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Subject - Business Communication
(BBA 1st year) Unit - VII

Topic - Interview

Meaning of Interview:- The word 'interview' means 'view between or sight between'. It suggests a meeting between two persons for the purpose of getting a view of each other, or for knowing each other. When we normally think of an interview, we think of a situation in which an employer tries to size up an applicant for a job. The employer's aim is to know whether the applicant can be of service to his company, and the applicant's aim is to find out whether the job being offered by the company can be suitable to him. An interview is thus, a means of two-way communication. Selection interview is only one kind of interview, though it is a major one. Apart from it, there can be appraised interview to assess the performance of employees, grievance interview to learn about their grievance of employees or complaints, exit interview

with employees when they are leaving the company either on their own or through dismissal, reprimand or when they are reprimanded on some disciplinary ground etc.

Selection Interview

Before we pass on to the actual conduct of interviews. let us discuss a few basic techniques of interviews.

① Screening: - Since the number of applications for any job is very large, several firms screen the applications to weed out unsuitable candidates. Then some more candidates are eliminated through a preliminary interview. only very few who are good are called for the final interview.

② Random appearance: - Some interviewers believe that the man is more important than the application. They want to judge a man by his personal appearance rather than on the basis of his application. They call every applicant for interview. This method may once in a while find some really brilliant candidates in one way. But it is usually expensive and costly.

③ Tests: These days a number of firms resort to tests, written or oral, designed to Judge the candidates, intelligence, general knowledge, proficiency in languages, etc. In addition, psychological testing has also come into vogue. Candidates who qualify these tests are invited for final interview.

④ Experience: - Some employers believe that practical experience is more important than paper qualifications. One year's practical experience, they think is equivalent of fifteen years spent in schools and colleges. So they don't call fresh candidates for interview. This is not a very sound policy since it eliminates freshers, some of whom might be really brilliant, enthusiastic and committed.

⑤ Under stress interview: - This is a special technique to ascertain how a candidate will acquit himself under conditions of exceptional stress and strain. He is exposed to embarrassing questions and provoked in various ways to find out whether he can retain his poise and equanimity in such trying conditions. This kind of interview is useful to select candidates for posts that require great presence of mind and imperturbability of temperament.