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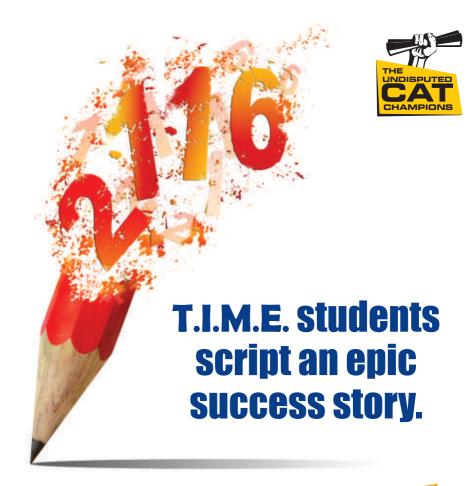
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<ul> <li>Allahabad</li> </ul>	: Tel: 6530279	<ul> <li>Greater Noida</li> </ul>	: Tel: 6500133	• Kottayam : Tel: 2577689	<ul> <li>Solapur</li> </ul>	: Tel: 2603221
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<ul> <li>Amritsar</li> </ul>	: Tel: 2401818	<ul> <li>Guwahati</li> </ul>	: Tel: 2669985	• Madurai : Tel: 2630615	Tirupati	: 9949154299
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<ul> <li>Aurangabad</li> </ul>	: Tel: 6451132	<ul> <li>Hosur</li> </ul>	: 9597861907	Muvattupuzha : Tel: 6056000	Trichy	: Tel: 3259098
• Belgaum	: Tel: 2464005	• Hubli	: Tel: 6455370	• Mysore : Tel: 4192255	Tirupur	: Tel: 2231919
<ul> <li>Berhampur</li> </ul>	: Tel: 2221208	<ul> <li>Jabalpur</li> </ul>	: Tel: 2415444	• Noida : Tel: 4310109	Tuticorin	: Tel: 2333445
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<ul> <li>Durgapur</li> </ul>	: Tel: 2531118	<ul> <li>Karimnagar</li> </ul>	: Tel: 2224320	• Rohtak : 92543 04337	<ul> <li>Virudhnagar</li> </ul>	: Tel: 242434
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2116 T.I.M.E. students into the IIMs alone - a total of 7379 final selections in CAT 2014



\*Results validated by M. Bhaskara Rao & Co. on 05/12/2015



### Why go for an MBA?

As opportunities grow and markets expand, the need for qualified and capable people in the management cadre is now stronger than ever. And if you are looking at a rewarding corporate career, an MBA degree from a top B-School could be the ticket. The major reasons why most people opt for an MBA are:

- After completing a few years in the corporate world, executives often realise that an MBA degree is a must-have to grow beyond a point. While some of them look at exploring different industries, for others, an MBA becomes the key to growing within the same organisation at a faster pace.
- An MBA gives a fresher access to high-paying jobs, an increased level of job security and a jump start to their career path.
- For students hailing from academic backgrounds that don't guarantee good job prospects or salaries, an MBA degree could make all the difference by opening up a world of opportunities.
- Aspiring entrepreneurs find that an MBA degree from a premier B-School could power up their attempts at a dream start. Credibility and financial backing come easier with an MBA as their calling card, and it even becomes a launch pad for their ideas as well as a fall-back option.
- For students who are passionate about a specific line of work, such as Advertising, Strategy, Finance, HR, etc., an MBA helps them explore their interests while making sure they don't lose out on a good income.

# Management exams: What do they test?

Management entrance tests are designed to evaluate your worth as a potential manager and they consist of various sections to analyse your skill levels. The selection process at most institutes consists of two stages:

- 1) Written Examination
- 2) Group Discussion, Essay Writing (only for select B-Schools) and Interview (GDPI). The written tests are usually of 2 to 3 hours duration with multiple choice questions and negative marking for incorrect answers. The test contains sections aimed at assessing your aptitude in various subjects, such as:
- Verbal Ability: Tests your vocabulary, usage of words, grammar and verbal reasoning skills.
- Reading Comprehension: Evaluates your ability to comprehend and assimilate formal written English.
- Quantitative Ability: Tests your fundamental understanding of Mathematics (up-to Std. X level).
- **Data Interpretation**: Tests your ability to identify, understand and interpret relevant information from various forms of data like graphs and charts.
- Data Sufficiency: Tests your ability to examine the available data and determine whether it's sufficient to answer the questions posed, based on your understanding of mathematics.
- Analytical and Critical Reasoning: Assesses your ability to process data and arrive at logical conclusions.
- General Knowledge / Business Awareness: Although questions on GK / Business Awareness
  have not been included in the CAT since its inception, most other management entrance tests like
  XAT, SNAP, IIFT, TISS, CMAT and MAT contain them. Some B-Schools like XLRI, SP Jain and TAPMI
  may also ask you to write an essay.

Most B-Schools shortlist applicants after the written test. Selected candidates will then face the Group Discussion and Personal Interview rounds. Some B-Schools also use other tools like Essay Writing, Group Tasks, Case Studies, Extempore and Group Interviews to assess knowledge, communication and managerial skills, and to check confidence levels and attitudes of the applicants.





# How do you get into India's top B-Schools?

Admissions into over **150** management institutes, including the IIMs, is based on the Common Admission Test (CAT) conducted by the IIMs. This makes the CAT the holy grail for every MBA aspirant. A B-School may use the scores of more than one entrance test to shortlist candidates. Some of the major entrance tests are:

- Common Admission Test (CAT): This is conducted by the IIMs. Prominent B-Schools that accept the CAT score include the 19 IIMs, FMS - Delhi, MDI - Gurgaon, SP Jain - Mumbai, National Institute of Industrial Engineering (NITIE) - Mumbai, Schools of Management (SoMs) at IIT - Delhi, Mumbai, Chennai, Kharagpur, Kanpur and Roorkee, Mudra Institute of Communications (MICA), IMT - Ghaziabad, etc.
- Xavier Aptitude Test (XAT): Conducted by XLRI. The XAT score is accepted by XLRI Jamshedpur, Xavier Institute of Management (XIMB) - Bhubaneswar, Goa Institute of Management (GIM), SP Jain, etc.
- Symbiosis National Aptitude Test (SNAP): Conducted and accepted by the Symbiosis Group of
  Institutes including Symbiosis Institute of Business Management (SIBM), Symbiosis Centre of
  Management & Human Resources Development (SCMHRD), Symbiosis Institute of International
  Business (SIIB), Symbiosis Institute of Telecom Management (SITM), Symbiosis Institute of
  Management Studies (SIMS), etc.
- Narsee Monjee Aptitude Test (NMAT): Conducted by Narsee Monjee Institute of Management Studies (NMIMS) for its MBA programs.
- Common Management Admission Test (CMAT): Conducted by All-India Council of Technical Education (AICTE), twice a year in September and February.
- Management Aptitude Test (MAT): Conducted by All-India Management Association (AIMA).
   A large number of B-Schools across the country accept this test score.
- Some B-Schools conduct their own tests, viz. IIFT Entrance Test for Indian Institute of Foreign Trade
   New Delhi & Kolkata, TISSNET for Tata Institute of Social Sciences, MICA of Mudra Institute of Communications and IBSAT for ICFAI Group of Business Schools, etc.

# Meet the experts in CAT coaching

**T.I.M.E.**'s coaching for the most competitive management tests in the country has always been unmatched, complete with verifiable results. Preparing you to gain admissions into top-league B-Schools becomes our priority from the time you enrol with us. We lend our expertise to train you for the written exams as well as for the subsequent rounds. Our training programme for CAT is hand-picked to prepare you to face the CAT as well as other entrance exams like XAT, IIFT, CMAT, etc. **T.I.M.E.** also offers separate courses for students who want to prepare exclusively for the state-specific CETs.

#### T.I.M.E.'s programmes for CAT preparation

#### Classroom courses

Super Long Term: Preparation duration - more than 12 months
 Long Term: Preparation duration - between 3 - 12 months
 Crash Course: Preparation duration - less than 3 months

#### Test Series\*

- AIMCAT Basic: This package will consist of 34 Full Length Mock Tests and 75 On-line Sectional
- AIMCAT Enhanced: This package will consist of 74 Full Length Mock Tests and 200 On-line Sectional tests.

#### **Correspondence Programme**

This is ideal for students who are unable to attend the regular classroom coaching. Extensive course material with inputs on how to prepare, doubt clearing sessions and AIMCATs are all part of the programme.

#### **GDPI** Module

Students shortlisted for the GDPI round of B-School selection are prepared and moulded through extensive practice sessions. These sessions, handled by experienced faculty, who are among the industry's best, consist of mock interviews, series of GK lectures and detailed feedback.

<sup>\*</sup>These details are subject to change without notice



## With T.I.M.E., it's possible!

In the big race, find out how T.I.M.E. can give you that extra edge to succeed.

#### **Content Delivery**

- Our faculty team comprises experienced and dedicated team of Doctorates, Post-Graduates and Graduates from the IITs, IIMs, XLRI and various other top-notch institutes of the country.
- The courseware is designed to give you a thorough grounding in all the basic concepts, solved
  examples, shortcuts and strategies to help you perform at your best. Our course material is
  well-structured, focused and quality-checked to stand apart. It's also guaranteed to be always
  up-to-date with the latest exam pattern of CAT, and more than sufficient in terms of quantity.
- Our regular doubt-clearing sessions ensure that every student gets a strong grip on the topics that
  are covered. Students can get all their doubts cleared in the class, thanks to a conscious decision to
  keep batch strengths low. In addition, they can discuss their performance and preparation plans
  with the faculty on an individual basis at our offices.

#### **AIMCATs**

**All-India Mock CATs (AIMCATs):** Our AIMCATs are widely reputed as the best and the closest tests to the actual CAT. Every year, around **70,000** unique test takers attempt our AIMCATs. And since it draws B-School aspirants from across the country, the level of competition propels you to put in nothing but your best.

#### **GDPI** Briefcase

 Learning Corner - lets you access links to informative articles on the website along with commentary. These cover topics like General Awareness, Politics, Economics and miscellaneous articles from 'MBA Education & Careers' - our in-house magazine circulated exclusively among
 T.I.M.E. students.

- Important GK topics to help you understand general issues in an easy manner
- Questions on academic topics that have been asked in past interviews
- GD / Essay / PI experiences from previous batches get valuable feedback on the selection process followed at various B-Schools
- GD / Essay / PI experiences of the current batch students can share their GD / Essay / PI experiences in an easy-to-fill document format

#### **On-line Content**

 Regular chat sessions with subject-matter experts are conducted over a 90-minute window around 10 times a month. Students can engage in discussions on a variety of topics such as B-School selection, last minute tips for various exams, SOP guidance, form filling, etc.



Tools for SOP Guidance and B-School Selection: We will guide you to draft exceptional SOPs via
e-mail. We will also help you track down institutes to apply to, based on your preferences and
academic inclination. You can also log on to our website and get your queries on form-filling for
various institutes clarified.

#### **Other Support**

- Seminars are conducted on topics / issues that are crucial to a student's selection into a top
  management institute, such as Test-taking Strategies, Institute selection, Economy Basics and
  How To Crack CAT.
- 'MBA Education & Careers' is a monthly magazine containing information on CAT preparation, selection of management institutes, GK, Current Affairs, Economic terms, etc. It is indispensable for preparing for OMETs (Other Management Entrance Tests) and contains plenty of articles by IIM alumni.

# Sophisticated training techniques

#### Our training methodology consists of:

#### **Concepts Training**

This is aimed at helping you expand your basic knowledge and skill levels in different areas that are tested in CAT and other management entrance tests. You are given a thorough understanding of the fundamental concepts, aided by plenty of handouts and test papers. In fact, students from non-mathematics background are given special assistance to help them improve their quantitative skills.

#### **Section-wise Testing**

This module helps you concentrate thoroughly on individual test areas and is delivered in an on-line practice test format. With around 150 Sectional Tests across Verbal, Logical Reasoning, DI and Quantitative areas, you can be trained in a better and more focused manner. A certain number of tests are uploaded every

month with the suggestion that you complete these tests as soon as they are uploaded. The tests are classified as Foundation Tests, Intermediate Tests and Advanced Tests.

#### **Comprehensive Testing**

Test papers modelled in the exact likeness of recent CAT papers are used to test and evaluate students. This is a great tool to help you identify your strengths and areas of improvement for your CAT.

- · Self-Administered Mock CATs (SAMCATs 25 nos.)
- All-India Mock CATs (AIMCATs 25 nos.)

#### **Training for Other Exams**

With our extensive CAT training, you can rest assured that other management entrance tests like XAT, SNAP, IIFT, ATMA, MAT etc. are also within your reach. Additionally, we have institute-specific classes and about **20** OMETs (Other Management Entrance Tests) to prepare you to tackle these exams.

#### **Essay, GD & Interview Training**

Being the final stage in the selection process, we provide exclusive training in these areas to help you clear these with ease. This is provided in two modules.

**Module 1:** This includes foundation and practice sessions with individual and group feedback.

**Module 11:** This consists of extensive practice sessions, including mock Interviews and a series of GK lectures for students who get shortlisted for the GDPI round. You also get the benefit of thorough feedback from our faculty, who are seasoned experts in this domain.



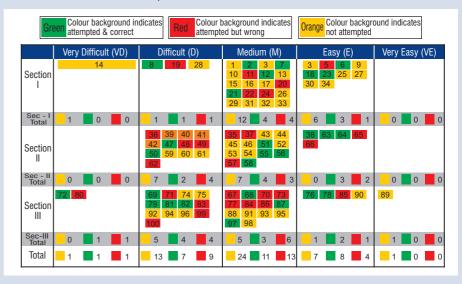
#### **AIMCAT**

This Snapshot gives you a picture of the following in an easy-to-understand manner:

- (I) Questions that you attempted and those that you did not attempt in various levels of difficulty
- (ii) The questions that you got right and those where you went wrong (out of the questions that you attempted)

The colour background used to identify questions of different categories enhances the usefulness of the feedback.

The colour scheme used in the Snapshot is as follows:



## Section - wise Analysis - AIMCAT 1611N PRADEEP KUMAR (HYBA40Q23) - Hyderabad

	Section 1 (QA)	Section 2 (DI/LR)	Section 3 (VA/RC)	Total
Right & Wrong	8&6	9 & 9	10 & 12	27 & 27
Accuracy %	57.14	50	45.45	50
NetScore	21	22	22	
Scaled Score	62	63	70	195
Cutoff Marks	31	30	28	-
Highest Score	90	84	70	605
All India Rank	6539	6381	5420	5559
City Rank	491	429	321	369
Percentile Score	68.9	69.65	74.22	73.56
Percentage Score	20.59	22.92	21.57	21.67

### **Our results** do the talking for us

An institute is best judged from the quality of its output. At **T.I.M.E.**, our results constantly set us apart. Each year, we have an evergrowing number of students who get selected into the IIMs. We always had a rigorous internal system that keeps us up-to-date. Our results are validated by an independent third party firm.

2116*	T.I.M.E.	student	s into th	ne IIMs al	one -
a total	of 7379	* final	selection	ns in CAT	2014

Institute T.I.M.E. students selected	IIM-A	IIM-B	IIM-C	IIM-L	IIM-I	IIM-K	IIM-S	IIM-RAI	Total
T.I.M.E. students selected	172	217	337	826	826	377	397	1126	IUlai
Institute	IIM-RO	IIM-T	IIM-KA	IIM-N	IIM-AM	IIM-BG	IIM-SI	IIM-V	-0-0

234 1403 139 134 49 \*Results validated by M. Bhaskara Rao & Co. on 05/12/2015



#### T.I.M.E. 100 Percentilers Club



T.I.M.E. students

926











100%ile - CAT '15

100%ile - CAT '15

Aachich Chille

100%ile - CAT '14

100%ile - CAT '14



Renjith Thomas Joshua



100%ile - CAT '15

100%ile - CAT '14









100%ile - CAT '14



100%ile - CAT '15

100%ile - CAT '15

100%ile - CAT '14



100%ile - CAT '15

100%ile - CAT '14

'14 and CAT '15

Facing the CAT: FAQs

#### Q. What criteria should you seek to find a trusted and effective CAT training institute?

A. We encourage you to dig deep into the claims of the organisations that you are considering. The papers are full of tall, often misleading claims and inflated admission numbers achieved. We advise students to ask questions, find out the details and get to really know an institution's reputation.

#### Q. You say that 2116 students have got 7379 IIM selections in CAT 2014. What does this mean?

A. A large number of students get final selections into more than one IIM. If you count the number of final selections secured by **T.I.M.E.** students in the **16** IIMs in 2014, it adds up to **7379**. However, this number was achieved by 2116 students! Do not get confused between 'calls' and 'selections'. 'Calls' is a term used to indicate short-lists for the GD / PI round. What really matters is the 'final selection' into the IIMs.

#### Q. What is the selection process of the IIMs?

A. The IIMs follow a two stage selection process – the written exam (CAT) and the GWPI (Group Discussion / Written Ability Test / Personal Interview). A shortlist of candidates is done after the first stage, taking into account their written exam score, academic background and work experience. The standard government norms of reservation shall be applicable. The institutes would also have a minimum criteria for candidature. However, with a sincere effort, this is not difficult to clear.

Shortlisted applicants are required to appear for the second round where they are subjected to a Personal Interview, Written Ability Test and Group Discussion. Most IIMs have now shifted to Written Ability Test (WAT) from Group Discussion (GD) as part of the selection process. The final list of selected candidates is prepared taking into account the performance in the written exam, the GWPI stage, academic background, work experience, etc.

#### Q. What is the pattern of CAT?

A. CAT had three sections (as per CAT 2015) - Verbal Ability, Reading Comprehension (Section 1), Logical Reasoning, Data Interpretation (Section 2), Quantitative Ability (Section 2). Candidates have 60 minutes to attempt each of the three sections. The first and the last sections have 34 questions each while the second section has 32 questions. In case of multiple choice questions, the candidates are awarded 3 marks for a right answer, penalized 1 mark for a wrong attempt. In case of non-multiple questions, the candidates are awarded 3 marks for a right answer and are penalized by 1 mark for a wrong answer.

#### Q. What kind of salary can I expect if I graduate from a top B-School?

A. Salaries on campus depends on the academic performance (during MBA) and the candidate's profile. The average salary figures of top-rung schools like IIM-A/XLRI/FMS/IIM-C/SP Jain, etc. can be over Rs. 16 lakhs per annum. The maximum salaries (for Indian jobs) at these places frequently cross Rs. 30 lakhs per annum, and institutes like the IIM-A top the list with close to Rs. 40 lakhs per annum. However, one needs to also look at the minimum salaries to understand the complete picture — being around Rs. 6-7 lakhs per annum. The most important thing to remember is that, an MBA from a decent B-School would invariably spike your earning potential. All you need to do is gain admission into the right B-School.

#### Q. What is the weightage given to the factors still within your control i.e. CAT, GD, WAT & PI?

A. Most IIMs have at least 80% of the above controllables. Academics are not as critical. Not possessing work experience is certainly not a cause for worry.

#### Q. Is it really better to first get a few years of work experience and then prepare for CAT?

- A. Sample a scenario: Ram is an engineering student in the final year of college who has been placed with a leading IT firm in the country. He is really confused if he should attempt the CAT now or get two years of experience first and then attempt it. Now consider the following:
- Assuming the fee of the college he would get into two years later does not go up, he is effectively
  choosing between making Rs. 8.4 lakhs in 2 years and then doing an MBA or doing an MBA first,
  making Rs. 25.2 lakhs in two years. Clearly he would have earned Rs. 16.8 lakhs more if he first
  went for an MBA.

Preference	Year 1	Year 2	Year 3	Year 4
Work ex & then MBA	Rs.4 L	Rs. 4.4 L*	(-) Rs.7 L	(-) Rs.7 L
MBA & then Work Ex.	n Work Ex. (-) Rs.7 L		Rs.12 L	Rs.13.2 L* BA Salary

<sup>\*</sup>Assuming a 10% hike in salary

- The fee for the B-School has been assumed to remain the same. In practice it is likely to go up with every passing year.
- For a job promotion, his work experience as an MBA would be more relevant and valuable.
- If he wrote the CAT as a fresher and things did not go his way, he can always attempt it a second time.

- With a job, it would be difficult for him to start his preparation for an entrance test, as his job
  wouldn't leave him with much time. If he has prepared earlier, he can definitely find time to brush up
  his concepts but not otherwise.
- If we look at the weightage given to work experience in the IIMs, it's not more than 10% for most of
  the IIMs. So, it's not as much of an edge as it is made out to be.
- Even during the placements at a B-School, the added incentive for every year of work-experience is not much in monetary terms.

#### Q. Is it necessary to choose MBA Specialisation(s) at the time of application itself?

A. No, in most cases, it is not required. As per the syllabi, most management institutes offer General Management courses. In this kind of a course a student learns the basics of all functional areas, viz. Marketing, Finance, Human Resources, Systems and Operations. During the first year and second year (or say final year) there is an option of choosing subjects depending on one's area of interest. It should be noted that in most cases, the student need not decide on the functional area he / she is interested in at the time of seeking admission.

#### Q. What is the difference between PGPM and MBA (also called PGDM\*)?

A. When an institute is an autonomous body (meaning it is not affiliated to any university) and conducts management courses then such Institutes cannot offer an MBA degree. Instead, they award a Post-Graduate Diploma in Management (PGDM) or a Post-Graduate Diploma in Business Administration (PGDBA). Only universities (foreign or Indian) can grant MBA degrees. The IIMs, XLRI, etc. offer only a diploma.

However, students are advised to bear in mind that the value of the management course pursued by them does not depend on whether it is a 'Degree' or a 'Diploma', rather it depends on the reputation and standing of the institute that is offering the Degree or Diploma. When companies recruit management graduates, they certainly don't worry about the title of the course offered at the particular institute. They look at the intrinsic worth and the reputation of the institute, quality of the course offered and of course, the calibre of the students.

#The Programme is called PGPM (Post Graduate Programme in Management) and the degree offered is PGDM (Post Graduate Diploma in Management)

#### **Students Testimonials**



Puneet Gupta
Final Selection: IIM-A, B, C, L, Rai, Roh, T, Ka
T.I.M.E. has helped me practice for CAT in an
exam scenario, through its excellently prepared
and well conducted AIMCATs. The discussions
with the faculty helped me understand my weak
areas and develop a strategy to improve upon
them. The GWPI classes, with discussions over
various international and domestic topics helped

me connect the loose ends and understand the prevailing world scenarios in an proper manner. Finally, it were the mock interviews that ultimately helped me crack the interviews of the top B-Schools of the country.



Aastha Yadav Final Selections: IIM-C, I, Rai, Roh, Ka

Being from a non-engineering background, I would give **T.I.M.E.** the complete credit for helping me to brush up for the exam. The Faculty are approachable and are of great help whenever required. The facility of taking AIMCATs from the place of convenience helped me during my internship out of town, since I could take the test anytime & anywhere after choosing the slot. Also, the interview & GDWI workshops provided a great insight & prepared me for the post shortlist process.



Abhijith Remanan Final Selections: IIM-C, L, I, K, Rai, Roh, Ka

The classes at **T.I.M.E.** coupled with the extensive study material played a vital role in securing a good percentile in CAT. The AIMCATs provided me with enough opportunities to try out different approaches to the exam and choose the one which suits me. Further more the magazines bought out by **T.I.M.E.** helped me keep myself updated with current affairs. This was instrumental in clearing the GD/WAT-PI process.



Aprajita Verma Final Selections: IIM-B, C, L, K, Rai, Roh, T, Ka

I was concerned about the time left for preparation but **T.I.M.E.**'s well-laid course structure, highly passionate teachers who willingly took extra classes and extremely conducive class environment helped me learn faster. With frequent interval classes as well the classes in the near-by centres gave me the flexibility to repeat classes and understand the methodology of different faculty and follow the one that best suits me. **T.I.M.E.**'s expertise did not end here, they

supported me through GDPI training as well. Mock interviews gave me clear picture of where I stand through detailed feedback and regular individual attention.



Himalay Reddy Final Selections: IIM-L, K, Rai, Roh, T, Ka

**T.I.M.E.**'s classes and faculty helped me get my basics right. Their GWPI classes boosted my confidence and made me want to go put myself out there and give my best shot. I have converted most calls with this. My strong advice to MBA aspirants is to attend classes regularly, pay attention to what is taught in class, implement it in the exam/interview, and you are through!



Abhisek Banerjee

Final Selections: IIM-A, C, L, I, K, S, Ka

**T.I.M.E.**'s AIMCATs gave me a platform for practicing important concepts. The classes were good. All the topics were covered well. The GWPI preparation at **T.I.M.E.** was helpful. I would recommend **T.I.M.E.** in order to understand how to approach the CAT and also to have a better understanding of time management.



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Sreejesh Kumar Final Selection: IIM-I, S, Rai, Roh, Ka

I was a part of the enhanced AIMCAT Test series and also the GWPI module at **T.I.M.E.** The test series provided a great learning environment amongst the best peers. The plethora of questions and their difficulty levels were a notch above the other. This helped me in being prepared for the worst. The post-exam preparation was tremendously useful to say the least. The GWPI Briefcase, the Knowledge sessions, mock interviews and feedback given were a driving factor

in my journey to success. I whole heartedly thank the entire  ${f T.I.M.E.}$  team for making this possible.