



## International Journal of Research Publication and Reviews

Journal homepage: [www.ijrpr.com](http://www.ijrpr.com) ISSN 2582-7421

# A STUDY ON STUDENTS' PERCEPTION ON CAMPUS INTERVIEW PROCESS WITH REFERENCE TO ARTS AND SCIENCE COLLEGE IN COIMBATORE

**Dr. A.SUKUMAR<sup>1</sup>, RAGHUL RAJ N<sup>2</sup>**

DEPT OF B.COM. WITH PROFESSIONAL ACCOUNTING  
Sri Krishna Adithya College of Arts and Science, Coimbatore

### ABSTRACT :

This study aims to analyze students' perceptions of the campus interview process in arts and science colleges in Coimbatore. The research explores various factors influencing students' attitudes, such as awareness, preparedness, expectations, challenges, and satisfaction levels with the recruitment procedures. Data is collected through structured surveys and analyzed to understand key trends and concerns. The study identifies gaps in training, the effectiveness of placement cells, and employer expectations, offering insights into enhancing the campus recruitment experience. The findings will help educational institutions and recruiters improve their strategies to better align with students' aspirations and industry demands.

### INTRODUCTION

Campus placement plays a vital role, especially in private higher educational institutions when it comes to student satisfaction and new admissions because, the higher the placement rate, the higher the number of new admission applications to the institute. In most cases, students are more concerned about the placements provided by the institutes than the course curriculum. Students are competing with each other to get placed in reputed organizations with higher annual packages. In the world full of competition, it is also important to understand the perceptions of the students, who are yet to enter the corporate world. Also, it has been noted that every generation comes up with the different characteristics that are in some of the other that differ from the previous one. While talking about the millennials, they do carry a lot of characteristics as well as the values that influence their decision-making process and those are their confidence level, too much dependency on the technology from their early age, they keep higher expectations for career advancement opportunities as this may motivate and drive them to grow in their career.

### STATEMENT OF PROBLEM

While the recruitment process has widely been used by many organizations, there are still number of issues with respect to this major shift in recruitment method which have not been addressed and affordable by students. The problems occurred out of not meeting the student's satisfaction in campus recruitment are captured from the student's point of view. The graduate's reactions and potential impacts in campus recruitment procedures are found. Since it is only a very recent phenomenon, a lot of work still needs to be done in this regard.

### OBJECTIVES OF STUDY

- To study the students' preparations for campus interview.
- To identify the challenges faced by the students on campus interview process.
- To identify the students' satisfaction with job opportunities, salary packages and areas for improvement

### RESEARCH METHODOLOGY

The research methodology for the study on students' perception about the campus interview process in Arts and Science colleges in Coimbatore employed a descriptive research design. Primary data was collected through a structured survey questionnaire distributed to students using stratified random sampling to ensure representation. This approach ensured accurate and reliable insights into students' perceptions, challenges, satisfaction and suggestions regarding the campus interview process.

## REVIEW OF LITERATURE

**Gowsalya et al. (2015)** explored the essential employability skills among arts and science college students in Coimbatore district. The study emphasized the importance of intrapersonal, communication, computer, and character skills. Through surveys and statistical analyses, the research suggested that active participation in diverse activities throughout the academic program can enhance students' employability. Published in the *International Journal for Scientific Research & Development*.

**Yamuna (2020)** conducted a study focusing on commerce students in Coimbatore's arts and science colleges. The research aimed to identify reasons behind students not onboarding with companies post-placement. Utilizing a sample of 200 students and employing tools like percentage analysis and average rank analysis, the study concluded by highlighting major factors contributing to this phenomenon. Published in *The International Journal of Analytical and Experimental Modal Analysis*.

## ANALYSIS AND INTERPRETATION OF DATA

### PERCENTAGE ANALYSIS PREPAREDNESS OF THE RESPONDENTS

S.no	Particulars	No. of respondent	Percent
1	well prepared	32	19.80
2	somewhat prepared	70	43.20
3	neutral	48	29.60
4	not prepared	12	7.40
	<b>TOTAL</b>	162	100.00

### INTERPRETATION:

The table shows that 43.2% of respondents feel "Somewhat Prepared," while 19.8% feel "Well Prepared," indicating that a majority (63%) have at least some level of preparedness. Meanwhile, 29.6% remain "Neutral," and 7.4% feel "Not Prepared." This suggests that while most individuals have some level of readiness, there is room for improvement in boosting confidence and preparedness levels.

### PERCENTAGE ANALYSIS MAIN CHALLENGES OF THE RESPONDENTS

S.no	Particulars	No. of Respondent	Percent
1	Lack of Communication Skills	42	25.90
2	Inadequate Technical Knowledge	47	29.00
3	Nervousness	62	38.30
4	Lack of preparations	11	6.80
	<b>TOTAL</b>	162	100.00

### INTERPRETATION:

The table indicates that the most common challenge faced by respondents is **Nervousness** (38.3%), followed by **Inadequate Technical Knowledge** (29%) and **Lack of Communication Skills** (25.9%). **Lack of Preparation** (6.8%) is the least reported issue. This suggests that confidence-building and technical skill enhancement are key areas where candidates need support to improve their performance.

### CHI SQUARE ANALYSIS TEST BETWEEN GENDER AND SATISFACTION ON CAMPUS INTERVIEW

PARTICULARS	VALUE	DF	ASYMPTOTIC SIG. (2-TAILED)
Pearson Chi-Square	0.22	3	0.974
Likelihood Ratio	0.22	3	0.973
Linear-by-Linear Association	0.01	1	0.913
N of Valid Cases	162		

### INTERPRETATION:

The chi-square test results indicate no significant association between the variables. The Pearson Chi-Square ( $\chi^2 = 0.22$ ,  $df = 3$ ,  $p = 0.974$ ) and Likelihood Ratio ( $\chi^2$

= 0.22, df = 3, p = 0.973) both show high p-values, meaning we fail to reject the null hypothesis. The Linear-by-Linear Association ( $\chi^2 = 0.01$ , df = 1, p = 0.913) also suggests no significant trend. With 162 valid cases, the analysis confirms that there is no meaningful relationship between the variables.

---

## SUGGESTION

### *Interview Preparedness*

- **Suggestion:** With 43.20% of respondents feeling somewhat prepared, there is a need for more comprehensive preparation programs. This could include mock interviews, resume-building workshops, and sessions on common interview questions and techniques.

### *Nervousness*

- **Suggestion:** Nervousness is a major challenge for 38.38% of respondents. Implement stress-relief techniques, such as mindfulness training, breathing exercises, and relaxation techniques, to help students manage their anxiety.

---

## CONCLUSION

The study provides valuable insights into students' perceptions of campus interviews, their preparedness, and the challenges they face. The findings indicate that while a majority of respondents have a positive outlook on campus interviews, there are notable areas for improvement, such as enhancing technical skills, increasing confidence levels, and aligning job opportunities with career aspirations. The most significant challenges include nervousness, inadequate technical knowledge, and lack of communication skills, suggesting a need for targeted training programs.

---

## BIBLIOGRAPHY

1. Patel, V. (2017). Employer Expectations vs. Student Readiness: A Study of Campus Recruitment in India. *Journal of Business and Education*, 10(3), 56-72.
2. Gupta, S., & Sharma, M. (2018). The Role of Soft Skills in Campus Recruitment: A Study among College Students. *Indian Journal of Management Studies*, 6(4), 78-95.
3. Suresh, T. (2018). Bridging the Gap Between Academia and Industry: A Case Study on Campus Placements. *Journal of Industry and Education*, 11(4), 44-59.
4. Agarwal, P. (2019). Campus Recruitment: Trends and Challenges in Higher Education Institutions. *Journal of Higher Education Research*, 12(3), 45-60.