

# CAT/MBA

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## EXCEL

An IIM alumni Initiative

## Placements after MBA

An MBA graduate from the top B schools need not search for placements; instead top companies across the world visit the campuses regularly with coveted offers. Below are some of the companies listed sector wise:

### Consulting

Mckinsey, Arthur D. Little, Accenture Business Consulting, Deloitte Strategy & Operations, KPMG, PricewaterhouseCoopers Advisory Functions, Avalon Consulting, Korn Ferry International, Wipro consulting, Boston consulting group

### Finance

Avendus Capital, Jacob Ballas PE, IDFC PE, Helion Ventures, IDG Ventures, Deutsche GMC, Religare Global Asset Management, JP Morgan, Motilal Oswal Investment Banking, Nomura, SBI Capital, Langham Capital, Synergy Consulting, Singhi Advisors, Citibank, Standard Chartered and Bank of America, HSBC, American Express, Tata Capital, Axis Bank, Juniper Capital, Industrial Finance Corporation of India, Religare, ICRA, Fullerton Securities, Gensol, GrowX Ventures etc, National Commodities & Derivatives Exchange Ltd (NCDEX)

### Marketing

Colgate Palmolive, HCCB, Marico, Hindustan Unilever, P&G, ITC, Kraft-Cadbury, Coca Cola India, Nestle, Colgate Palmolive, GSK Consumer Healthcare, Hindustan Coca-Cola Beverages, Reckitt Benckiser, Johnson & Johnson, Wrigley, Pepsi, Britannia, Dabur, Godrej, Marico, Kimberly Clark, Heinz, SABMiller, Perfetti Van Melle, CavinKare, Microsoft, Yum Foods, Vodafone, Aircel, Idea Cellular, Philips, Hewlett Packard (Product Marketing), GSK Pharma, Amazon, DaimlerChrysler, Aviva, Madura, The Nielsen Company, Tata Motors, Tata Steel, Titan, Jindal Steel, Eli Lilly, Genzyme, Lifestyle, Indus Towers, NIIT, Starcom MediaVest, HT Media, Cinepolis, Adobe, Genzyme

### General Management

TAS, Mahindra& Mahindra, Bharti Group, Religare, Arcelor Mittal, HCL, DCM Shriram Group, Larsen & Toubro (L&T), Vedanta, Cummins Group, Murugappa Group, Tata Capital, Tata Motors, Tata Steel, Titan and TCS

### IT

GE (IMLP), Hewlett Packard Consulting, Wipro Consulting, Lenovo, Tata Consultancy Services, HCL Infosystems, Patni Computers, Birlasoft, Dassault Systems, Info Edge, Spanco Tele, and Aricent

### Average Starting salaries of Top MBA colleges:

College Name	Average starting salary (in lakhs per annum)	Highest starting salary (in lakhs per annum)
IIM - Ahmedabad	14.94	60
IIM - Calcutta	15.32	75
IIM - Indore	12	-
IIM - Shilong	10	-
IIM - Kozhikode	12.5	-
ISB - Hyderabad	16.12	-
IMT - Ghaziabad	8.8	26
Jamanalal Bajaj - Mumbai	12.54	21
IIT - Mumbai	12.31	-
XLRI - Jamshedpur	15	30
XIM - Bhubaneswar	10.32	-

## What is MBA?

An MBA provides the modern manager with tools and skills needed to identify new opportunities for organizational success. MBA programs are designed to make one aware of different approaches that have traditionally helped in managing large organizations. An MBA is typically a 2 year program.

### First Year

Introduction to all functional areas of management. Get exposed to all facts of running a business organization.

### Summer Project

Opportunity to work on live projects with organizations for about 8 - 10 weeks. Get an insight into the world of corporate management.

### Second Year

Includes 6 - 8 compulsory courses and about 17 - 20 electives of your choice

#### Areas of specialization

Depending on your competency, you can specialize in any one of the fields: Marketing, Finance, Human Resources, Systems, Operations, Strategy, International Business, etc.

### Placements

Companies hold a recruitment drive on campus. They conduct interviews and select students who join their companies after their MBA graduation

### Industry

At the end of your program, you join an organization as a Management Trainee. The training period may vary from 6 months to a year, at the end of which you will be absorbed in a managerial role.

## Specializations

It is vital to select the right field of management to specialize in, as normally this would be the discipline in which you would get your first job and possibly even make a career. Although the number of specializations offered by universities is increasing day by day, they can be classified broadly into the following categories:

**Marketing :** Marketing plays a key role in the industries such as fast moving consumer goods (FMCG), advertising and market research, sales & distribution, and product or brand management. A large number of CEOs often belong to this discipline.

**Operations Management :** Operations play a key role in the fields of quality control, material management, productivity improvement, inventory control, production planning, supply chain management and logistics.

**Finance :** Finance plays a key role in the fields of consumer and investment banking, institutional finance, merchant banking, corporate finance and international finance. With a specialization in Finance you can look for exciting careers in banks, financial consultancies, or financial institutions.

**Systems Management :** Systems plays an important role in the fields of systems consultancy, account management/project management, systems department of organizations, business development and sales & marketing. Systems Management is normally an integration role between client (internal/external) and programmers

**Human Resource Management:** It plays a key role in the fields of human resource development, personnel management and industrial relations.

## Top MBA colleges

### Level - 1

- Indian Institute of Management (IIM-A), Ahmedabad
- Indian Institute of Management (IIM-B), Bangalore
- Indian Institute of Management (IIM-C), Kolkata
- Indian School of Business (ISB), Hyderabad
- Indian Institute of Management (IIM-L), Lucknow
- Xavier Labour Research Institute (XLRI), Jamshedpur
- Indian Institute of Management (IIM-I), Indore
- Indian Institute of Management (IIM-K), Kozhikode
- Faculty of Management Studies (FMS) - MBA & MBA-MS, Delhi University, New Delhi

### Level - 2

- SP Jain Institute of Management & Research (SPJIMR), Mumbai
- Indian Institute of Management (IIM-S), Shillong
- Indian Institute of Management (IIM-R), Rohtak
- Indian Institute of Management (IIM-T), Tiruchirappalli
- Management Development Institute (MDI), Gurgaon
- National Institute of Industrial Engineering (NITIE), Mumbai
- Indian Institute of Foreign Trade (IIFT), New Delhi
- Jamnalal Bajaj Institute of Management Studies (JBIMS), Mumbai
- Tata Institute of Social Sciences (TISS), Mumbai
- Institute of Rural Management (IRMA), Anand (Gujarat)
- Mudra Institute of Communications and Advertising (MICA), Ahmedabad

### Level - 3

- Indian Institute of Technology - Shailesh J. Mehta School of Management, Mumbai
- Indian Institute of Technology - Department of Management Studies, New Delhi
- Great Lakes Institute of Management (GLIM), Chennai
- Institute of Management Technology (IMT), Ghaziabad
- Symbiosis Centre for Management and HRD (SCMHRD), Pune
- Symbiosis Institute of Business Management (SIBM), Pune
- TA Pai Management Institute (TAPMI), Maniapl
- International Management Institute (IMI), Delhi
- Xavier Institute of Management (XIM), Bhubaneswar
- Narsee Monjee Institute of Management Studies (NMIMS), Mumbai
- Goa Institute of Management (GIM), Goa

### Level - 4

- Symbiosis Institute of International Business (SSIB), Pune
- Indian Institute of Technology - Vinod Gupta School of Management, Kharagpur
- Indian Institute of Technology - Department of Management Studies, Kanpur
- University Business School (UBS), Chandigarh
- Sydenham College of Commerce & Economics, Mumbai
- Welingkar Institute of Management, Mumbai
- K.J. Somaiya Institute of Management Studies & Research (SIMSR), Mumbai
- ICFAI Business School, Hyderabad
- Indian Institute of Technology - Department of Management Studies, Chennai
- Bharathidasan Institute of Management (BIM), Tiruchirappally, Tamil Nadu

## MBA Entrance Exams

### Common Admission Test (CAT)

Common Admission Test (CAT) is conducted by the IIMs for entrance to their Post Graduate Programs in Management. There are over 80 B-Schools other than the IIMs that use the CAT scores for admissions to their courses. For institutes other than the IIMs, using the CAT scores, the student has to apply for the B-School specific prospectus separately in addition to the CAT bulletin.

### Xavier Admission Test (XAT)

Xavier Labour Relations Institute (XLRI), Jamshedpur conducts the XAT. There are over 40 B-Schools other than XLRI that use the XAT scores for admissions to their courses.

### Joint Management Entrance Test (JMET)

JMET is the entrance test for admission into Management Schools set up by the Indian Institutes of Technology (IIT) and Indian Institute of Science, Bangalore (IISc).

### Symbiosis National Aptitude Test (SNAP)

SNAP is the Single Entrance Test compulsory for candidates seeking admission to any Post Graduate institute under the Symbiosis International University. This includes 11 Management Institutes.

### Management Aptitude Test (MAT)

MAT is usually conducted 4 times in a year. Over 300 schools across India accept MAT scores.

### AIMA Test for Management Admissions (ATMA)

The All India Management Association conducts the ATMA. A number of B-schools use the ATMA score for shortlisting candidates.

### State Common Entrance Tests (CETs)

Most Indian States conduct Common Entrance Tests for admissions to B-Schools affiliated to the State University. The most popular State CET is the MAH-CET of Maharashtra. Other popular CETs are PG CET or Karnataka, GCET of Gujarat, ICET of Andhra Pradesh and TANCET of Tamilnadu.

### Autonomous Exams

FMS - Faculty of Management Studies, Delhi  
 IIFT - Indian Institute of Foreign Trade, Delhi  
 IRMA - Institute of Rural Management, Anand  
 NMAT - Narsee Monjee Institute of Management Studies, Mumbai  
 TISS - Tata Institute of Social Sciences

## Selection Procedure

### Written Test

The first phase of selection of candidates is on the basis of their performance in a Written Test. This seeks to test the aptitude of the candidate in areas like Verbal Ability, Reading Comprehension, Quantitative Ability, Data Interpretation and Reasoning.

**Verbal Ability:** Comprehension test is aimed at gauging the understanding of English language of the candidates.

**Quantitative Aptitude:** A candidate seeking admission to MBA programme is expected to have aptitude for basic and elementary Mathematics as well as the knack of solving algebra and geometry problems

**Logical Reasoning:** This tests the candidate's reasoning power in areas like Analytical Reasoning, Logical or Critical Reasoning and Mathematical Reasoning.

**Data Interpretation:** In this section, Data Interpretation has to be done through graphs, pictures or tables that might require extensive calculations.

**General Knowledge:** Some written exams also include a section on general knowledge.

### Group Discussion and Interview

The candidates short-listed after the written test are further tested for their suitability to the Management profession through personality tests such as the Group Discussion & Personal Interview. These tests are held under the supervision of experts.

**Group Discussion:** This tests the interpersonal communication skills of the candidate, in a group, on a given topic. The objective is to check the candidate's leadership qualities, team work and creativity.

**Personal Interview:** This is to assess the candidate's career objectives, thought process, awareness, grasp, ability to handle stress and levels of motivation. The Interview also looks for variety of interests and accomplishments of the candidate in extra-curricular activities.

IIM, Bangalore includes a test on Essay writing.

SPJain, Mumbai, conducts a Group Interview.

XLRI, Jamshedpur, conducts only an interview, no GD.

FMS, Delhi, includes an Extempore Speech as part of their selection process.

The final selection is based on the total marks obtained by the candidate in all the areas of aptitude. Work experience is given additional weightage at most of the institutes.

Entrance Test	No of Questions	Section	Negative Marking	Duration	Areas of Testing
CAT	60	3	1/3	135 min	Data Interpretation and Logical reasoning, Reading comprehension and Verbal ability, Quantative ability
FMS	200	4	1/4	120 min	English Comprehension, Verbal ability, Quantitative ability, Analytical Ability
IIFT	135	4	1/3	120 min	Quantitative Ability, Verbal Ability, Logic and Data interpretation, General Knowledge
IBSAT	125	4	-	120 min	Verbal ability, Reading comprehension, Quantitative ability, Data Accuracy and Data interpretation
IRMA	200	4	1/4	120 min	Verbal ability, Reading comprehension, Quantitative ability, Analytical Reasoning
JMET	120	4	1/4	180 min	Verbal Communication, Logical reasoning, Quantative ability, Data Interpretation
MAT	200	5	1/4	150 min	Language comprehension, Mathematical skills, data analysis and sufficiency, Intellegence and Critical reasoning
SNAP	150	4	1/4	120 min	Analytical and Logical reasoning, general english, general awareness, Quantative ability, Data interpretation, Data sufficiency
TISS (paper I)	50	3	-	45 min	Analytical and Numerical ability, language ability, Awareness of general and social issues
TISS (paper II)	75	5	-	60 min	Data Interpretation, Data sufficiency, Reading comprehension, Business Knowledge, Foundations of Management

## Why Excel:

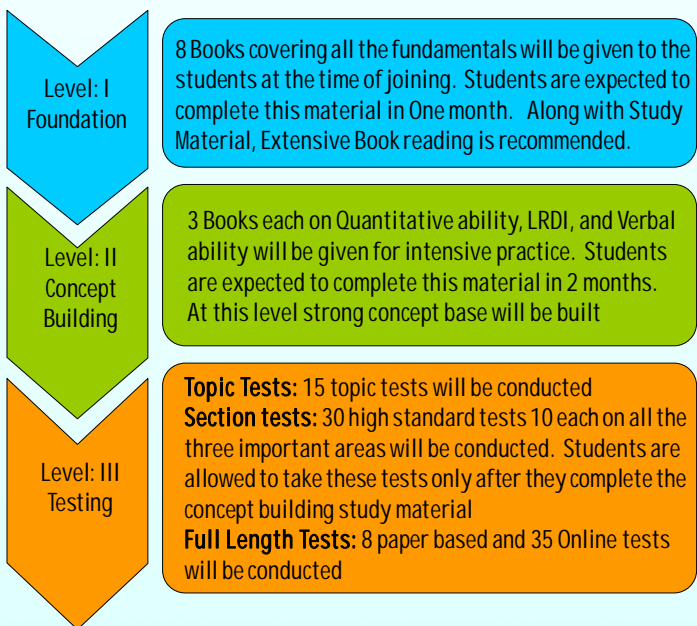
Excel Institute founded and run by S.Ramakrishna, an IIM Indore alumnus. A passionate and enthusiastic teacher who always thinks about students career and strives hard to make their dreams come true. With his able leadership, Excel Institute today has become a prominent name for CAT and other MBA entrance exams.

The entire course is based on intensive research which enabled us to design a courseware exactly fulfilling a student need to enter into his dream B - school.

### Uniqueness of our study material:

**Classified vocab list:** Vocab lists are divided according to their parts of speech which enables a student learn these words faster and even make them use in their conversation with ease. Each word is provided with pronunciation too.

**Advanced grammar:** Advanced grammar is another unique study material designed to strengthen the foundation part of grammar. A telugu medium student can score easily in the language section if he undergoes our training without missing the classes



### Test analytics:

For each online test the following feedback is provided

1. All India rank and percentile
2. Sectional percentile
3. Accuracy and attempt percentage (overall as well as section and topic wise)
4. Average time spent on correct questions and wrong questions
5. Ability to pick easy questions
6. Un attempted questions report

### Additional Features:

Our rich website enhances your preparation with the following additional content and keep you in touch with CAT preparation

1. Question a day
2. Puzzle a day
3. Daily vocab dose
4. SMS question of the day
5. Daily RC passage
6. Daily dose of brain tonic

## Student Testimonials:



"Had it not been for their support on educational as well as emotional front, I couldn't have done this in my first attempt. All I can say about them.. as I write this today from IIM Calcutta.. I had a dream and THEY made it a REALITY"

- M.Srilakshmi - CAT 99.8 percentile, Calls from IIM - A , C , I , L , K, Admitted into IIM - Calcutta



"All I did was, attend all the classes without dropping in the middle and write all the tests conducted at my institute which proved to be more than enough to get calls from these prestigious Institutes"

- J.V. Satyanarayana - CAT 98.75 percentile, Shortlisted by IIM - A , C , L , R and IIFT, FMS - Delhi, MAT - 800/800



"When It comes to the class room coaching, I could say that the inputs I received from the class room sessions are exceptionally good and mostly there is no need to refer to any other book other than the study material provided by them"

- K. Swathi - MAT - 800/800, Selected for TCS

## Weekend Batches

Special weekend batches will be run for the students who are unable to attend our regular weekday batches. These batches are extremely useful for the outstation students as well as for the students whose colleges are located far away and who reach their homes late.



Excel Institute is founded on strong fundamentals and dedicated to contribute to the society through quality education. We assure that a student who attends all the classes, practices the studymaterial and sits for the tests conducted by the institute will surely make his dream come true. The classes are designed to cover from all the fundamentals to the advanced problems so that no student will find it difficult to cope with the academic rigor.

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