

MCCOMBS VIDEO ASSESSMENT QUESTIONS

MCCOMBS VIDEO ASSESSMENT QUESTIONS ARE AN INTEGRAL PART OF THE APPLICATION PROCESS FOR PROSPECTIVE STUDENTS AIMING TO JOIN THE PRESTIGIOUS McCOMBS SCHOOL OF BUSINESS AT THE UNIVERSITY OF TEXAS AT AUSTIN. AS ADMISSIONS COMMITTEES INCREASINGLY RELY ON INNOVATIVE EVALUATION METHODS, VIDEO ASSESSMENTS HAVE EMERGED AS A VALUABLE TOOL THAT ALLOWS CANDIDATES TO SHOWCASE THEIR PERSONALITIES, COMMUNICATION SKILLS, AND FIT FOR THE PROGRAM. IN THIS ARTICLE, WE WILL EXPLORE THE PURPOSE OF THE McCOMBS VIDEO ASSESSMENT, THE TYPES OF QUESTIONS CANDIDATES CAN EXPECT, TIPS FOR PREPARATION, AND THE OVERALL SIGNIFICANCE OF THIS ASSESSMENT IN THE ADMISSIONS PROCESS.

UNDERSTANDING THE McCOMBS VIDEO ASSESSMENT

THE McCOMBS VIDEO ASSESSMENT IS DESIGNED TO COMPLEMENT THE TRADITIONAL APPLICATION MATERIALS, SUCH AS ESSAYS AND RECOMMENDATION LETTERS. IT PROVIDES AN OPPORTUNITY FOR APPLICANTS TO EXPRESS THEMSELVES BEYOND WRITTEN WORDS AND TO CONVEY THEIR MOTIVATIONS, EXPERIENCES, AND ASPIRATIONS IN A MORE DYNAMIC FORMAT.

PURPOSE OF THE VIDEO ASSESSMENT

THE MAIN PURPOSES OF THE McCOMBS VIDEO ASSESSMENT INCLUDE:

- **ASSESSMENT OF COMMUNICATION SKILLS:** EFFECTIVE COMMUNICATION IS CRUCIAL IN THE BUSINESS WORLD. THIS ASSESSMENT ALLOWS THE ADMISSIONS COMMITTEE TO EVALUATE HOW WELL CANDIDATES ARTICULATE THEIR THOUGHTS.
- **UNDERSTANDING OF PERSONAL VALUES:** THE VIDEO FORMAT ENABLES CANDIDATES TO SHARE THEIR VALUES, PERSONALITY, AND UNIQUE EXPERIENCES THAT MAY NOT BE EVIDENT IN WRITTEN SUBMISSIONS.
- **EVALUATION OF FIT:** THE ASSESSMENT HELPS THE COMMITTEE DETERMINE WHETHER APPLICANTS ALIGN WITH THE CULTURE AND VALUES OF McCOMBS AND THE BROADER UNIVERSITY OF TEXAS COMMUNITY.

TYPES OF QUESTIONS IN THE McCOMBS VIDEO ASSESSMENT

CANDIDATES CAN EXPECT A VARIETY OF QUESTION FORMATS DURING THE VIDEO ASSESSMENT. THESE QUESTIONS ARE TYPICALLY DIVIDED INTO TWO MAIN CATEGORIES: BEHAVIORAL AND SITUATIONAL.

BEHAVIORAL QUESTIONS

BEHAVIORAL QUESTIONS FOCUS ON PAST EXPERIENCES AND HOW CANDIDATES HAVE NAVIGATED SPECIFIC SITUATIONS. THESE QUESTIONS OFTEN BEGIN WITH PROMPTS SUCH AS "TELL US ABOUT A TIME WHEN..." OR "DESCRIBE A SITUATION WHERE...". HERE ARE SOME EXAMPLES OF BEHAVIORAL QUESTIONS THAT CANDIDATES MIGHT ENCOUNTER:

1. DESCRIBE A CHALLENGE YOU FACED IN A TEAM SETTING. HOW DID YOU HANDLE IT?
2. SHARE AN INSTANCE WHERE YOU DEMONSTRATED LEADERSHIP.
3. DISCUSS A TIME WHEN YOU HAD TO MAKE A DIFFICULT DECISION. WHAT WAS YOUR THOUGHT PROCESS?

SITUATIONAL QUESTIONS

SITUATIONAL QUESTIONS PRESENT CANDIDATES WITH HYPOTHETICAL SCENARIOS AND ASK HOW THEY WOULD RESPOND. THESE QUESTIONS ARE DESIGNED TO ASSESS CRITICAL THINKING, PROBLEM-SOLVING ABILITIES, AND DECISION-MAKING SKILLS. EXAMPLES OF SITUATIONAL QUESTIONS INCLUDE:

1. IF YOU WERE WORKING ON A GROUP PROJECT AND A TEAM MEMBER WAS NOT CONTRIBUTING, HOW WOULD YOU ADDRESS THE SITUATION?
2. IMAGINE YOU ARE FACED WITH A TIGHT DEADLINE AND CONFLICTING PRIORITIES. HOW WOULD YOU PRIORITIZE YOUR TASKS?
3. WHAT WOULD YOU DO IF YOU WERE ASSIGNED A PROJECT THAT WAS OUTSIDE YOUR AREA OF EXPERTISE?

PREPARATION TIPS FOR THE VIDEO ASSESSMENT

PREPARING FOR THE MCCOMBS VIDEO ASSESSMENT REQUIRES A STRATEGIC APPROACH. HERE ARE SOME TIPS TO HELP CANDIDATES EXCEL IN THIS COMPONENT OF THE APPLICATION PROCESS:

1. UNDERSTAND THE FORMAT

FAMILIARIZE YOURSELF WITH THE TECHNOLOGY AND FORMAT OF THE VIDEO ASSESSMENT. MOST ASSESSMENTS ARE CONDUCTED VIA AN ONLINE PLATFORM THAT ALLOWS FOR RECORDING RESPONSES TO PRE-SET QUESTIONS. ENSURE YOU HAVE A RELIABLE INTERNET CONNECTION AND A QUIET, WELL-LIT SPACE TO RECORD YOUR VIDEO.

2. PRACTICE COMMON QUESTIONS

WHILE IT'S IMPOSSIBLE TO PREDICT THE EXACT QUESTIONS THAT WILL BE ASKED, PRACTICING COMMON BEHAVIORAL AND SITUATIONAL QUESTIONS CAN BE BENEFICIAL. RECORD YOURSELF TO OBSERVE YOUR BODY LANGUAGE AND VERBAL COMMUNICATION. PAY ATTENTION TO YOUR TONE, CLARITY, AND PACING.

3. BE AUTHENTIC

AUTHENTICITY IS KEY IN THE VIDEO ASSESSMENT. ADMISSIONS COMMITTEES ARE LOOKING FOR GENUINE INSIGHTS INTO WHO YOU ARE AS A PERSON. SHARE YOUR TRUE EXPERIENCES AND VALUES, AND AVOID REHEARSING ANSWERS TO THE POINT WHERE THEY BECOME ROBOTIC. AUTHENTICITY WILL RESONATE MORE THAN OVERLY POLISHED RESPONSES.

4. FOCUS ON STRUCTURE

WHEN RESPONDING TO QUESTIONS, CONSIDER USING THE STAR METHOD (SITUATION, TASK, ACTION, RESULT) FOR BEHAVIORAL QUESTIONS. THIS STRUCTURED APPROACH HELPS IN PROVIDING CLEAR AND CONCISE RESPONSES, ENSURING THAT YOU COVER ALL RELEVANT ASPECTS OF YOUR EXPERIENCES.

5. MANAGE YOUR TIME WISELY

TIME MANAGEMENT IS CRUCIAL DURING THE VIDEO ASSESSMENT. CANDIDATES TYPICALLY HAVE A LIMITED AMOUNT OF TIME TO RESPOND TO EACH QUESTION. PRACTICE PACING YOUR RESPONSES TO ENSURE YOU CAN CONVEY YOUR POINTS EFFECTIVELY WITHOUT RUSHING OR EXCEEDING THE TIME LIMIT.

6. DRESS PROFESSIONALLY

EVEN THOUGH THE ASSESSMENT IS CONDUCTED VIRTUALLY, DRESSING PROFESSIONALLY CAN HELP CREATE A POSITIVE FIRST IMPRESSION. IT ALSO HELPS TO SET THE RIGHT MINDSET AND TONE FOR THE ASSESSMENT.

THE IMPORTANCE OF THE VIDEO ASSESSMENT IN THE ADMISSIONS PROCESS

THE McCOMBS VIDEO ASSESSMENT HOLDS SIGNIFICANT WEIGHT IN THE OVERALL ADMISSIONS PROCESS. HERE ARE A FEW REASONS WHY THIS ASSESSMENT IS IMPORTANT:

1. HOLISTIC EVALUATION

McCOMBS STRIVES FOR A HOLISTIC EVALUATION OF CANDIDATES. THE VIDEO ASSESSMENT ADDS AN ADDITIONAL LAYER OF INSIGHT THAT WRITTEN MATERIALS MAY NOT FULLY CAPTURE. IT HELPS THE ADMISSIONS COMMITTEE TO SEE THE APPLICANT AS A WHOLE PERSON, RATHER THAN JUST A SET OF GRADES AND TEST SCORES.

2. DISTINGUISHING CANDIDATES

IN A COMPETITIVE APPLICANT POOL, THE VIDEO ASSESSMENT CAN HELP CANDIDATES STAND OUT. A COMPELLING VIDEO RESPONSE CAN DIFFERENTIATE AN APPLICANT FROM OTHERS WITH SIMILAR ACADEMIC QUALIFICATIONS. IT SHOWCASES INDIVIDUAL CHARACTER AND READINESS FOR THE CHALLENGES OF BUSINESS EDUCATION.

3. INSIGHTS INTO INTERPERSONAL SKILLS

THE ABILITY TO COMMUNICATE EFFECTIVELY AND WORK WELL WITH OTHERS IS CRUCIAL IN A BUSINESS ENVIRONMENT. THE VIDEO ASSESSMENT PROVIDES INSIGHTS INTO A CANDIDATE'S INTERPERSONAL SKILLS, HELPING THE COMMITTEE TO IDENTIFY THOSE WHO WILL THRIVE IN COLLABORATIVE SETTINGS.

CONCLUSION

THE McCOMBS VIDEO ASSESSMENT QUESTIONS ARE A VITAL COMPONENT OF THE APPLICATION PROCESS, ALLOWING CANDIDATES TO CONVEY THEIR PERSONALITY, VALUES, AND COMMUNICATION ABILITIES. BY UNDERSTANDING THE PURPOSE OF THE ASSESSMENT, FAMILIARIZING THEMSELVES WITH THE TYPES OF QUESTIONS, AND PREPARING EFFECTIVELY, CANDIDATES CAN ENHANCE THEIR CHANCES OF MAKING A POSITIVE IMPRESSION ON THE ADMISSIONS COMMITTEE. AS APPLICANTS NAVIGATE THIS INNOVATIVE EVALUATION METHOD, THEY SHOULD REMEMBER THE IMPORTANCE OF AUTHENTICITY, STRUCTURE, AND INTERPERSONAL SKILLS IN THEIR RESPONSES. ULTIMATELY, THE VIDEO ASSESSMENT PLAYS A CRUCIAL ROLE IN SHAPING THE FUTURE OF CANDIDATES AND THEIR POTENTIAL CONTRIBUTIONS TO THE McCOMBS SCHOOL OF BUSINESS COMMUNITY.

FREQUENTLY ASKED QUESTIONS

WHAT IS THE PURPOSE OF THE McCOMBS VIDEO ASSESSMENT IN THE ADMISSIONS PROCESS?

THE McCOMBS VIDEO ASSESSMENT IS DESIGNED TO EVALUATE CANDIDATES' COMMUNICATION SKILLS, PERSONALITY, AND FIT WITH THE PROGRAM, ALLOWING THE ADMISSIONS COMMITTEE TO GAIN INSIGHTS BEYOND TRADITIONAL APPLICATION MATERIALS.

HOW LONG DO I HAVE TO COMPLETE THE McCOMBS VIDEO ASSESSMENT?

CANDIDATES TYPICALLY HAVE A SET TIME LIMIT OF 30-60 SECONDS TO RESPOND TO EACH QUESTION IN THE VIDEO ASSESSMENT.

WHAT TYPES OF QUESTIONS CAN I EXPECT IN THE McCOMBS VIDEO ASSESSMENT?

QUESTIONS OFTEN INCLUDE BEHAVIORAL PROMPTS, SITUATIONAL RESPONSES, AND QUESTIONS ABOUT YOUR MOTIVATIONS FOR PURSUING AN MBA AT McCOMBS.

CAN I PRACTICE BEFORE TAKING THE McCOMBS VIDEO ASSESSMENT?

YES, CANDIDATES ARE ENCOURAGED TO PRACTICE WITH SIMILAR VIDEO QUESTIONS AND UTILIZE THE PRACTICE SESSIONS PROVIDED BY THE ASSESSMENT PLATFORM.

WHAT TECHNOLOGY DO I NEED TO COMPLETE THE McCOMBS VIDEO ASSESSMENT?

YOU WILL NEED A RELIABLE INTERNET CONNECTION, A COMPUTER OR DEVICE WITH A CAMERA AND MICROPHONE, AND A QUIET SPACE TO RECORD YOUR RESPONSES.

HOW IMPORTANT IS THE VIDEO ASSESSMENT IN THE OVERALL APPLICATION?

THE VIDEO ASSESSMENT IS AN IMPORTANT COMPONENT OF THE APPLICATION, AS IT HELPS TO DIFFERENTIATE CANDIDATES AND ASSESS THEIR INTERPERSONAL SKILLS, BUT IT IS CONSIDERED ALONGSIDE OTHER MATERIALS SUCH AS ESSAYS AND RECOMMENDATIONS.

ARE THERE ANY TIPS FOR PERFORMING WELL IN THE McCOMBS VIDEO ASSESSMENT?

TO PERFORM WELL, CANDIDATES SHOULD PREPARE BY PRACTICING THEIR RESPONSES, MAINTAINING A PROFESSIONAL DEemeanor, ENSURING GOOD LIGHTING AND SOUND QUALITY, AND BEING AUTHENTIC IN THEIR ANSWERS.

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