how Agniveers are being treated when in service but what happens to them after their release. Going by the condition of the short service officers and young retirees of the defence forces, the future of Agniveers does not seem to be very bright because without guaranteed jobs they will be left to fend for themselves. The 30,000–40,000 Agniveers who are going to be released every year on completion of their tenure of duty will need to have some jobs guarantees and put in responsible positions for this scheme to be successful. While it holds the potential to enhance the agility and adaptability of the forces, it necessitates mid-course corrections and substantial improvements, particularly in addressing the job security concerns of the Agniveers, to fully realize its intended benefits. Do you think that this scheme will be successful and provide a good career option for the youth?

3. A cryptocurrency is a digital currency based on a network that is scattered across a huge number of computers. Based on blockchain technology, many cryptocurrencies are decentralized networks. The advantages of cryptocurrencies include cheaper and faster money transfers and decentralized systems that do not collapse at a single point of failure. The disadvantages of cryptocurrencies include their price volatility, high energy consumption for mining activities, and use in criminal activities. Crypto currencies are not regulated by any central government authorities, which makes them immune to any government interventions. Over the past few years, several cryptocurrency-based startups in India have secured millions of dollars in funding. These companies have added thousands of jobs. If the government recognizes crypto as an asset class, it will be taxed as per the applicable laws. It could be a huge boost to India's treasury. However, the Indian government is also piloting its own digital currency and does not endorse the existing cryptocurrencies. Should the Indian Government ban crypto currencies or encourage its continued use?

4. In 2021, Facebook was renamed "Meta Platforms" and its chairman Mark Zuckerberg declared a company commitment to developing a metaverse. While the Facebook rebrands to Meta, this has made Metaverse the new buzz word in the business and social world. Some Experts compare Metaverse in 2022 to where Internet was in 1970s in US. Clearly a lot lies ahead! However, there is heightened competition given the success of Instagram, WhatsApp and other social networking

options that a consumer has now. And some experts are already talking about its negative impact. Do you think that Facebook/Meta is relevant today or will it sink into oblivion?

5. Electric vehicles, unlike conventional petrol and diesel vehicles, use one or more electric motors for propulsion. Manufacturing and putting the electric cars on road is the vision to make India pollution free along with saving the precious petroleum. However, the disposal of the electric car batteries is proving to be an environmental nightmare and there does not seem to be a viable solution to this problem. Is it too early to promote electric cars as a safer environment friendly option yet?

6. With the environmental crisis taking a more prominent role in the consciousness of people and society, businesses are becoming more aware of the requirement to address environmental concerns and develop sustainable models for production and operation. The use of more sustainable, recyclable materials, reducing polluting practises and setting carbon-cutting, carbon-offsetting or carbon-neutral targets are just a few of the measure's businesses may consider taking to address the climate issue. Environmental changes also reflect the growing trend towards ethical business, encouraged by changes in consumer values and behaviour. Do you think that these measures have any impact on the environment or are they merely a posturing by the corporates?

7. Changing priorities of individuals and communities has led to growth in the number of people leaving full-time employment and becoming entrepreneurs and small business owners. This represents challenges for companies, who might be experiencing a loss of staff and difficulties recruiting for vacant positions. Alongside those who leave full-time employment to take up self-employed opportunities, there's also a growing population of employees starting their own business as a side operation alongside a main job. Do you think part time work along with entrepreneurship pursuits should be encouraged? Will the individual be able to do justice to both aspects?

8. The Chinese one-child policy was part of a broad program designed to control the size of the rapidly growing population of the People's Republic of China. Distinct from the family planning policies of most other countries, which focus on providing contraceptive options to help women have the number of children they want, the government set a limit on the number of births parents could have, making it the world's most extreme example of population planning. Should India adopt One Child Policy? Discuss of this and its impact on the people and country.

9. Generative AI, such as ChatGPT, and large language models (LLMs), will be transformative in coming years. LLM is a form of AI that uses deep learning and big data sets to understand, summarize, generate, and predict new content. A recent survey of chief data officers by Amazon Web Services, found that 80% of respondents agree that generative AI will transform their business. But there are risks associated with relying too much on AI and automation, and the growing trend is for businesses to seek the most effective balance between AI and human involvement. To add to this there is a growing fear amongst individuals that AI may dry up career opportunities for many and the need to re-invent themselves is very real and present. Companies must therefore also consider the risks of AI models and applications. Increased use of AI models may lead users to any vendor inadvertently accessing sensitive information contained within the AI models, which could result in regulatory, commercial, and reputational repercussions. Furthermore, security issues can occur as personal data may be leaked, cyber criminals can use LLM for phishing and spamming, and hackers may change original programming. Thus, there is a need for companies to reduce these risks by keeping humans at the centre and ensuring quality data within these models. What do you think is the future of AI at the workplace and how can we as consumers protect ourselves from falling prey to the associated risks?

10. COVID-19 pandemic resulted in the rise of E-learning. People have now started thinking differently about education and the new ways of learning are shaping the face of the jobs market. This situation led to debates on whether e-learning is a good alternative to classroom learning because the challenges of "One-Size-Fits-All" remains. Identify challenges and limitations in classroom-based learning and E-Learning and suggest measures to leverage technology in best possible way to decimate them.

11. Science and technology innovations taking place in India have made a huge contribution to India and the world. India's technological advancements, the scalability of our tech solutions and the cost effectiveness are unparalleled. Over 3.5 billion transactions are taking place in India through UPI. Further India's digital platform CoWin has provided vaccine support, DigiYatra, Digilocker are a few commendable initiatives. Yet there is a large section of society who are very wary of these developments or are unable to access these. To add to this, there are scams happening where gullible people are falling prey to the scamsters who are roaming freely, well camouflaged in the digital space. How can digitalisation be made safer and more inclusive for a large country like India is the real challenge?

12. India's Supreme Court was hearing final arguments in a historic group of petitions to legalize same-sex marriage. "These petitions are basically asking that the right to marry a person of one's own choice should be extended to LGBTQ citizens as well. Indian LGBTQ couples fight for legal recognition of same-sex marriage. India's government put its LGBTQ population at 2.5 million in 2012, and more recent global estimates say it could be at least 10% of the country, or more than 135 million people. Notably, this same court granted certain rights to the transgender community in 2014, declared privacy a constitutional right in 2017, decriminalized gay sex in 2018 and expanded protections for "atypical" families in 2022. On October 17th, 2023, the 5-Judge Bench pronounce its verdict on petitions seeking marriage equality for LGBTQIA+ persons. The Bench unanimously held that there was no fundamental right to marry and that the Court could not recognise LGBTQIA+ persons right to marry under the Special Marriages Act (SMA). Do you think that same-sex marriages should be legalized and will India ever legalize same-sex marriage?

13. Influencers are those who can influence the decisions of common people. Until recently, only celebrities such as film actors, singers, sportspersons were considered influencers. But now, anyone can become an influencer through social media by creating content that users find helpful. Many social media influencers make it a full-time job because they can get paid through brand collaborations. More and more companies are now using influencer marketing to promote their products. So, that means influencers can influence the decisions of common people. Are influencers really influencing our decisions?

14. Infant mortality is amongst the highest in India. Many environmental factors contribute to infant mortality, such as the mother's level of education, environmental conditions, and political and medical infrastructure. Improving sanitation, access to clean drinking water, immunization against infectious diseases, and other public health measures can help reduce high rates of infant mortality. How should we as a country ensure to reduce infant mortality rates especially in rural and semi-urban places in India?

15. COVID-19 pandemic resulted in the rise of E-learning. People have now started thinking differently about education and the new ways of learning are shaping the face of the jobs market. This situation led to debates on whether e-learning is a good alternative to classroom learning because the challenges of "One-Size-Fits-All" remains. Identify challenges and limitations in

classroom based learning and E-Learning and suggest measures to leverage technology in best possible way to decimate them.

16. There is more than enough food produced in the world to feed everyone on the planet. Yet as many as 783 million people still go hungry. The hunger crisis in 2023 has increased as nearly one in ten people around the world go to bed hungry each night, a crisis driven largely by conflict, climate change, chronic inequality, and poverty. The Indian Government is drafting a national policy to set up community kitchens. The step was taken in response to the public interest litigation (PIL) claiming that every day many children under the age of five are dying due to hunger. Do you think it's justified that in a world of plenty some people still have to battle hunger.

17. India's Supreme Court is hearing final arguments this week in a historic group of petitions to legalize same-sex marriage. "These petitions are basically asking that the right to marry a person of one's own choice should be extended to LGBTQ citizens as well. Indian LGBTQ couples fight for legal recognition of same-sex marriage. India's government put its LGBTQ population at 2.5 million in 2012, and more recent global estimates say it could be at least 10% of the country, or more than 135 million people. Notably, this same court granted certain rights to the transgender community in 2014, declared privacy a constitutional right in 2017, decriminalized gay sex in 2018 and expanded protections for "atypical" families in 2022. On October 17th, 2023, the 5-Judge Bench pronounce its verdict on petitions seeking marriage equality for LGBTQIA+ persons. The Bench unanimously held that there was no fundamental right to marry and that the Court could not recognise LGBTQIA+ persons right to marry under the Special Marriages Act (SMA). Do you think that same-sex marriages should be legalised and will India ever legalize same-sex marriage?

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19. It is becoming increasingly common for extreme weather events to disrupt manufacturing and supply chains causing billions of dollars in economic harm. As such, shareholders and stakeholders are demanding greater accountability from companies for the Environmental, Social, and Governance (ESG) impacts of their operations. Doing business in an ethical and sustainable way also extends to a company's global supply chain. Has these ESG measures been able to create any impact on businesses and individuals?

20. According to a survey, 47% of leaders do not intend to offer remote work options because they say that remote work is bad for employee well-being. Executives trying to get workers to return to the office say remote and hybrid work leads to a sense of social isolation, meaninglessness, and lack of work-life boundaries, and we should just all go back to office-centric work. For instance, Google's leadership is defending its requirement of mostly in-office work for all staff as necessary to protect social capital, meaning people's connections to and trust in one another. That's despite a survey of over 1,000 Google employees showing that two-thirds felt unhappy about being forced to work in the office three days per week. An essay by Arthur Brooks claimed that "aggravation from commuting is no match for the misery of loneliness, which can lead to depression, substance abuse, sedentary behaviour, and relationship damage, among other ills." An article in Forbes reported that over two-thirds of employees who work from home at least part of the time had trouble getting

away from work at the end of the day and how remote work can “exacerbate existing mental health issues” like depression and anxiety. How can companies strike the right work life balance and working hours for its employees?

21. India as a country has progressed well in the last decade. We have seen the growth of the Indian Economy at a GDP of 7%-8%, a stable government at the centre, huge creation of infrastructure at state and national levels. Yet we are also faced with many issues like poverty, pollution, Illiteracy, corruption, inequality, gender discrimination, communalism, & violence against women to name a few. On the other hand, we are investing in bullet trains in India. The first bullet train section, a 50-kilometre stretch between Bilimora and Surat in Gujarat, will be completed in August 2026, as announced Railways Minister Ashwini Vaishnav. The total cost of the Mumbai-Ahmedabad bullet train project is pegged at Rs 1.08 lakh crore. Do you think an investment in bullet trains is justified for a country like India?

22. India as a country has progressed well in the last decade. We have seen the growth of the Indian Economy at a GDP of 6%-7%, a stable government at the centre, huge creation of infrastructure at state and national levels. Yet we are also faced with many issues like poverty, pollution, Illiteracy, corruption, inequality, gender discrimination, communalism, & violence against women to name a few. On the other hand, we are investing in bullet trains in India. The first bullet train section, a 50-kilometre stretch between Bilimora and Surat in Gujarat, will be completed in August 2026, as announced Railways Minister Ashwini Vaishnav. The total cost of the Mumbai-Ahmedabad bullet train project is pegged at Rs 1.08 lakh crore. Do you think an investment in bullet trains is justified for a country like India?

23. Russia’s ongoing invasion of Ukraine, the Israel-Hamas war, the Houthis trying to control the Red Sea and tensions in other hotspots have swelled the order books of defence companies to near-record highs. Investors believe higher defence spending is here to stay. A report of the Financial Times says “Total global military expenditure increased by 3.7 percent in real terms in 2022 to a new high of \$2,240bn, according to the Stockholm International Peace Research Institute. Military expenditure in Europe had its steepest year-on-year increase in at least 30 years.” Do you think that war is a political game to sustain the defence industries of the developed countries?

24. Since 2005, ‘Safer internet day’ is organized in February. The need for a safer internet emerged due to the increased dependence on the internet in our daily lives. We learn, work, play, watch content and even connect with our loved ones using the internet. Common threats to personal safety include phishing, internet scams, malware, cyberstalking, cyberbullying, online predators, and sextortion. Besides this, bullying, cybercrimes, and trolling are affecting the mental health of many people. This is especially a concern to parents and children, as children are often targets of these malicious users. Deep fakes and the use of Artificial Intelligence is further becoming a safety concern for all users. Deep fakes refer to manipulated videos, or other digital representations produced by sophisticated artificial intelligence, that yield fabricated images and sounds that appear to be real. Anybody who has a computer and access to the internet can technically produce a “deepfake” video, says John Villasenor, professor of electrical engineering at the University of California, Los Angeles. “The technology can be used to make people believe something is real when it is not,” said Peter Singer, cybersecurity and defence focused strategist and senior fellow at New America. How can we make the internet a safer place?

25. “Who is not against child labour?” Despite their very limited resources, marginalized families without exception, desperately want their children to get an education. Being against child labour however requires more than just regulatory compliance; it demands that companies also work to

improve the economic situation of their population, providing the parents with opportunities & resources so that they could earn a more secure livelihood and send their children to school. How can we achieve this basic right to education of every child despite the frail economic backgrounds of their families?

26. The stimulus package announced by Finance Minister to spur the economic activities post lockdown had a major emphasis on 'Atmanirbhar Bharat Abhiyan'. The government announced an economic package of Rs 20 trillion with more focus on local manufacturers and service providers. During COVID-19, from zero production of Personal Protection Equipment (PPE) before March 2020, India created a capacity of 2 lakh PPE kits daily, which is still growing. India also demonstrated how in these trying times various automobile sector industries collaborated to make life-saving ventilators. India has also had a very successful vaccination program during COVID and has emerged as one of the best managed vaccination campaign on such a large scale with state-of-the-art vaccines developed in the country. Is the concept of atmanirbhar bharat a success? Do you think this will create an impact on the economy? Will the country truly be "atmanirbhar" in the future?

27. On June 14, 2022, the government of India introduced the Agnipath scheme for recruitment of soldiers to the defence forces. These soldiers, called 'Agniveers', are to undergo a four-year tour of duty after which 25 per cent of them will be retained for further service, while others will be relieved and free to pursue other professions. This system of tenure-based soldiers is a common practice across the world, mostly because many countries do not have enough volunteers to serve in the defence forces and they have to resort to minimum-tenure conscription. As India does not have a compulsion of this nature, the government has announced this scheme. The success of this scheme will not be defined by how Agniveers are being treated when in service but what happens to them after their release. Going by the condition of the short service officers and young retirees of the defence forces, the future of Agniveers does not seem to be very bright because without guaranteed jobs they will be left to fend for themselves. The 30,000–40,000 Agniveers who are going to be released every year on completion of their tenure of duty will need to have some jobs guarantees and put in responsible positions for this scheme to be successful. While it holds the potential to enhance the agility and adaptability of the forces, it necessitates mid-course corrections and substantial improvements, particularly in addressing the job security concerns of the Agniveers, to fully realize its intended benefits. Do you think that this scheme will be successful and provide a good career option for the youth?

28. Nowadays, the OTT platforms like Netflix, Prime Video, Zee etc. are attracting most internet users. In recent years, the OTT has raised the bar for the entertainment industry and perform extremely well. During the covid-19 when all the movie theatres were shut at that time most of the people moved toward the OTT platforms. Flexibility to watch and the quality of the content are the key reason for the growth of the online platforms. The rapid popularity of online platforms sparks the discussion of OTT vs Theatre. OTT till 2021 does not have any regulating authority to censor inappropriate things streaming on online platforms. And that's why OTT platforms become so popular because they present things at an extreme level that is accepted by the audience. Will the theatre and PVR cinemas survive the threat by the OTT platforms?

29. India since independence has remained a cash dependent economy. India's cash to GDP ratio is 13 % whereas the global average is a maximum of 8%. The Indian government has been trying to go cashless to counter problems like illegal transactions, money laundering, black money etc. Demonetization was a step towards going cashless and getting transactions digitized. Elimination of 500 and 1000 rupee notes created a massive movement towards digital transactions. Since then there has been a big shift and today we can see even roadside hawkers and tea-sellers accepting

digital payments in many parts of India. Each month records 1.22 billion transactions on NPCI's UPI platform.

But the fact still remains that cash is still king in India despite this perceptible shift in favor of digitization. RBI's internal study suggests a high currency in circulation (CIC) in relation to the gross domestic product (GDP). Yet, on the other hand there is an increasing dependence on digital payments. The Paytm app has recorded an enormous rise of 200 percent in app downloads and a 250 percent increase in transactions. Apps like Gpay, Mobiwik, Phonepe wallet, Airtel Wallet, Amazon pay have become very popular and widespread. India has been quoted among "break out economies" in Digital Evolution Scorecard developed by Tufts University's Fletcher School in partnership with Mastercard. India has also been ranked high in momentum, towards increasing digitization for both post-Covid recovery and also for longer-term transformation. What is the future of digital economy in India? Will this cashless economy able to replace the cash economy?

Group Exercise Topic

1. In today's digital world, customers have become accustomed to more efficient and immediate solutions because technology infiltrates each part of their daily lives. The Forbes Magazine explains in an article that 70% of companies already have complex digital transformation strategies or are working on one. Seeing this statistic gives an excellent indication of the enormous scale on which this transformation is taking place. However, moving with the times and implementing new digital solutions come with their own risks and challenges. When digital gateways especially involving financial transactions and solutions aren't secure, companies may face legal ramifications, loss of trust from their customers, and ultimately loss of revenue. The consumer on the other hand also must deal with digital frauds, scams and finally financial losses. Develop solutions from the company and the consumer's perspective to safeguard both the companies and the consumer from the associated risks of digitalisation.

2. Aggressive driving has become a topic of concern over the last few decades, and for good reason. In an analysis of 10,037 police reports and newspaper stories about traffic accidents that led to violence, the AAA Foundation for Traffic Safety found "road rage" contributed to 218 deaths and 12,610 injuries. Worse, AAA found that road rage incidents increase by nearly 7% - 10% each year. Psychologists are studying what makes some people more prone to road rage and how to keep them from becoming a danger on the road. Research suggests that young males are the most likely to perpetrate road rage. Environmental factors such as crowded roads can boost anger behind the wheel. Certain psychological factors, including displaced anger and high life stress, are also linked to road rage. In addition, studies have found that people who experience road rage are more likely to misuse alcohol and drugs. You are a part of a citizen's group with the objective of tackling these situations and finding solutions to reduce road rage in your area.

3. While Electric vehicles are being hailed as the new generation of cars that will control environment pollution, yet there is a great challenge when it comes to the disposal of the batteries used in these cars. Lithium-ion batteries contain metals such as cobalt, nickel, and manganese, which are toxic and can contaminate water supplies and ecosystems if they leach out of landfills. Additionally, fires in landfills or battery-recycling facilities have been attributed to inappropriate disposal of lithium-ion batteries. Design a waste disposal system for these batteries that does not cause damage to the environment and the eco-system.

4. All countries today are staring at the environmental impact of garbage. While large metro cities are the largest contributors, this issue is percolating down to smaller towns as well. The main waste disposal problems include producing too much waste, most of which is toxic. Landfills have become challenging to manage, and we still rely on old technology to reduce and recycle waste. While some cities have implemented waste segregation as a solution, but its impact is limited. You are a part of the waste disposal committee of your locality/society. Devise an easy to implement end-to-end waste disposal plan for your locality/society.

5. Child safety is becoming a matter of increasing concern for parents. Design a product that will help parents keep track of the movements of their children. A survey in the USA revealed very shocking findings where bullying/cyber bullying topped the list of concerns. This was followed by internet safety, stress, depression, drug abuse and lack of exercise. Design an app for parents to help them identify and protect their young children from falling prey to these issues.

6. Incidents of stray dogs biting and creating a menace have increasingly been in the news. On the other hand, there are citizens who support, feed, and look after these strays also. This has led to a lot of disputes and divide between the dog-lovers and the anti-stray dog groups. Delhi High Court order last year, rules that stray dogs have the right to food and citizens have the right to feed community canines. In fact there are several NGO's like the PETA that actively takes up the cause of the stray dogs. As a member of your RWA, suggest a plan to implement solutions for this issue.

7. Paper accounts for around 26% of total waste at landfills. Paper production causes deforestation uses enormous amounts of energy and water and contributes to air pollution and waste problems. Paper is obtained from the wood pulp. If we keep on cutting trees for a long period they will eventually vanish and finally, we will have to deal with a series of environmental threats due to loss in balance in the ecosystem. Of all trees harvested for industrial use, 42% go to making paper. The pulp and paper industry are also the largest industrial user of water, the biggest water polluter, and the third largest emitter of global warming pollution in most industrialized nations. The costs of using paper inefficiently in the workplace are too significant to be ignored. The expenses from supplies such as toner and paper, as well as equipment maintenance can add up fast. Using less paper can save your organization money and can also help with several environmental problems. Given this context, the question arises: How can we innovatively relook at this aspect to ensure minimal use of paper and contribute a little towards controlling environment degradation. What are the various options that can be explored to solve this issue.

8. All countries today are staring at the environmental impact of garbage. While large metro cities are the largest contributors, this issue is percolating down to smaller towns as well. The main waste disposal problems include producing too much waste, most of which is toxic. Landfills have become challenging to manage, and we still rely on old technology to reduce and recycle waste. While some cities have implemented waste segregation as a solution, but its impact is limited. You are a part of the waste disposal committee of your locality/society. Devise an easy to implement end-to-end waste disposal plan for your locality/society.

9. In the context of India's rapidly growing online food delivery industry, as exemplified by platforms such as Swiggy and Zomato, delivery partners face a multitude of challenges. These range from financial instability due to irregular income and dependency on fluctuating incentives, to the stress of long, unpredictable work hours, compounded by significant safety risks on the road. Additionally, there is an absence of formal employment benefits, leading to concerns over social security. The quality of customer interactions and the need for continual skill development also pose challenges in this dynamic work environment. Considering these factors, the critical question arises: How can

effective strategies be developed to comprehensively address these issues? The objective is to enhance the working conditions, safety, and overall well-being of delivery partners, while also boosting the operational efficiency and sustainability of the online food delivery sector in India.

10. In a world where the population of the elderly is rapidly increasing, many seniors face significant challenges that impede their ability to live comfortably and maintain meaningful social connections. These challenges are compounded by environments and social structures that often do not cater to their unique needs, leading to feelings of isolation, frustration, and a decline in both physical and mental health. Given this context, the question arises: How can we innovatively redesign senior-friendly homes and create impactful social programs to not only meet the essential needs of the elderly but also foster a sense of community, autonomy, and joy in their lives, thereby redefining the experience of aging into one of engagement, purpose, and continued growth?

11. Address the growing issue of mental health among young adults under 24, who face challenges like anxiety, depression, and stress. Develop solutions to support their mental well-being and stress management. Focus on creating peer support programs, accessible counselling, digital mental health platforms, mindfulness workshops, and integrating mental health education in academics. Aim to destigmatize mental health issues and promote help-seeking. Propose strategies for educational institutions, communities, and online resources to improve young adults' mental resilience and stress management.

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16. Address the environmental impact of single-use plastics in urban areas, a concern for many young adults under 24. The challenge includes the prevalent use of plastics, limited recycling, and a lack of alternatives. Develop strategies to reduce reliance on these plastics, focusing on alternative materials, improved recycling, public awareness, and incentives for reduced plastic use. Aim for solutions that individuals, businesses, and governments can adopt, enhancing urban sustainability and reducing the environmental footprint of plastics.

17. Despite the potential benefits of trading and stock market investments, a significant number of individuals in India are facing financial losses in these markets. This challenge is particularly pronounced among new and inexperienced investors. The task is to develop a comprehensive strategy that educates and protects these investors, promoting responsible and informed trading practices. Consider factors like financial literacy, regulatory measures, investor behaviour, and technological interventions. Your goal is to propose innovative solutions that can be implemented at various levels to reduce the incidence of financial losses and enhance the overall health of the investment landscape in India.

18. In today's digital world, customers have become accustomed to more efficient and immediate solutions because technology infiltrates each part of their daily lives. The Forbes Magazine explains in an article that 70% of companies already have complex digital transformation strategies or are working on one. Seeing this statistic gives an excellent indication of the enormous scale on which this transformation is taking place. However, moving with the times and implementing new digital solutions come with their own risks and challenges. When digital gateways especially involving financial transactions and solutions aren't secure, companies may face legal ramifications, loss of trust from their customers, and ultimately loss of revenue. The consumer on the other hand also must deal with digital frauds, scams and finally financial losses. Develop solutions from the company and the consumer's perspective to safeguard both the companies and the consumer from the associated risks of digitalization.

19. In the context of India's rapidly growing online food delivery industry, as exemplified by platforms such as Swiggy and Zomato, delivery partners face a multitude of challenges. These range from financial instability due to irregular income and dependency on fluctuating incentives, to the stress of long, unpredictable work hours, compounded by significant safety risks on the road. Additionally, there is an absence of formal employment benefits, leading to concerns over social security. The quality of customer interactions and the need for continual skill development also pose challenges in this dynamic work environment. Considering these factors, the critical question arises: How can effective strategies be developed to comprehensively address these issues? The objective is to enhance the working conditions, safety, and overall well-being of delivery partners, while also boosting the operational efficiency and sustainability of the online food delivery sector in India.

20. Despite the potential benefits of trading and stock market investments, a significant number of individuals in India are facing financial losses in these markets. This challenge is particularly pronounced among new and inexperienced investors. The task is to develop a comprehensive strategy that educates and protects these investors, promoting responsible and informed trading practices. Consider factors like financial literacy, regulatory measures, investor behavior, and technological interventions. Your goal is to propose innovative solutions that can be implemented at various levels to reduce the incidence of financial losses and enhance the overall health of the investment landscape in India.

21. Aggressive driving has become a topic of concern over the last few decades, and for good reason. In an analysis of 10,037 police reports and newspaper stories about traffic accidents that led to violence, the AAA Foundation for Traffic Safety found "road rage" contributed to 218 deaths and 12,610 injuries. Worse, AAA found that road rage incidents increase by nearly 7% - 10% each year. Psychologists are studying what makes some people more prone to road rage and how to keep them from becoming a danger on the road. Research suggests that young males are the most likely to perpetrate road rage. Environmental factors such as crowded roads can boost anger behind the wheel. Certain psychological factors, including displaced anger and high life stress, are also linked to road rage. In addition, studies have found that people who experience road rage are more likely to misuse alcohol and drugs. You are a part of a citizen's group with the objective of tackling these situations and finding solutions to reduce road rage in your area.

22. In recent years, Delhi and other metropolitan areas in India have experienced dangerously high levels of air pollution, with the Air Quality Index (AQI) often exceeding safe thresholds. This poses serious health risks and negatively impacts the quality of life for millions of residents. The complexity of this issue is exacerbated by factors such as industrial emissions, vehicular pollution, seasonal meteorological changes, and urban lifestyle practices. **The challenge is to develop innovative, practical, and sustainable solutions to reduce air pollution levels in these cities.** Solutions should consider the diverse causes of pollution, the varied demographics of the affected populations, and the different geographical and cultural contexts of Indian metro cities. **The objective is to create impactful strategies that not only mitigate existing pollution levels but also prevent future deterioration of air quality, ensuring a healthier environment for current and future generations.**

23. The airline industry, known for its dynamic and competitive nature, often struggles to maintain profitability due to various challenges. These challenges include fluctuating fuel prices, stringent regulatory requirements, intense competition, variable demand patterns, and high operational costs. Additionally, environmental concerns and the need for sustainable practices have become

increasingly important. The task is to ideate and develop innovative strategies that can enhance the profitability of airline companies. These strategies should focus on optimizing operational efficiency, improving customer experience, leveraging technology for better management, and exploring new revenue streams while being environmentally conscious. The solutions should be adaptable to the rapidly changing global economic landscape and resilient to the industry's cyclical nature. The goal is to create sustainable business models that not only ensure profitability for airline companies but also contribute positively to the broader ecosystem of global travel and transportation.

24. Address the growing issue of mental health among young adults under 24, who face challenges like anxiety, depression, and stress. Develop solutions to support their mental well-being and stress management. Focus on creating peer support programs, accessible counselling, digital mental health platforms, mindfulness workshops, and integrating mental health education in academics. Aim to destigmatize mental health issues and promote help-seeking. Propose strategies for educational institutions, communities, and online resources to improve young adults' mental resilience and stress management.

Personal Interview

Questions to be asked:

- Tell us something about yourself.
- Why do you think should we give you admission in our college?
- What are your key skills/ greatest strengths?
- What is your greatest weakness?
- What is your greatest achievement?
- Where do you see yourself five years down the line?
- What are your career goals?
- Why do you want to join SOIL?
- Why MBA?
- Why marketing/ finance/ etc. specialisation?
- Discuss our contribution of extra-curricular activities to your school/college.
- What are your hobbies and interests?
- Who is your role model?
- Who inspires you?
- Why should we admit you?
- Walk me through your resume/profile.
- What is your biggest failure or challenge?
- How will you contribute to the campus if we choose you?
- How will you add value to the campus if chosen?
- What is your expectation from this MBA programme?
- How do you deal with criticism?
- What have you learnt from your failures?
- What has been your most challenging or rewarding academic experience so far?
- Where else have you applied? What other calls have you received?
- What are the newspaper headings that grabbed your attention?
- Do you want to ask or know anything (about the college)?



SOIL School of Business Design

Plot 23, Sector 2, Phase 1.

Institutional Area, Manesar,

South Gurgaon, Haryana – 122050

E - pgdm@soilindia.net

P - 9717280018