



COIMBATORE INSTITUTE OF TECHNOLOGY

(GOVERNMENT AIDED AUTONOMOUS INSTITUTION)

CIVIL AERODROME POST, COIMBATORE-641014.

PLACEMENT AND TRAINING CELL

PLACEMENT YEAR 2020-2021

NAME	: SREENIDHI N
ROLL NUMBER	: 1701110
DEPARTMENT	: CIVIL ENGINEERING
EMAIL ID	: sreenirajan497@gmail.com
CONTACT NUMBER	: 9629831096
COMPANY NAME	: ZS ASSOCIATES
COMPANY TYPE	: CORE
JOB DESIGNATION	: DECISION ANALYTICS ASSOCIATE
SALARY (CTC)	: 8.9 LPA
INTERN OFFERED ?	: NO
BOND	: NO
HAVE YOU PLACED ?	: NO

(Please comment this section **in detail** to guide your juniors in bright way)

COMMENTS ON SELECTION PROCESS :

ROUND 1 : MCQ

Have you cleared the round : YES

Details about Questions on 1st round:

Round 1 focused on problem solving skills, comfort with numbers, data interpretation, English verbals, attention to detail and quants.

ROUND 2 : PROBLEM SOLVING DEEP DRIVE

Have you cleared the round : YES

Details about Questions on 2nd round:

QUESTION DOMAIN	QUESTION	SOLUTION / HOW DID YOU APPROACH
Chart design and analysis	To analyse the given case and choose the best conclusion from the options given.	
Break-evens and weighted averages	To analyse the given case and choose the best conclusion from the options given.	
Marketing cases	To analyse the given case and choose the best conclusion from the options given.	
Partnership cases	To analyse the given case and choose the best conclusion from the options given.	

ROUND 3 : VIDEO INTERVIEW

Have you cleared the round : YES

Details about Questions on 3rd round:

QUESTION DOMAIN	QUESTION	SOLUTION / HOW DID YOU APPROACH
HR	1. Tell me about yourself 2. Have you faced any failure? How did you overcome it? 3. Tell me about your passion 4. What are your hobbies?	

ROUND 4 : CASE STUDY INTERVIEW

Have you cleared the round : NO

Details about Questions on 4th round:

➤ Case solving duration: 60 minutes

A real time business case was given and was asked to arrive at the solution. This round was to gauge the candidate's analytical ability, data interpretation, problem solving skills, creativity, time and task management.

➤ Case discussion Interview

This process involves the discussion of the solved case with the interviewer.

AREAS TO PREPARE :

- General aptitude
- Data interpretation
- Basic Maths
- Guesstimates and puzzles
- Business case approach and solution

SITES / BOOKS YOU SUGGEST FOR PREPARATION FOR THE PROCESS :

- Website : Indiabix.com for aptitude
- Book : Case in Point by Marc.P.Cosentino

OVERALL EXPERIENCE :

- The overall experience was good.
- Time management is essential in business case solving round.

GENERAL TIPS :

- Be confident throughout the process.
- Do research on the company and the job role before attending the interview.
- Basic aptitude is enough for clearing the first round.
- Go through the various business case problems and have an idea of solving the cases in different approach.



COIMBATORE INSTITUTE OF TECHNOLOGY

(GOVERNMENT AIDED AUTONOMOUS INSTITUTION)

CIVIL AERODROME POST, COIMBATORE-641014.

PLACEMENT AND TRAINING CELL

PLACEMENT YEAR 2020-2021

NAME : KIRUBHAKAR.S

ROLL NUMBER : 1702018

DEPARTMENT : MECHANICAL ENGINEERING

EMAIL ID : KIRU0107@GMAIL.COM

CONTACT NUMBER : 9489720029

COMPANY NAME : ZS Associates

COMPANY TYPE : CORE

JOB DESIGNATION : Decision Analyst Associate

SALARY (CTC) : 8.9 lpa

INTERN OFFERED ? : NO

BOND : NO

HAVE YOU PLACED ? : NO

(Please comment this section **in detail** to guide your juniors in bright way)

COMMENTS ON SELECTION PROCESS :

ROUND 1 :

- It was a continuous process with 3 sections.
- Once we have completed first section and if we are eligible, we move in to next section and so on.
- General aptitude in MCQ format
- Problem Solving deep dive (sample case study was provided)
- Video Interview (General HR based questions were posted and we have been asked to record and upload the answers in video format)

- This round last for 2 to 2.30 hours

Have you cleared the round : YES

Details about Questions on 1st round:

QUESTION DOMAIN	QUESTION	SOLUTION / HOW DID YOU APPROACH

ROUND 2 :

Interview Round

- It has two phases case study solving and case study interview
- Case study solving
- A detailed Case study was given. We have been asked to analyse the problem and solve the appropriate questions provided
- This round last for 45 minutes

Case study Interview

We have been asked to explain our solving procedure to a technical case solving HR

Have you cleared the round : NO

Details about Questions on 2nd round:

QUESTION DOMAIN	QUESTION	SOLUTION / HOW DID YOU APPROACH

ROUND 3 :

Have you cleared the round : YES / NO

Details about Questions on 3rd round:

QUESTION DOMAIN	QUESTION	SOLUTION / HOW DID YOU APPROACH

ROUND 4 :

Have you cleared the round : YES / NO

Details about Questions on 4th round:

QUESTION DOMAIN	QUESTION	SOLUTION / HOW DID YOU APPROACH

AREAS TO PREPARE :

General Aptitude Questions
Sample Case Study and approach
Some Wall street Journal case studies

SITES / BOOKS YOU SUGGEST FOR PREPARATION FOR THE PROCESS :

OVERALL EXPERIENCE :

Overall Process was Good and Hr was very friendly

GENERAL TIPS :



COIMBATORE INSTITUTE OF TECHNOLOGY

(GOVERNMENT AIDED AUTONOMOUS INSTITUTION)

CIVIL AERODROME POST, COIMBATORE-641014.

PLACEMENT AND TRAINING CELL

PLACEMENT YEAR 2020-2021

NAME : HARISH RAJU GS

ROLL NUMBER : 1703075

DEPARTMENT : EEE

EMAIL ID : gsharishraju@gmail.com

CONTACT NUMBER : 9489665350

COMPANY NAME : ZS ASSOCIATES

COMPANY TYPE : **CORE**

JOB DESIGNATION : Decision Analytics Associate (DAA)

SALARY (CTC) : 8.9 LPA

INTERN OFFERED ? : NO

BOND : NO

HAVE YOU PLACED ? : NO

(Please comment this section **in detail** to guide your juniors in bright way)

COMMENTS ON SELECTION PROCESS :

PHASE 1:

ROUND 1 :

The first round is an online MCQ round. Questions cover a plethora of topics in Arithmetic, Problem Solving skills, Verbal Reasoning, Data interpretation (Understand data from graphs) and attention to detail questions.

Have you cleared the round : **YES**

Details about Questions on 1st round:

QUESTION DOMAIN	QUESTION	SOLUTION / HOW DID YOU APPROACH
Arithmetic	Basic Math problems like ratios, speed/time	Time is very crucial here. Apply the easiest techniques to find the answers.
Verbal Reasoning	Reading Comprehension, General Verbal questions like choose the appropriate word.	Read the question over an over. You'll automatically get the answer.
Data interpretation	Questions on interpretation of data from graphs, charts are given.	Skim quickly through the question and start looking through the graphs for the answer asap.
Attention to Detail	These questions are a little more complex but based on the same data interpretation questions. The questions are large and they ask questions which require a precise answer and can easily found but requires large amount of time skimming through the data.	Skim through the data carefully as quick as possible.

ROUND 2 :

The second round is Problem solving deep dive. General business scenarios are given and you are asked what you would do in such a situation. The questions are of MCQ type. Questions are to be answered in a business environment sort of thinking.

Have you cleared the round : **YES**

ROUND 3 :

The third round is a video interview round. General HR questions will be shown on the screen and you will be given a time of around 1:00 – 1:30 mins to record a video of yourself answering the questions and after that it will automatically get uploaded. This is a very important round as this will differentiate you from the other candidates and will help you get onto phase 2 of the selection process.

Have you cleared the round : **YES**

Details about Questions on 3rd round:

QUESTION DOMAIN	QUESTION	SOLUTION / HOW DID YOU APPROACH
HR	Describe Strength / Weakness. What are your interests. Etc...	Prepare for HR questions and speak very clearly and fluently into the camera.
HR	Business situation given. What will you do in such a situation.	Think in a business perspective and answer clearly.

Phase 2 :

ROUND 1 :

This round is a case study round. Only a select number of students will be put forward to this round. A business scenario cum case will be given. You will have to study the question very carefully and understand what the answer is that they are expecting from you. Answering the question will require only basic arithmetic knowledge but the method of answering and the collection of data required to solve the question will be quite difficult.

The solved answers have to be scanned and uploaded. After this you will have a video interview with a ZS employee to whom you will be asked to explain the method on how you solved the question.

Have you cleared the round : NO

AREAS TO PREPARE :

Work on basic arithmetic formulas for solving problems (Profit/Loss, Speed/Time, Percentage, Ratios, Fractions etc...). Prepare for the data interpretation questions by going through bar graph questions. Verbal questions should be fairly easy and test your basic verbal skills. Prepare all the basic math concepts that were taught in school and learn to apply them to a question on a time constraint.

SITES / BOOKS YOU SUGGEST FOR PREPARATION FOR THE PROCESS :

Go through your old 10th STD books for your basic math problems. Look up websites that show you how to apply those basic formulas to questions and also on how to solve them quickly.

OVERALL EXPERIENCE :

The overall experience was quite interesting and was really nice. It was really challenging and the test take place in a short span of time with a large number of questions which constantly keep you on the edge.

GENERAL TIPS :

Very strong analytical skills are required to crack the interview. Even though the questions are extremely simple, there are many ways for us to answer them wrong. Look up all formulas required to solve the basic concepts and never be at ease stating that these are simple concepts. You will make mistakes on the extremely simple questions. Read the questions very carefully. As there is a lot of data given to go through in a very short span of time, it is very easy to make a mistake by not looking at that important piece of the data required to answer the question.



COIMBATORE INSTITUTE OF TECHNOLOGY

(GOVERNMENT AIDED AUTONOMOUS INSTITUTION)

CIVIL AERODROME POST, COIMBATORE-641014.

PLACEMENT AND TRAINING CELL

PLACEMENT YEAR 2020-2021

NAME	:Keerthana R
ROLL NUMBER	:1705020
DEPARTMENT	:B.E.(CSE)
EMAIL ID	:keerthurkkeerthana@gmail.com
CONTACT NUMBER	:9080907130
COMPANY NAME	:ZS Associates
COMPANY TYPE	: CORE
JOB DESIGNATION	:Decision Analytics Associate
SALARY (CTC)	:8.9LPA
INTERN OFFERED ?	: NO
BOND	:NONE
HAVE YOU PLACED ?	: NO

(Please comment this section **in detail** to guide your juniors in bright way)

COMMENTS ON SELECTION PROCESS :

First 3 round are continuous process. Once we cleared the round, we move into next round.

ROUND 1 :

MCQ questions

Topics:Aptitude,Logical,Verbal

Have you cleared the round : YES

Details about Questions on 1st round:

QUESTION DOMAIN	QUESTION	SOLUTION / HOW DID YOU APPROACH

ROUND 2 :

8 questions related to business ideas like What will you do to improve productivity.

Have you cleared the round : YES

Details about Questions on 2nd round:

QUESTION DOMAIN	QUESTION	SOLUTION / HOW DID YOU APPROACH

ROUND 3 :

8 real time questions.We need to speak for atleast 3 minutes.

Have you cleared the round : YES

Details about Questions on 3rd round:

QUESTION DOMAIN	QUESTION	SOLUTION / HOW DID YOU APPROACH
Software engineering	Need of SRS in Software development lifecycle	
	Risking decision which you ever taken	
	How will you convince your friend to do something which he/she is not interested in	

	How many cricket balls can be placed in an aeroplane?	
--	---	--

ROUND 4 :

This round consists of two phase

1.Case Study Solving

They gave a problem statement and data related to that.

There were 4 questions.Using the given data , We have been asked to analyse the problem and solve the question

This phase last for 1 hour.

2.Case Study Interview

We have been asked to explain our idea to interviewer.

Have you cleared the round : NO

Details about Questions on 4th round:

QUESTION DOMAIN	QUESTION	SOLUTION / HOW DID YOU APPROACH

AREAS TO PREPARE :

Aptitude

Case Study

Guesstimate

SITES / BOOKS YOU SUGGEST FOR PREPARATION FOR THE PROCESS :

OVERALL EXPERIENCE :

Overall Interview was Good.

GENERAL TIPS :



COIMBATORE INSTITUTE OF TECHNOLOGY

(GOVERNMENT AIDED AUTONOMOUS INSTITUTION)

CIVIL AERODROME POST, COIMBATORE-641014.

PLACEMENT AND TRAINING CELL

PLACEMENT YEAR 2020-2021

NAME : ASHOKKUMAR S

ROLL NUMBER : 1707004

DEPARTMENT : INFORMATION TECHNOLOGY

EMAIL ID : ashokkumarselvendhiran@gmail.com

CONTACT NUMBER : 8608736670

COMPANY NAME : ZS ASSOCIATES

COMPANY TYPE : CORE

JOB DESIGNATION : Decision Analytics Associate (DAA)

SALARY (CTC) : 8.9 LPA

INTERN OFFERED ? : NO

BOND : -

HAVE YOU PLACED ? : NO

(Please comment this section **in detail** to guide your juniors in bright way)

COMMENTS ON SELECTION PROCESS :

Consists of Two Phases

PHASE 1:

3 rounds-MCQ
-PSDD
-TBI

PHASE 2:

2 rounds-CASE STUDY
-BEHAVIOURAL ROUND

All rounds are Elimination Rounds.

ROUND 1 :PHASE-1

Started with MCQ round Consists of aptitude related to Numbers, Data interpretation, English, attention to details.

The questions were in medium level, requires logical thinking and problem solving skill.

Try to solve the questions faster with less time.

Have you cleared the round : YES

Details about Questions on 1st round:

QUESTION DOMAIN	QUESTION	SOLUTION / HOW DID YOU APPROACH
General aptitude	Number system	
Verbal aptitude	Statement, Conclusions & inferences, vocabulary, code(word) decoding question, cause and effect	

ROUND 2 :

After clearing the MCQ round PSDD round takes place

Have you cleared the round : YES

Details about Questions on 2nd round:

Case study questions-Mcq only

Easy to clear this round once you completely understand the questions

ROUND 3 : TBI ROUND-Video interview

Have you cleared the round : YES
Details about Questions on 3rd round:

Video assessment round – Questions are based on decision making skills and roles of the company

Questions are displayed in the screen for 10 seconds and have to answer the questions within 3 minutes

Be clear with your answer.

ROUND 4 : PHASE 2

Starting with case study round.

Have you cleared the round : NO
Details about Questions on 4th round:

Given a case study question related to pharmaceutical company

In this round they are expecting only the approach of the problem not a solution

AREAS TO PREPARE :

- Communication and Critical thinking skills.
- Aptitude (General, Verbal, Technical).
- Problem solving and Logical thinking & Reasoning.

SITES / BOOKS YOU SUGGEST FOR PREPARATION FOR THE PROCESS :

- Indiabix(Aptitude).

- Fresherslive (Aptitude, problem solving and logical reasoning).
- Case In Point Book by Marc P.Cosentino(Case study questions)

OVERALL EXPERIENCE :

The overall experience of the process was smooth and good. It requires good problem solving and logical reasoning skills to clear the process. The video synthesis and case study questions were interesting and there was enough time for answering it.

GENERAL TIPS :

- Be confident while answering the questions.
- Try to provide more possible creative solutions while approaching the problem statement and explain it clearly.
- Give brief and clear solutions.
- Practice Aptitude, problem solving and logical reasoning questions daily to manage the time during the process.
- Have basic knowledge about the company.