



Guru Gobind Singh Indraprastha University
“A State University established by the Govt. Of NCT Delhi”
Sector 16-C, Dwarka, New Delhi – 110078



F. No.: GGSIPU/CCGPC/2023/ 575

29th May 2023

Sub. Placement opportunity for BBA/BA/B.Com students of GGSIP University of the batch passing out in year 2023 in the company “Cvent”

Dear Placement Officer,

Greetings from CCGPC, GGSIPU!!!

Please find below details of Placement opportunity for BBA/BA/B.Com students of GGSIP University of the batch passing out in year 2023 in the company “Cvent” for your reference and circulation to students to apply on given link by **31st May 2023, 2:00 PM:**

Registration Link – <https://forms.gle/w1GDTqhAb1tNf5E66>

Name of Company – Cvent

Date of Drive – The selection process will be conducted on 1st June 2023, at company location.

Details are as below: (Detailed JD is attached)

- Eligibility : BA/BBA/B.Com (2023 pass outs)
- Role Type : Contractual (6 Months)
- Salary In-Hand : INR 20,000 per month
- Role : Marketing Research Associate (Contractual)
- No. of Positions : Multiple
- Work Location : Gurgaon
- Work Timings : Day Shift
- Start Date : Immediate

Benefit : Free one time meal in office

Hiring Process: -

- Research Test – In Person (Elimination round)--- *Open book test*
- Excel Test- In Person (Elimination round)
- Business Round 1 (Elimination round)
- Business Round 2 – Decides the selection/ rejection of the candidate

Note: This role would be initially for 6 months. Post which, it would either be extended or can lead to conversion as full time (CTC – 4 LPA to 5 LPA) basis their performance during that period and as per business need.

LAST DATE FOR REGISTRATION IS 31st May 2023, 2:00 PM.

(Ms. Nisha Singh)
Training and Placement Officer,
CCGPC, GGSIP University



Marketing Research Associate

Shift: Day

About Cvent:

Cvent is a leading meetings, events, and hospitality technology provider with more than 4,700 employees and nearly 21,000 customers worldwide, including 80% of the Fortune 100 companies, in more than 100 countries. Founded in 1999, the company delivers a comprehensive event marketing and management platform for event professionals and offers software solutions to hotels, special event venues and destinations to help them grow their group/MICE and corporate travel business.

The DNA of Cvent is our people, and our culture has an emphasis on fostering intrapreneurship --a system that encourages Cventers to think and act like individual entrepreneurs and empowers them to take action, embrace risk, and make decisions as if they had founded the company themselves. At Cvent, we value the diverse perspectives that each individual brings. Whether working with a team of colleagues or with clients, we ensure that we foster a culture that celebrates differences and builds on shared connections.

About the Role:

This is an exciting opportunity to kick-start your Marketing career with an international and industry-leading software company, based in India. At Cvent, we know that our people make the difference. We invest in our employees and offer a unique work environment where people can cultivate their careers and enjoy an enriching company culture. Cvent offers unparalleled opportunities for growth and advancement.

What You will be doing:

- Gather and update Prospect and Customer information (through secondary research) to build or maintain marketing database.
- Help company's strategic objective of evaluating and expanding the MICE market space by conducting advanced and focused secondary research on industry segments and verticals ranging from associations to corporations.
- Identify industry trends, competitors and MICE industry trends through market research and Cvent tools.

What You Will Need for this Position:

- Full Time Graduate in any stream (BBA/ BCA preferred)
- 0 - 1 years of work experience is desired; however, freshers with requisite skills may also apply
- Applicant should have a strong academic background
- Applicant should have Internet Research Acumen



- Applicant should have excellent spoken and written English
- Good interpersonal skills and high attention to detail
- Positive attitude and out of the box thinker
- Proficient with MS Office, particularly Excel