

# P&S MARKET RESEARCH

## Campus Recruitment – 2017 Batch

### (Only for Unplaced Students)

About the Company - [www.psmarketresearch.com](http://www.psmarketresearch.com)

**Eligibility** -

- a) **Only For Unplaced Students of 2017 Batch**
- b) B.Tech (ALL Branches), BCA , B PHARMA
- c) Xth - 60% & Above  
XIIth - 60% & Above  
Graduation - 60% & Above

**Package** - **3.3 LPA**

**Role** - **Research Associate**

**Job Description** -

- a) Principally responsible for interpreting data, formulating reports and making recommendations based upon the research findings.
- b) Applies qualitative and quantitative techniques to interpret the data and produce substantiated recommendations.
- c) Analyze statistical data, identifying key trends, to provide clients with results from their projects in line with research objectives – Interpretation of data to provide clear direction to clients
- d) Data cleaning, weighting, assessments & primary analysis, SWOT Analysis, PEST Analysis, Porter Five Forces Analysis, Market Sizing, Forecasting.
- e) Secondary Research – Going through various reports, news articles, company annual reports and paid databases to search for the relevant information.
- f) Report Writing – Evaluate economic trends, spending habits, and demographics/ firm graphics to determine the market trends of the respective sector/industry.
- g) Conduct in-depth interviews and moderate focus groups.
- h) Analyze qualitative data identifying key themes in line with objectives and assist in the writing of reports.
- i) Develop a comprehensive understanding of the software and research techniques used in qualitative research projects – Transcription of depth interviews and focus groups.

### How to Apply?

- **Apply only if you are unplaced and eligible for this Campus Drive.**  
**Click the link given below to apply**

[CLICK HERE](#)

- Last date to apply for this Placement drive is **29th Dec 2016 by 5:00 pm.**

With Best Wishes

**Dr. Ajay Rana**

**Advisor & Director**