Chapter 2
What Went Wrong?

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EXECUTIVE SUMMARY

This case is about the interaction that takes place between Chetan and Bhagat. Chetan is a freelance trainer who grooms the corporate trainees on various aspects of communication and soft skills. He also takes sessions on successful interview strategy and selection criterion for the post of market representative. Bhagat, one of his acquaintances, needs feedback for the interview that he just appeared for. During the conversation he puts forward what he did during the day to understand the nitty-gritties of the interview. The context of this conversation is to understand where Bhagat faltered. The scope of discussion covers the flow from preparation to execution to be successful in any interview.

CASE DESCRIPTION

On 27 December, 2012, Chetan, age 45, a consultant to many MNCs, was reading the editorial section of a local newspaper when he came across an article that was talking about dos and don’ts of being a successful candidate for an interview. This article was relevant to those who aspire for the role of a market representative. While reading, he recalled his own experience of conducting so many mock interviews and discussing the concepts with the participants. When he was in middle of his thoughtful reading, Bhagat knocked on his door. He was there to discuss with Chetan what went wrong with him during the interview that he had the same day.
An Examination of the Factors Influencing Consumers’ Visit of C2C Websites
[www.igi-global.com/article/examination-factors-influencing-consumers-visit/69978?camid=4v1a](www.igi-global.com/article/examination-factors-influencing-consumers-visit/69978?camid=4v1a)

The Google Online Marketing Challenge: A Transnational Comparison of Classroom Learning with Real Clients, Real Money, and Real Advertising Campaigns
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