

# Opinion Poll

**Teamlease-MBA Universe Survey on  
MBA students career aspirations**

# Research Objective

With placements on the anvil for final year MBA students, Teamlease – MBAUniverse.com commissioned global market research company Synovate to poll final year students from top-notch B-Schools in India to find out the hot buttons for all important issues pertaining to placement.

# Research Design

- ? A quantitative study using a semi-structured questionnaire was administered to final year B-school students from India's most prestigious B-schools. All interviews were conducted face-to-face.
- ? The sampling methodology adopted was purposive.
- ? The listing of B-schools was provided by MBA Universe.
- ? Sample size achieved: 392
- ? Fieldwork Period: October 14-31, 2007.

# **Poll Findings...**

**Q1. According to you, while making a career and placement choice, how important are the following factors for you? Please rate the factors on importance levels where '1' stands for Most Important and '5' for least important.**

Company	
Figs in %age	%
Most Important	29
Important	38
Neither important nor unimportant	17
Less Important	11
Least Important	5
Sector/ Industry	
Figs in %age	%
Most Important	35
Important	31
Neither important nor unimportant	14
Less Important	12
Least Important	7
Job Profile	
Figs in %	%
Most Important	57
Important	25
Neither important nor unimportant	11
Less Important	6
Least Important	1

Salary	
Figs in %age	%
Most Important	17
Important	33
Neither important nor unimportant	23
Less Important	20
Least Important	6
Location	
Figs in %age	%
Most Important	11
Important	15
Neither important nor unimportant	18
Less Important	15
Least Important	41

Job description comes up tops

**Q2: Which are your Top 3 sectors of choice where you will seek placement:**

	All
Base: All respondent	392
1st Choice	
Figs in %age	%
Investment Banking	33
Management Consulting	31
FMCG	14
Banking & Insurance	5
IT/ITES	8
Telecom	2
Pharma	1
Manufacturing	3
Retailing	3
Others	1

2nd Choice	
Management Consulting	30
FMCG	16
Banking & Insurance	16
IT/ITES	12
Telecom	6
Retailing	5
Investment Banking	5
Manufacturing	4
Pharma	3
Others	3
3rd Choice	
Retailing	20
Banking & Insurance	16
IT/ITES	15
Others	11
Manufacturing	10
FMCG	8
Management Consulting	7
Telecom	7
Pharma	5
Investment Banking	2

**Q3) What sources of information would you consult during the placement process? Multiple Coding**

	All
Base: All respondents	392
Figures in %age	%
Advice from seniors	79
Pre-placement talks held on campus	70
Business media	44
Advice from faculty/ placement office	41
Information through summer placements	41
Specialized management and company Websites (Online Media)	39

Majority of the B-school students polled bank on 'advice from seniors' and 'pre-placement talks held on campus' – as sources of information before placements.

**Q5) What is the Annual Salary (converted into rupees) that you expect to earn from your placement?**

	All
Base: All respondent	392
Figs in %age	%
< Rs. 5 Lacs	3
Rs. 6 to 10 Lacs	35
Rs. 11 to 15 Lacs	38
Rs 16 to 20 Lacs	11
Rs 21 to 25 Lacs	5
> Rs. 25 Lacs	6

Compensation expectation hovers mostly between 6-15 lac. And goes maximum up to Rs. 25 lac.

## Q6) What is your preferred work location? SINGLE CODING ONLY

	All
Base: All respondents	392
Figs in %age	%
India	74
US	11
Europe	7
Singapore	4
Other's	2
HK	1
Middle East	1
China	0

Booming Indian economy, emerging market status notwithstanding, India definitely rocks. An impressive 74% of those polled choose India as the preferred work location.

**Q7) Would you like to work in the company of your summer placement?**

**SINGLE CODING ONLY**

	All
Base: All respondent	39 2
Figures in %age	
Yes	52
No	37
DK/ CS	11

Half of those polled will like to join the company of their summer placement.

**Q8) Do you have a Pre-Placement Offer (PPO)? SINGLE CODING ONLY**

Base: All respondent	39 2
Figs in %age	%
Yes	24
No	64
DK/ CS	11

While majority deny having a PPO, a significant 24% of those polled claim to have a PPO. 11% refused to comment.

**Q9) Who is your Indian Business Icon? SINGLE CODING ONLY**

	All
Base: All respondent	39 2
Narayana Murthy	34
Ratan Tata	24
Lakshmi N Mittal	16
Mukesh Ambani	14
Indra Nooyi	7
None of the above	3
Azim Premji	2

Indian Business Icons: Top three – Mr. Narayana Murthy of Infosys Technologies, Ratan Tata of Tata Group and Lakshmi Niwas Mittal of Lakshmi-Arcelor Steel.

**Q10) Would you like to take up entrepreneurship sometime in your career?  
SINGLE CODING ONLY**

	All
Base: All respondents	39 2
Figs in %age	%
Yes	82
No	14
DK/ CS	4

A whopping 82 per cent say a firm 'yes'.

# In Sum

- ? Job description rated most important. Ahead of salary and company
- ? Sectors of choice for placement: It's Investment Banking, Management Consulting and FMCG as the first choice.
- ? Narayana Murthy rated as the Indian Business Icon by the final year students.
- ? Entrepreneurship is something most of the students polled say they will take up sometime in their careers.

Thank you.