

CAMPUS DRIVE BY INDIAN MARKET RESEARCH BUREAU (Only for MEFGI Students)

COMPANY CAMPUS DRIVE DETAIL	
Company Name	INDIAN MARKET RESEARCH BUREAU
Date	14th July, 2015,
Time	11:00 AM
Venue	403 A, Ganesh Plaza, Nr. Navarangpura Post Office, Navrangpura, Ahmedabad, Gujarat-400028
JOB DESCRIPTION	
Position	Field Controller
Salary package	CTC per annum – Rs.3.2 lacs
Work Location	Ahmedabad
Selection Process	<ul style="list-style-type: none"> Written test(Technical + Aptitude) Group Discussion Personal Interview(2 Rounds)
ELIGIBILITY PARAMETERS	
Education Qualification	BE - ALL BRANCH-2015 pass outs.
Eligibility Criteria	As such no percentage criteria but candidate should have good command over GUJARATI language.
TO PARTICIPATE	
Registration Process	Students who are interested need to register online on below given link by 3 rd July, 2015 at 3 PM : http://goo.gl/forms/d14T4a4b0y
TIPO Contact Person	Keyur Desai M-9099040463 E – keyur.desai@marwadieducation.edu.in

For more info, visit: www.imrbint.com

NOTE: Make sure you register only if you agree with all terms & conditions of the company..

Gaurav Gandhi
Assistant Manager -Placement Cell

Check page no. 2 for company profile.

ABOUT THE COMPANY:

IMRB is the vision of Mr. Subhas Ghoshal, the legendary head of HTA (now JWT). They were born out of conviction that good advertising can only be built on sound consumer insight. They were the University of the Indian market research. They were one of the top 20 Market Research companies in the world. IMRB was set up in 1970, a full 37 years after BMRB was set up in UK by JWT.

They were a part of WPP which is formed by Sir Martin Sorrell in 1985. WPP is a £8.68 billion; revenue company with 138,000 employees in 2400 offices across 107 countries. Kantar is WPP's research, insight & consultancy network. Kantar was founded in 1993, is now the world's fourth largest research conglomerate. It boasts of \$1.7 billion worth of revenue with offices in 160 offices across 95 countries.

DESIRED SKILLS:

1. Analytical, problem solving & decision making capabilities.
2. Quality focused.
3. Planning, Organizing, coordinating & monitoring skills.
4. People-management skills.
5. Adherence to standard processes & systems.
6. Honesty & Integrity.
7. Strong interpersonal skills.
8. Good communication skills – written & verbal.
9. Willingness to travel; go on field at-least 3 sessions per week.
10. Willing to work on odd days & hours.

KEY RESPONSIBILITIES:

1. Understands project needs – research tool/project.
2. Plans project fieldwork - planning of project & monitoring field work flow.
3. Manpower and material management – organizing, training & retaining of freelancer teams and checking of language translation in Questionnaire and stimulus materials used in data collection work.
4. Trains freelancers – project specific training/briefing to freelance interviewers & team leaders (TL).
5. Monitoring the project - oversees allotment & quota control.
6. Quality control – supervises TL work and conducts field self-checks which involves traveling to outstation centres.
7. Prepares project reports - report preparation and updates to research dept.
8. Expense accounting & validating the payment claims - accounts for expenses and timely payments to freelance interviewers & TL.