



Application for Post of MARKETING AND SALES COORDINATOR 2018

Name:	Nick:
Roll No:	Hostel:
Email:	Room No:
Department: Marketing and Sales	Contact No:

General Instructions:

- You will not be judged by the length of your application. Weightage will be given to new ideas and their feasibility.
- Format your application in a neat and legible manner. (*Use Font size-11, Style-Calibri*).
- Understand the functioning of the department and reflect the same in your application and interview.
- You are strongly advised to meet all the Marketing and Sales coordinators of Saarang 2017

Questions for Marketing & Sales Coordinator (Current 2nd Years only):

1. List out the drawbacks and positives for the department from last year. Also suggest feasible solutions for the drawbacks listed.
2. Mention the different sales and distribution desks set up for different group of customers (Faculty, Students, Day-scholars, ICSR staff, on-ground sales, BMS counter etc). Also briefly explain the procedures followed at each of the stalls.
3. Ideate on the marketing strategies to make our sales more effective (Classify the strategies into Online, Institute and Outside. More weightage will be given to feasible answers. Make sure you don't list out the strategies which are already in effect.)
4. In what way do you think can we use last year data for analytics ? List out the works done under Google Adwords and Google Analytics and how to improve on them.
5. Briefly describe the accounting procedure followed last year. Also suggest the drawbacks and how can we effectively improve the procedure
6. Describe an incident wherein you showcased your teamwork. (It can be as crazy as possible and give at least one reference so we know you aren't making it up.)
7. Why do you think you are right person for this post? Put in simple words your potential contribution to the team. Please mention relevant credentials and contact details of three references (not all from your hostel).

People you need to meet

-

<i>V Sanjay</i>	<i>9962354253</i>
<i>SREESHYAM C A</i>	<i>9940504400</i>
<i>Rajesh Teegala</i>	<i>9566018686</i>
<i>Abhijith N Balan</i>	<i>9176476325</i>
<i>Athul</i>	<i>9884385584</i>
<i>Renga Pragadeeshwar</i>	<i>9994230783</i>
<i>Sriresh</i>	<i>9087863703</i>
<i>Maria</i>	<i>9940516622</i>
<i>Shruthi</i>	<i>9790464163</i>
<i>Shanthi</i>	<i>9566242429</i>

-