

## INSTRUCTIONS TO CANDIDATES

### for admission to the MBA program 2025-26

The Department of Applied Management, Assam Skill University, is organizing the Assam Skill University Entrance Exam (ASUEE) for admission to the MBA program 2025-26 on **22.07.2025** to fill up a few vacant seats. Aspiring candidates are encouraged to apply.

The schedule is as follows:

|                    |   |
|--------------------|---|
| 9:00 AM            | Report to the venue                             |
| 9:30 – 10:30 AM    | ASU Written Exam                                |
| 11:00 AM onwards   | Group Discussion followed by Personal Interview |
| 1:00 PM to 2:00 PM | LUNCH BREAK                                     |
| 2:00 PM ONWARDS    | Personal Interview continues                    |

The written test syllabus is as follows:

| Sections   | No. of Questions | Each question will carry 1 mark<br><br>There is no Negative mark for incorrect answer |
|--|------------------|---|
| Quantitative Aptitude<br><i>(Arithmetic, Algebra, Data Interpretation)</i> | 25               |   |
| Logical Reasoning<br><i>(Blood Relations, Series, Puzzles)</i>             | 25               |   |
| Verbal Ability<br><i>(Reading, Grammar, Synonyms and Antonyms)</i>         | 25               |   |
| General Awareness<br><i>(Current affairs, General Knowledge)</i>           | 25               |   |
| Total Marks  | 100              |   |

Candidates will have to appear for GDPI on the same day. Candidates are advised to prepare on the GD topics provided in the Annexure.

**Candidates with national level entrance scores (Eg., CAT, CUET, MAT, XAT, etc.) will directly join the GDPI. these candidates will report at 10:30 am.**

Candidates are asked to carry their original and photocopies of their documents.

- a. Marksheets and Pass certificates of all exams cleared.
- b. Caste certificate (if applicable) from competent authority -OBC(NCL), SC/ST
- c. EWS
- d. Physically challenged/Differently abled (Medical certificate to be produced).
- e. Extra-Curricular activities certificates (if any).
- f. Work experience certificates (if any).
- g. Score card of the national level entrance exam appeared for MBA (for e.g. CUET/MAT/CAT/ XAT/SNAP etc.) (if any)

**Date: 22 JULY, 2025.**

**Venue: Assam Skill University (interim Campus)**

**Inside ITI Guwahati campus, Opposite Dr. B Borooah Cancer Institute,  
Birubari, Guwahati-781016.**

## **ANNEXURE**

### **Group Discussion Topics**

(Candidates are advised to prepare on all the topics and talking points are shared for initiating the Discussion. ***These topics will also be a part of micro presentation i.e. one minute oral presentation, at time of interview***)

#### **1. India's Demographic Dividend: A Strategic Asset or a Missed Opportunity?**

*Talking Points:* Workforce potential, education and skilling gaps, economic inclusion, long-term planning.

#### **2. India as a Global Supply Chain Hub: Vision or Reality?**

*Talking Points:* China+1 strategy, infrastructure, policy reforms, logistics efficiency.

#### **3. Retail Investor Participation in IPOs: Opportunity or Risk?**

*Talking Points:* Market volatility, financial literacy, regulation, democratizing investing.

#### **4. Direct-to-Consumer (D2C) Brands: Sustainable Business Model or Short-Term Trend?**

*Talking Points:* Scalability, customer acquisition costs, brand loyalty, digital transformation.

**5. The Subscription Economy: Long-Term Value Creation or Consumer Fatigue?**

*Talking Points:* Predictable revenue, personalization, market saturation, retention issues.

**6. Green Technology: A Catalyst for Sustainable Economic Growth?**

*Talking Points:* Clean energy, cost challenges, government incentives, ESG investing.

**7. Can India's Digital Public Infrastructure Reshape Global Fintech?**

*Talking Points:* UPI success, Aadhaar, interoperability, export potential.

**8. Frugal Innovation: India's Competitive Advantage on the Global Stage?**

*Talking Points:* Cost-effectiveness, jugaad mindset, global adaptability.

**9. Artificial Virality in Marketing: Growth Engine or Ethical Concern?**

*Talking Points:* Authenticity vs. manipulation, brand reputation, ROI.

**10. Emerging Technologies: Should Governments Regulate or Restrict?**

*Talking Points:* AI, data privacy, innovation vs. control, policymaking lag.

**11. FOMO Marketing: Effective Strategy or Manipulative Tactic?**

*Talking Points:* Scarcity principle, consumer psychology, ethical considerations.

**12. Balancing Purpose and Profit: The New Corporate Mandate?**

*Talking Points:* Brand trust, social responsibility, long-term returns, greenwashing risks.

**13. Measuring Social Impact: Should It Be a Core Business Metric?**

*Talking Points:* ESG scores, investor interest, stakeholder capitalism.

**14. Hustle Culture in the Workplace: Productivity Driver or Burnout Catalyst?**

*Talking Points:* Work-life balance, retention, modern work culture.

**15. Profit vs. Principles: Are Business Ethics Being Compromised?**

*Talking Points:* ESG violations, long-term brand damage, regulatory risks.

**16. Crisis Leadership: Key Takeaways from the COVID-19 Pandemic**

*Talking Points:* Agility, empathy, communication, stakeholder management.

**17. Corporate Responsibility Towards Employee Mental Health: A Business Imperative?**

*Talking Points:* Productivity, absenteeism, legal duty, competitive advantage.

**18. Urban-Centric Growth: Is India Overlooking Inclusive Development?**

*Talking Points:* Tier-2/3 cities, rural economy, digital divide.

**19. The Rise of the Creator Economy: Disrupting Traditional Employment Models?**

*Talking Points:* Freelancing, platform dependency, monetization, job security.

**20. Remote Internships: Are They Undermining Experiential Learning?**

*Talking Points:* Exposure, mentorship, accessibility vs. effectiveness

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