



# CAMPUS HIRING

## **SALARY & EMPLOYMENT REPORT 2018**

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A Comprehensive Survey of Salary Levels,  
Top Roles & Employers Across Engineering  
& Management Institutes In India



This report is a research work of Mettl, one of the largest and fastest growing online talent assessment companies, with contributions from different industry leaders.

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## FOREWORD

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In the present age, there is a rise in demand for skilled candidates across all domains. To meet this demand, employers have taken the campus route to attract quality talent. However, employers face many challenges even through campus placement drives. From early attrition to their inability to retain candidates even after rolling out fancy offer letters, companies face a major challenge that needs to be resolved in order to build loyal future leaders.

This report is a one-stop solution for all your campus hiring woes, wherein we have covered average salaries offered, top job roles and key employers at various institutes. It highlights prevalent standard key figures that align with various regions and job roles. Since companies are in a competition to fetch candidates in an overcrowded job market, these benchmarks assist HRs in picking crème de la crème freshers with the right skillset.

Quality hires can be shortlisted using a campus scorecard that help employers differentiate between high and low performing institutes. A comparison among different institutes according to the quality of students turns out to be the first step of the filter. Standard salary benchmarks act as an intel regarding salaries being offered in different job functions and industries. The report is an ultimate guide to freshers' hiring in Engineering and Management institutes, segregated according to top job roles, tiers and employers in 2018.

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**Ketan Kapoor,**  
Co-founder & CEO, Mettl



## EXECUTIVE SUMMARY

### ENGINEERING TRENDS IN INDIA

Top IITs Bag

**137%**

Higher Entry-Level Packages  
When Compared To  
Overall Average

CS/IT Graduates Earn The  
Highest Average Package Of

**INR 6.9 LPA,**

While Civil Graduates  
Earn The Least

New IITs Are Catching Up  
Fast With Top NITs In Terms  
Of Compensation Package  
Especially CS/IT graduates  
Where They Have Overtaken  
Top NITs

Institutes In North India Have

**15%**

Higher Packages Than  
The Average Salary Of  
An Engineer

Machine Learning  
& Data Science Are  
The New Age Skills  
Available Only In  
Top IITs

### MBA TRENDS IN INDIA

Top IIM Graduates Bag

**121%**

Higher Salary Packages  
Than An Average  
MBA Graduate

West Leads The Region  
Wise Analysis With

**17%**

Higher Compensation Than The  
Average Salary while East gets the  
Maximum Salary Package

Technology Domain  
Receive The Highest  
Average Salary Package of

**INR 14.8 LPA**

General Management  
accounts to  
maximum hiring of

**31%**

CXO is The Highest Paid Job  
Role That Gets Available Only In

**118%**

Average Salary of  
MBA Graduates

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## MOST ORGANIZATIONS IN INDIA ARE FACING SEVERE TALENT CRUNCH

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According to Mettl's State of Talent Acquisition in India, hiring will continue to increase in 2018: 76.3% of recruiters expect to hire more people in 2018 than they did in 2017. Which means there is a high demand for talent in market to fill these vacancies. Even though the demand is on the surge, organizations are failing to hire and retain the right talent. Despite trying their best to lure job seekers with attractive job descriptions, salaries and perks and still unable to nurture them, organizations falter in taking the first step of the staircase.

At present, organizations in India are facing a severe talent crunch. A survey on Hiring Freshers: Challenges Faced by Recruiters states- '57% recruiters felt that the engineering freshers they hired did not have the necessary technical skills required of their profiles'. There exists a skill gap between what employers need and what candidates seem to offer on their resumes.

While companies look for a person suited for a specific job role, often his or her skill-set does not align with the job description. To bridge this gap, employers are taking the road to campus placement since campuses are a treasure house of the talented lot. This is so because fresh graduates not only possess the zeal to learn but also give a new perspective towards problem-solving. They are receptive to the new work environment and are ready to go at lengths in order to meet deadlines. Reaching out to them early can help organizations mine the refined lot in time so as not to lose out on them later.

### *Requirement of More Talent*

**76.3%** of recruiters expect to hire more people in 2018 than they did in 2017.

### *... with Better Skills*

**57%** recruiters felt that the engineering freshers they hired did not have the necessary technical skills required of their profiles.



## THE BIG CAMPUS DILEMMA: 4 W's

Conducting a campus placement drive is not as fancy as it sounds. From shortlisting the top institutes at the right time, assessing and selecting skilled candidates to offering them competitive salary packages and further engaging them for retention, campus hiring comes with different set of challenges which can be resolved if companies structure their hiring process. The major issues faced by Human Resource are summed up in 'The Big Campus Dilemma':



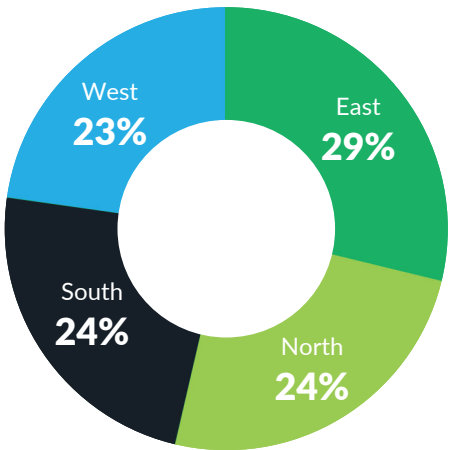
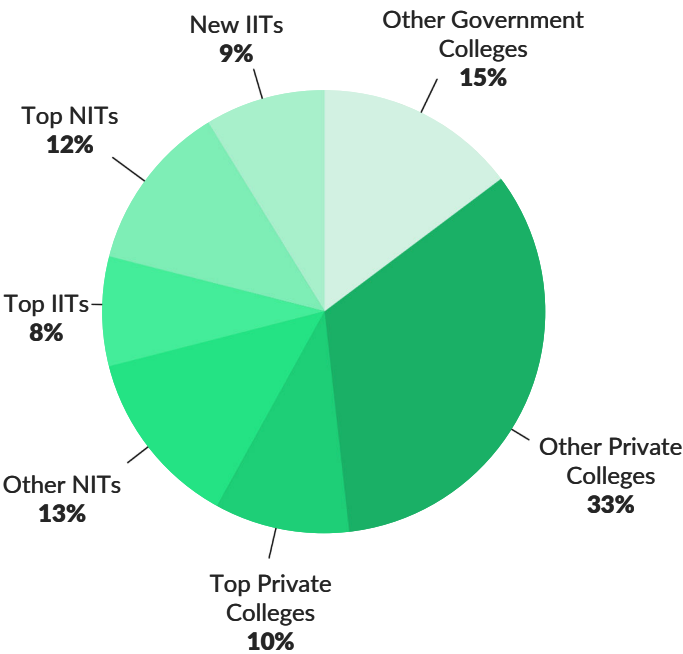


# SURVEY DEMOGRAPHICS

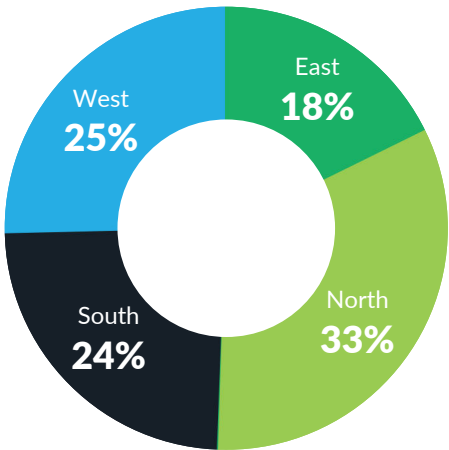
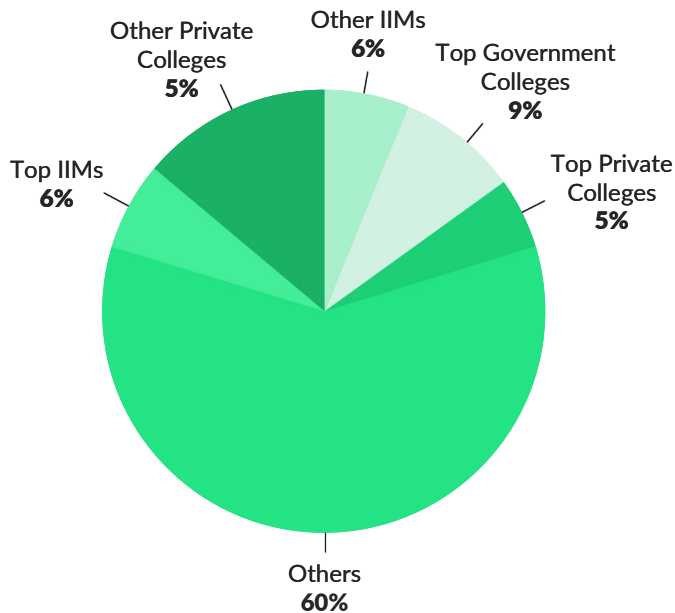
The following report is the result of a survey that Mettl conducted in 194 institutes in India. The institutes comprise both Engineering (114) and Management (80) campuses that are ushering in their campus placement season.

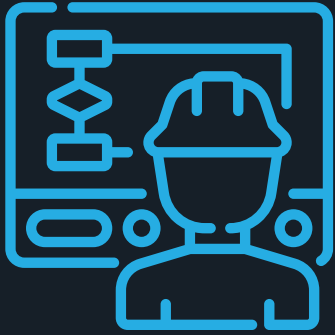
Mettl's research team reached out to placement cells of various institutes in the second half of May 2018. The institutes have been equally distributed across all Indian geographies so as to yield a cumulative result. Also, the team has been unbiased throughout by categorizing institutes in different tiers.

## DATA OF ENGINEERING INSTITUTES



## DATA OF MANAGEMENT INSTITUTES





# CAMPUS HIRING REPORT FOR ENGINEERING INSTITUTES

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**SALARY BENCHMARKS**

**TOP JOB ROLES**

**TOP EMPLOYERS**

# Engineering Graduates Earn INR 4.7 LPA On An Average In India

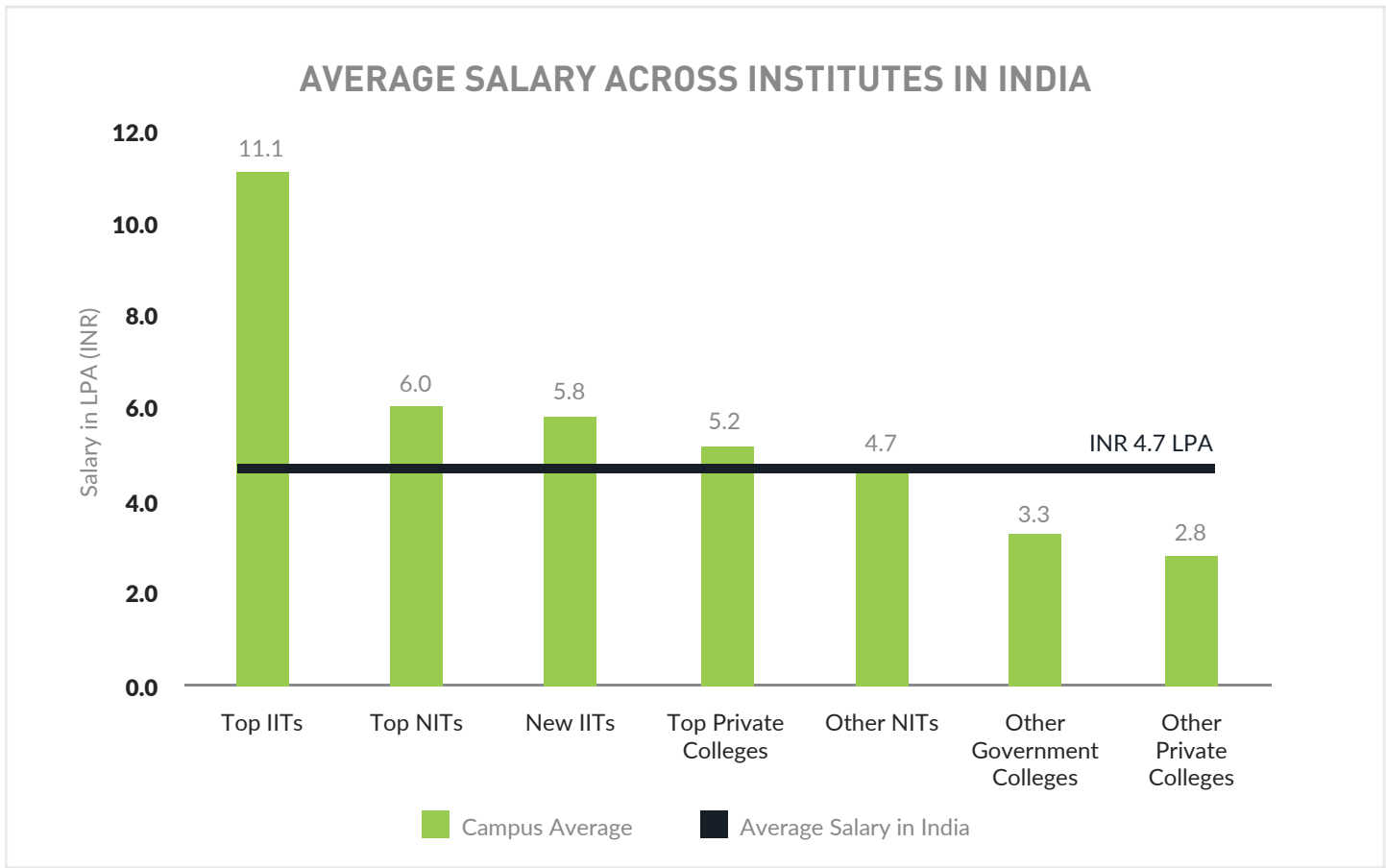
India is one of the largest producers of engineers in the world. Yet, 94% graduates remain unfit for hiring. This humongous figure points to the crisis of futuristic skills that graduates lack training in. In order to fill the void between these elements, Mettl rolled out a survey in 114 Engineering institutes across the country to check for new age skills, highest and lowing paying job roles and core companies across all domains.

There has been a marginal rise in the average salary of entry-level engineers in the past 8 years. From INR 3.5 LPA in 2010, the average salary has increased to INR 4.7 LPA IN 2018. The reason behind this slow growth can be credited to an increase in enrolment and mismatch in demand and supply. Also, the salaries of engineers increase after two years of their employment cycle, but early attrition does not let the figure rise and hence this negligible increase.

1. <https://timesofindia.indiatimes.com/city/pune/In-10-years-average-salaries-for-new-engineers-have-risen-marginally/articleshow/55552870.cms>

2. <https://timesofindia.indiatimes.com/business/india-business/94-of-it-grads-not-fit-for-hiring-techm-ceo/articleshow/64442037.cms>

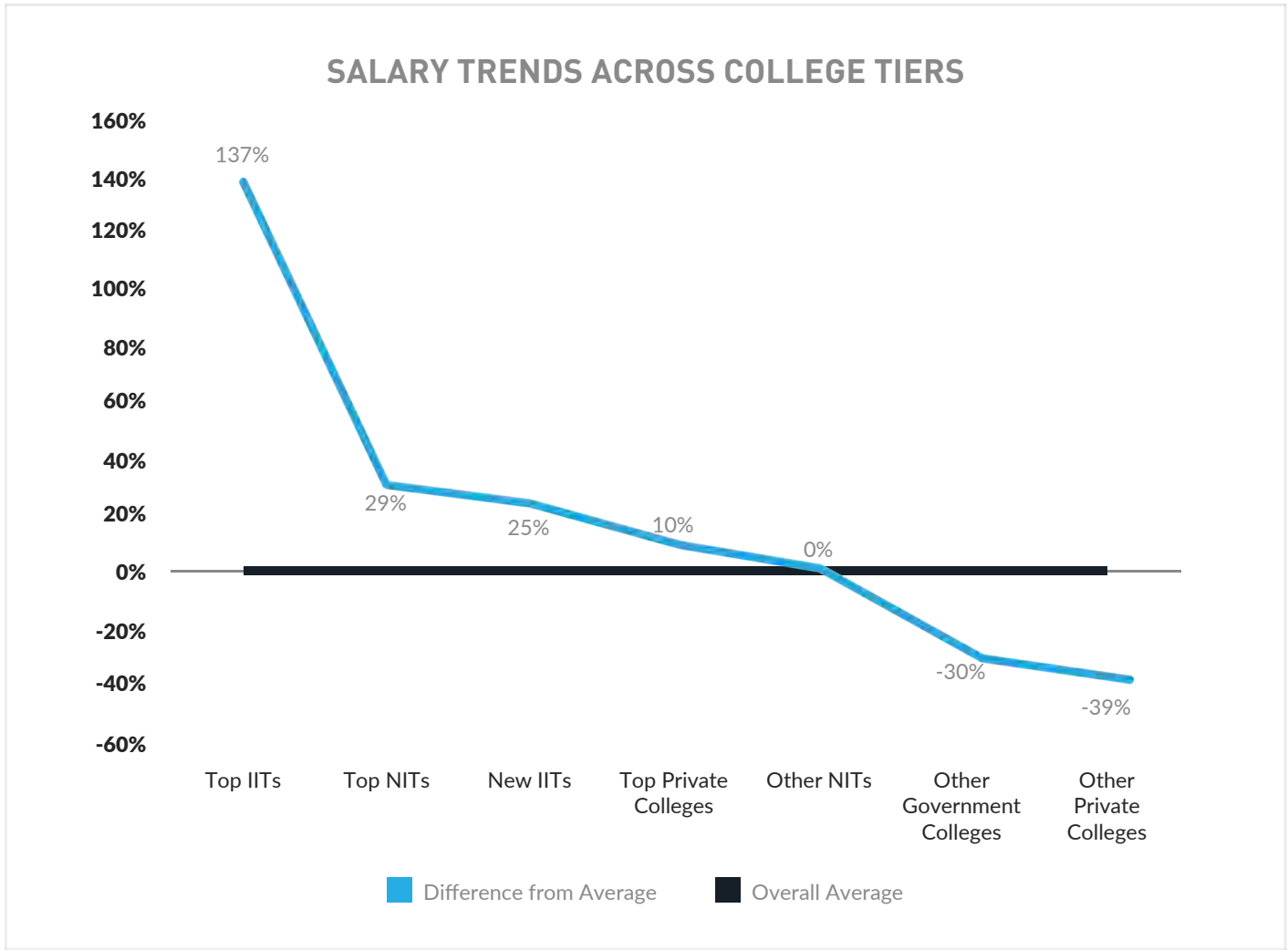
Top IITs  
Offer The  
Highest Average  
Package Of  
INR 11.1 LPA



Top IITs are the oldest educational institutions in the country. Their penchant for quality intake, top-notch infrastructure and fine faculty are the key factors that attract industry players.

Which is why they remain at the top in the list of employers. They are followed by Top NITs with an average salary package of INR 6 LPA.

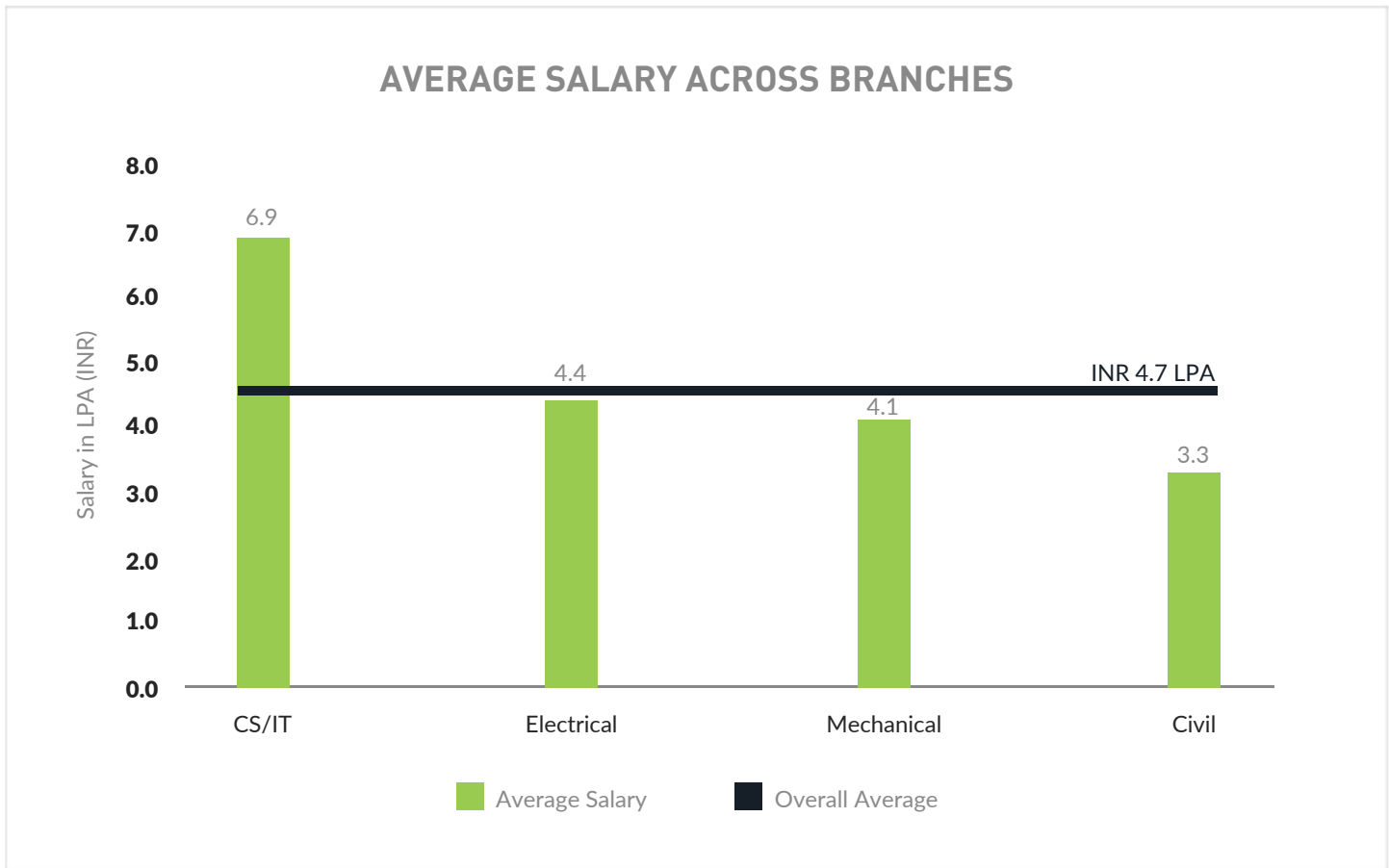
Top IITs Clinch  
137% Higher  
Entry-Level Packages  
When Compared To  
Overall Average



Apart from Top IITs taking the first spot, New IITs seems to be catching up with Top NITs with only a fractional difference of 2%.

Other Government Colleges (includes state boards) and Other New Private Colleges get 30% and 39% less than the average package of engineers.

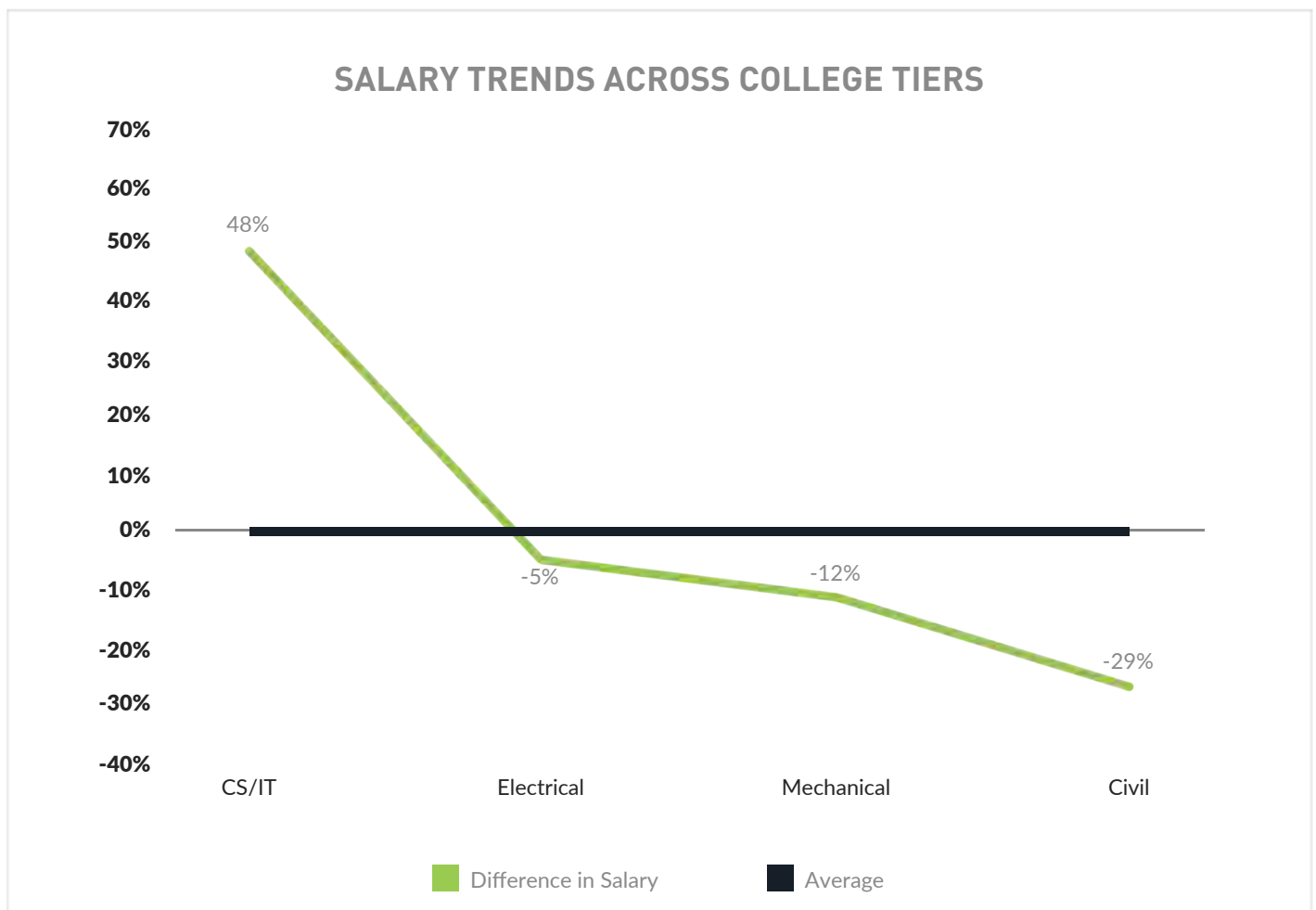
CS/IT Graduates Earn  
The Highest Average  
Package Of **INR 6.9 LPA**,  
While Civil Graduates  
Earn The Least



There is a striking difference in branches, materializing due to the steep rise in salaries offered to CS/IT graduates. Apart from CS/IT, all other branches fall short of being able to offer even the average salary package of INR 4.7 LPA to freshers.

Salaries in Electrical and Mechanical across India remain close to INR 4 LPA while Civil comes last in the list with INR 3.3 LPA. These two branches remain at the bottom of the list because salaries depend on demand and supply, not necessarily the core competency in a subject.

# CS/IT Graduates Are Paid 48% More Than The Average Salary Of Engineers



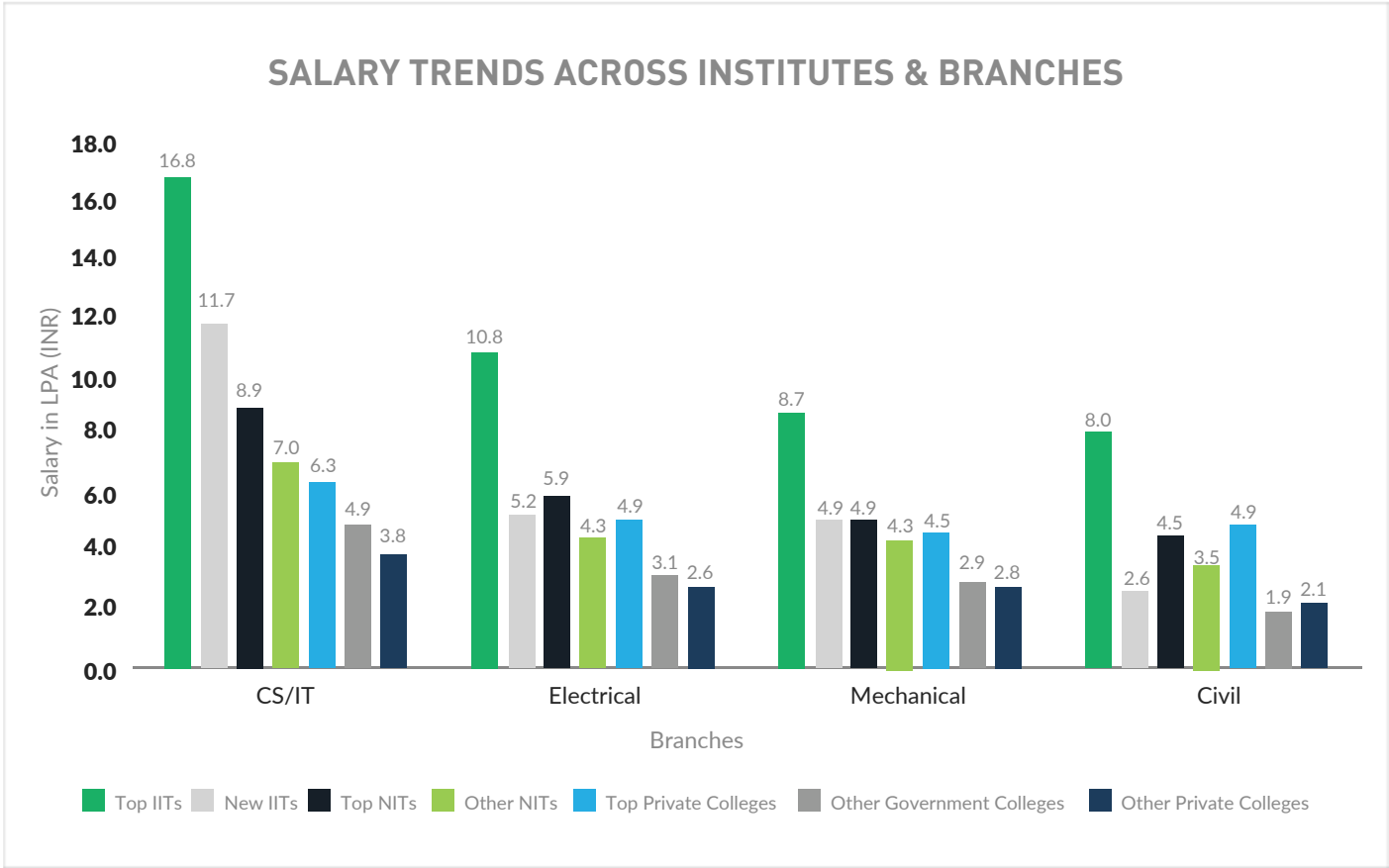
**"Data Analytics and software are the two booming sectors this year,"  
says Debasis Deb, the chairman of Career Development Centre at IIT-Kharagpur.**

Booming IT sector in India has plenty of jobs for fresh computer science graduates. Computer Science and Information Technology drive the world and have become an indispensable part of human civilization. For every learned individual, it is an asset for the knowledge economy.

Computer Science Engineering not only grooms research scientists who have passion for invention and novel design of new technology but also explore new vistas for the use of existing technology.

<http://jklu.edu.in/blog/scope-of-computer-science-engineering-and-information-technology/>

*New IITs Are Catching Up Fast  
With Top NITs In Terms Of  
Compensation Package, Especially  
For CS/IT Branch Where They Have  
Overtaken Top NITs*

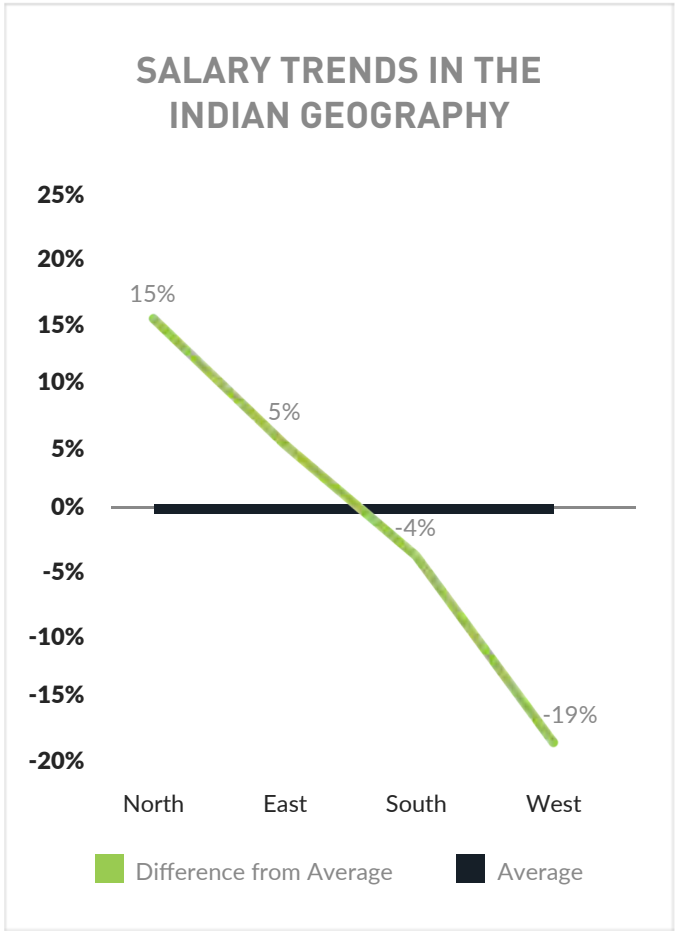


New IITs have shown tremendous growth despite their inception years not being more than 10-years-old. Following the same practices of quality intake, providing better infrastructure and comprehensive curriculum to their alma mater, New IITs are progressing under the shadow of Top IITs.

IITs have undertaken greater number of projects with esteemed government research institutions unlike NITs whose research is not of the same magnitude. Hence, the growth is visible in the statistics that depict how New IITs have taken over Top NITs in CS/IT, while staying at par in other branches.

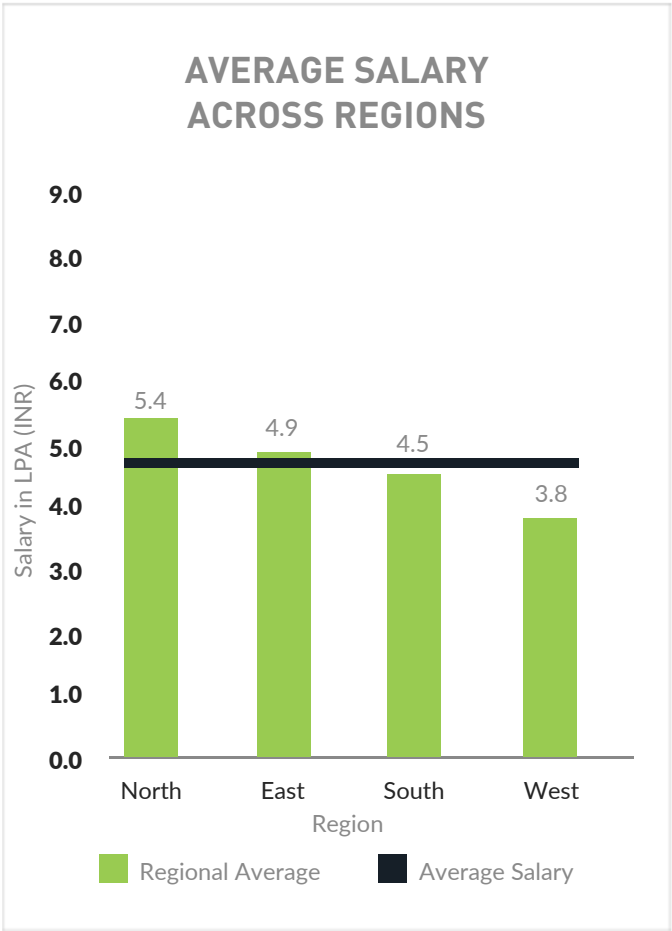


Institutes In North  
Have 15% Higher  
Packages Than The Average  
Salary Of An Engineer



There is a significant rise in salary packages across all branches in the North because North is a cluster that shelters Top IITs, Top Government and Top Private Colleges.

Whereas, Engineering graduates in the West are paid least, with salaries 19% below the average salary of an engineer.

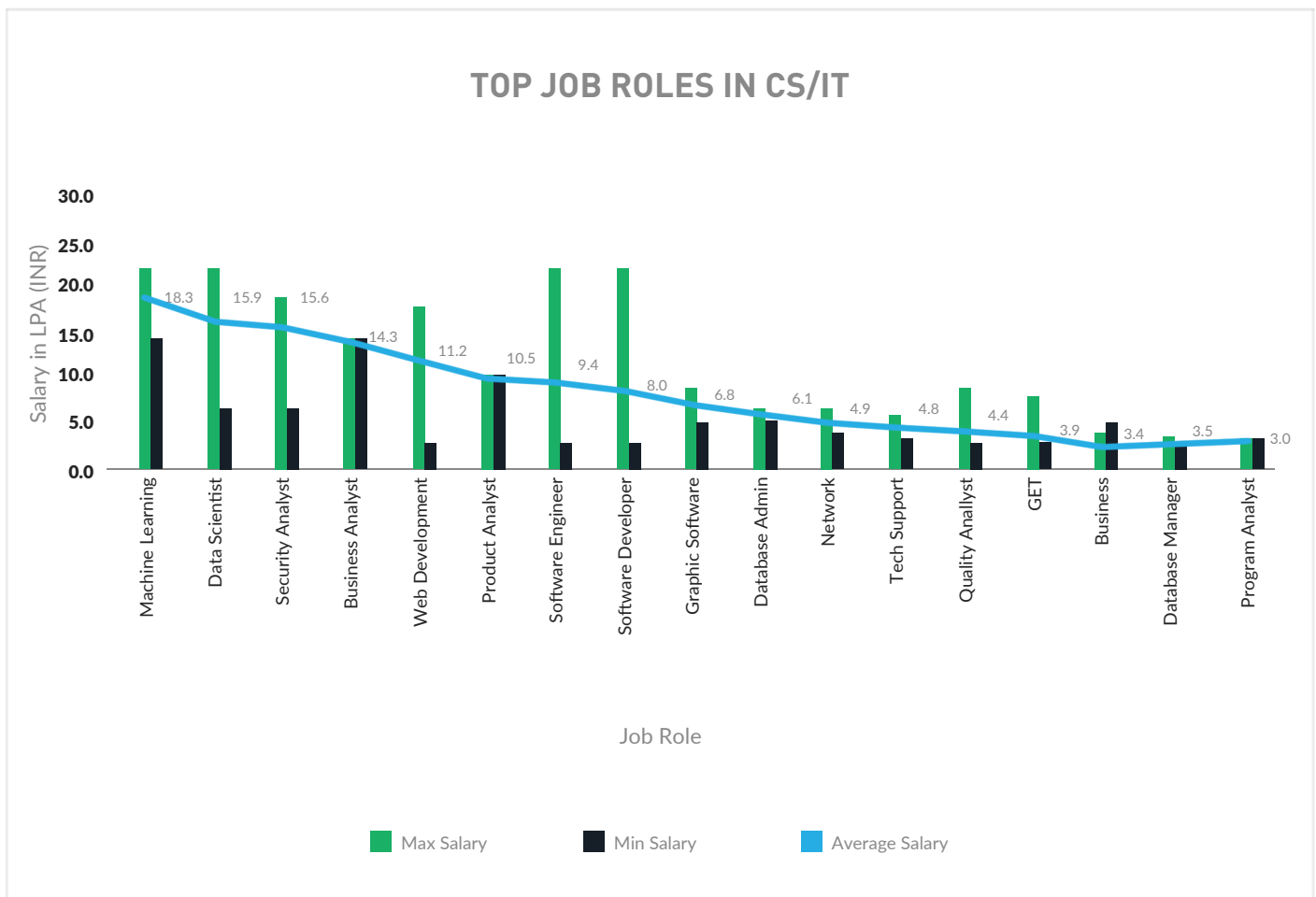


Freshers in North India receive INR 5.4 LPA on an average during campus placement season.

East and South offer nearly the same package of INR 4.5 LPA to engineers.

## TOP JOB ROLES

# Machine Learning & Data Scientist Are The New Age Skills Available Only In Top IITs



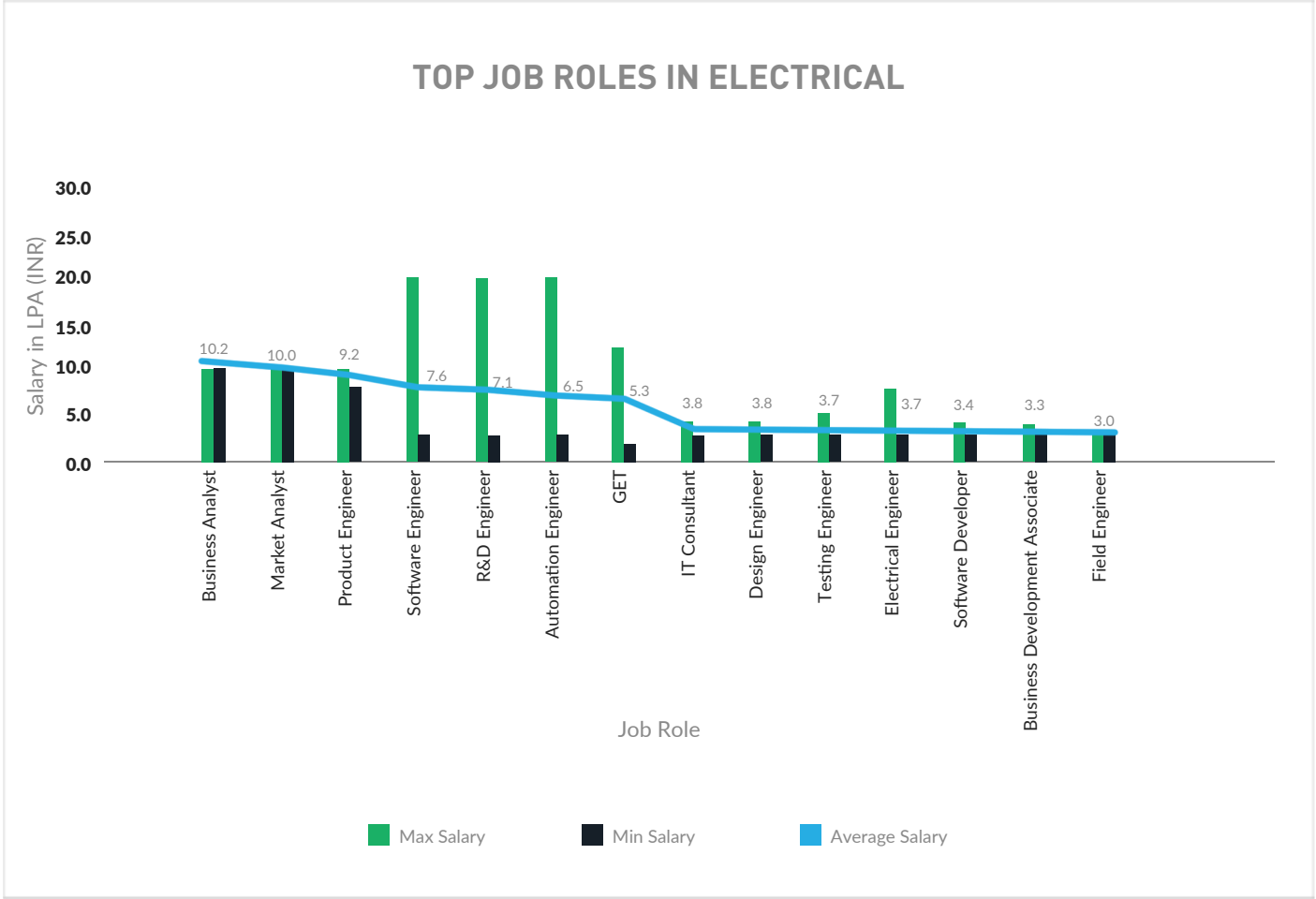
During the Union Budget 2018 session, Finance Minister Arun Jaitley declared that government will be investing extensively in research, training and skill development in robotics, Artificial Intelligence, digital manufacturing, Big Data intelligence and Quantum communications (\$480M allotted to Digital India initiatives).

Having said this, Machine Learning and Data Scientist have become niche, outstanding and highest paid skills in the IT sector at present.

<http://houseofbots.com/news-detail/2606-4-scope-of-ai-and-machine-learning-in-india>

TOP JOB ROLES

Software, R&D And Automation Engineer Are The Highest Paying Job Roles In Electrical

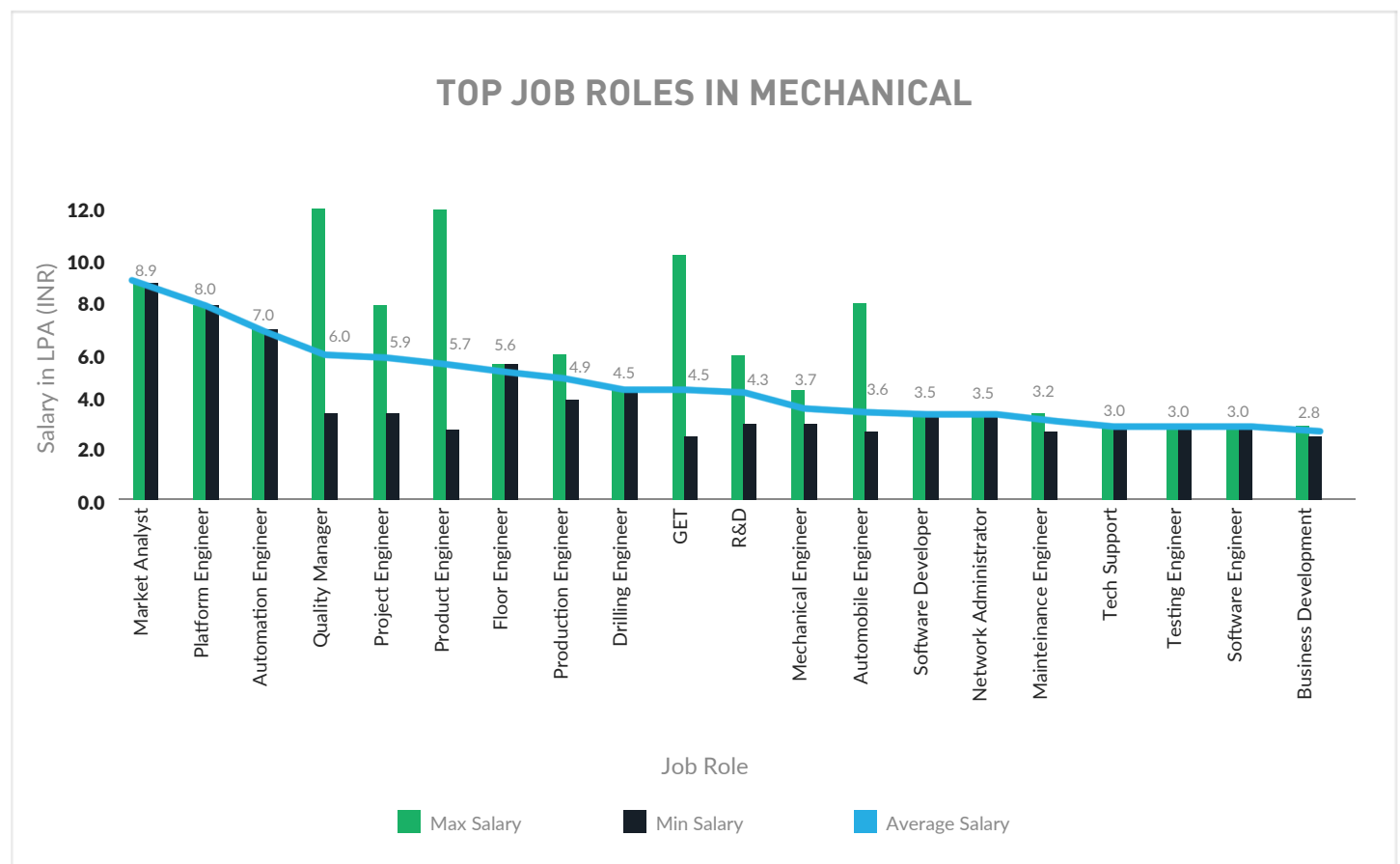


Software, R&D and Automation Engineer are some popular roles at the core of Electrical Engineering.

Electronics engineers with skills in robotics, automation technologies, renewable energies, Internet of Things (IoT), mechatronics engineering concepts add more value to their average pay scale.

## TOP JOB ROLES

# Quality Manager & Product Engineer Are The Highest Paying Job Roles In Mechanical

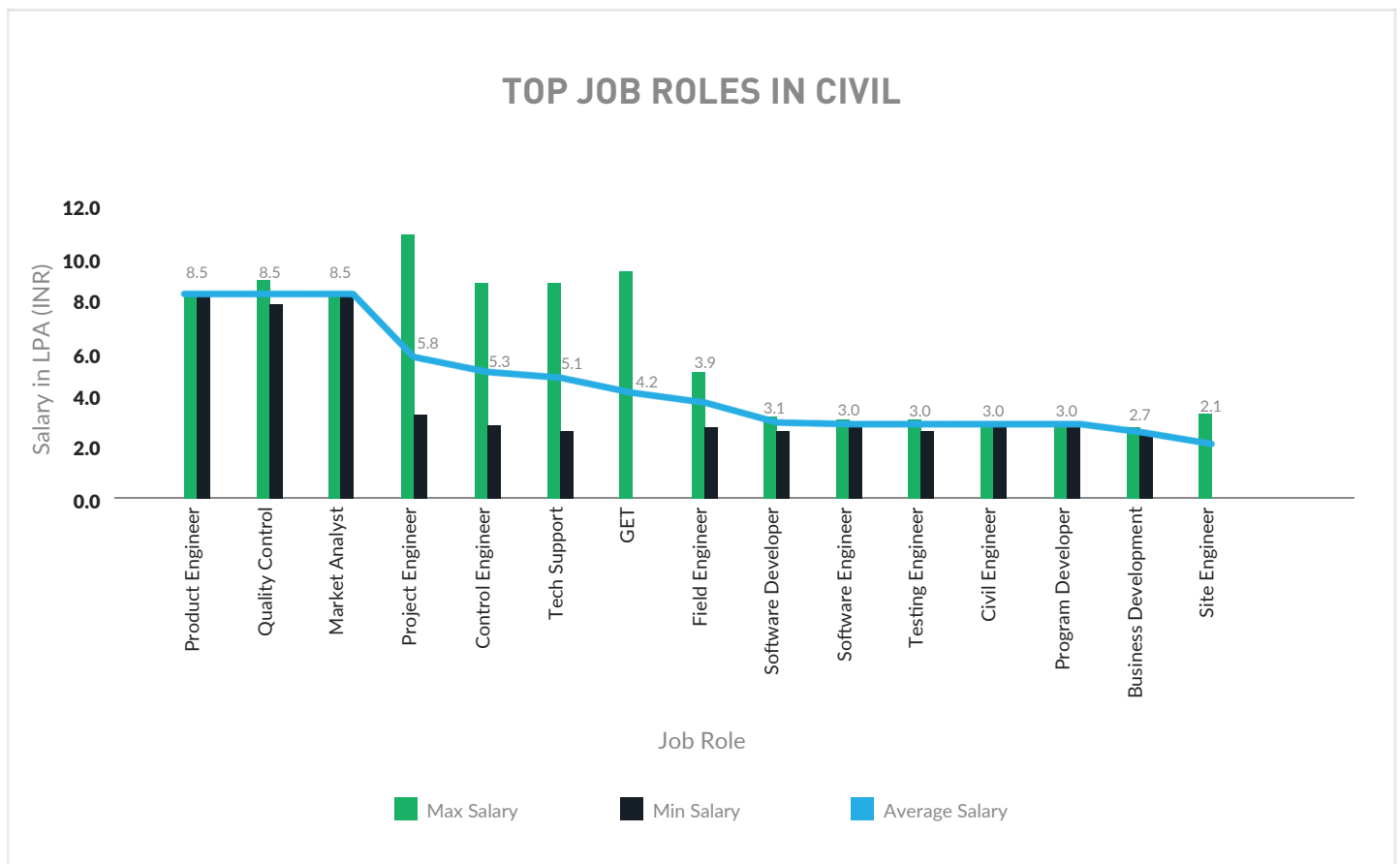


Quality Manager and Product Engineer in India get the highest salary package of INR 12 LPA. Freshers who opt for non-core job roles like Tech Support, Business Development Associate, Software Engineer/Developer earn the least packages across India.

Additionally, according to the report on Global Manufacturing Competitiveness Index rankings conducted by Deloitte, it is projected that India will be positioned at 5th place by 2022. Hence, it is evident that the growth of manufacturing sector in India is going to see new heights, opening new opportunities for mechanical engineers.

## TOP JOB ROLES

# Project Engineer Earns The Highest Package Of INR 11 LPA In Civil



Royal Institute of Chartered Surveyors predicts a demand-supply gap of 44 million crore civil engineering professionals in India by 2020. A plethora of opportunities awaits skilled professionals from civil engineering in the future and the scope of civil engineering is huge.

With the booming population and increased demands of sustainable infrastructure in the form of high-end road and railway network, better water supply arrangements and, concept buildings, having the right skill set can help civil engineers fetch handsome salaries.

<http://happenings.lpu.in/scope-civil-engineering/>

## TOP EMPLOYERS

# Top Employers For Engineering Institutes

Mettl reached out to the placement cells of Engineering institutes to also procure information regarding who were the top employers in each institute. It is to be kept in the mind that the hierarchy is based on the parameter of which employer is offering the highest packages to freshers. As far as Computer Science and Information Technology is considered, the trend is further rising owing to the rapid growth of IT and software industries in the country. Due to this reason, CS/IT professionals are the highest paid among all Engineering branches.



## LIST OF TOP EMPLOYERS IN CS/IT:

### Top IITs



amazon



Microsoft

### Top NITs

accenture

amazon



ORACLE

Microsoft

### New IITs



amazon



ORACLE

Microsoft

### Others

accenture

amazon



Infosys

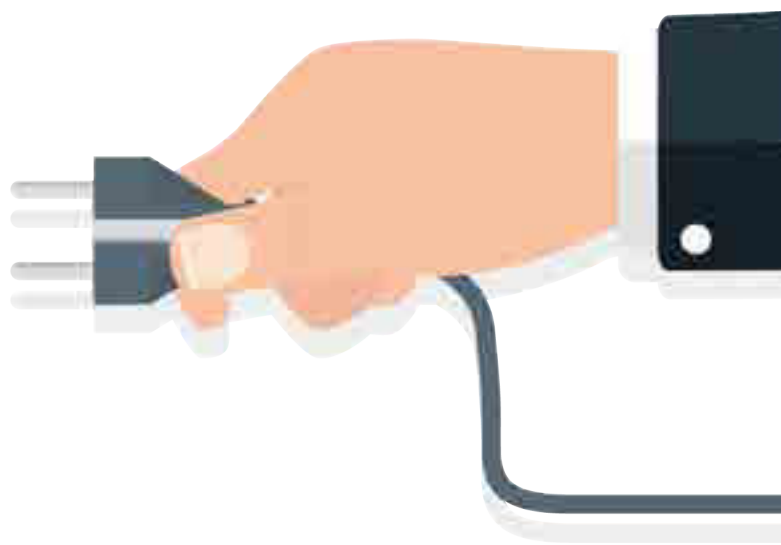
Tech Mahindra

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## TOP EMPLOYERS

# Core Organizations Prefer Top IITs And Top NITs While Hiring From Electrical Branch

It is noteworthy to see that core companies want their new recruits to be a product of Top IITs and Top NITs owing to their extensive curriculum which not only focuses on academics but also imbibes in them the ability to work under strict deadlines in real life work like environment, thus helping them foster in new workplaces. These premier institutes have been providing high-end education from the time of its inception and have created a milestone that outshines from other institutes. Organizations need electrical engineers to be involved in sustaining cutting-edge technology to stay ahead in competition since electronics act as a propeller to the IT revolution.



## LIST OF TOP EMPLOYERS IN ELECTRICAL:

### Top IITs



SIEMENS



### Top NITs

Qualcomm



PHILIPS

### New IITs



### Others



Infosys



## TOP EMPLOYERS

# IT Firms Are Dominating Recruitment Drives Even In Core Branches Like Mechanical & Civil In Tier 2 Institutes

The growth of manufacturing sector in India is witnessing new heights, thus opening new opportunities for mechanical engineers.

### LIST OF TOP EMPLOYERS IN MECHANICAL:

**Top IITs**


**Top NITs**


**New IITs**







**Others**







The demand-supply gap in Civil Engineering accounts for a plethora of opportunities that are knocking on their doors.

### LIST OF TOP EMPLOYERS IN CIVIL:






**Top IITs**




**Top NITs**

**New IITs**

**Others**



## BEST TIME FOR CAMPUS HIRING

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A problem can be solved only if one knows the reason behind its cause. Which is why Mettl's research team made it a point to get to the root cause of challenges faced by recruiters in campus hiring. This would enable us to solve problems that employers often face in retaining top talent.

Mettl's survey respondents revealed that campus hiring season in Engineering colleges takes place throughout the year except for the months of May, June and July. Overall, most Engineering institutes begin their placement season in the month of August followed by September. As far as Top IITs are concerned, the placement seasons begins in mid-September when various core employers start visiting the campuses during placement week. However, lateral hiring begins in December.

With every cycle, potential candidates keep getting picked up with influential brands. This is so because, after a 4-year-long stretch of coping up with academics, engineers wish to get placed in the best firms. Campus hiring season gives them an opportunity to have multiple job offers and then select the best ones. So, in order to onboard budding engineers before competitors get them, employers should visit campuses early and start building intel on them at the beginning of the year itself. This will save a lot of time, logistics and help Human Resources to get an ideal hire.





# CAMPUS HIRING REPORT FOR MANAGEMENT INSTITUTES

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**SALARY BENCHMARKS**

**TOP JOB ROLES**

**TOP EMPLOYERS**

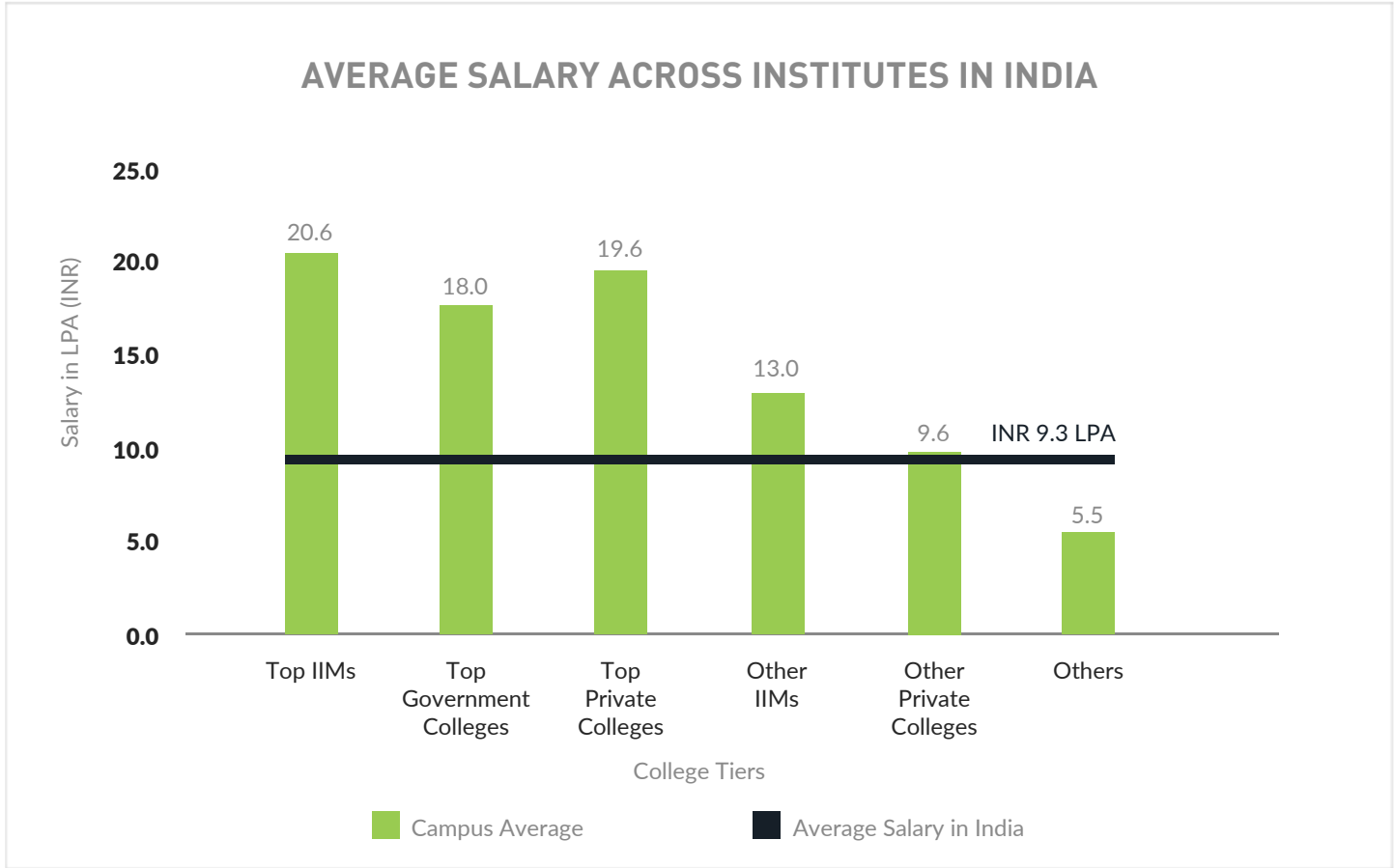


# **Management Graduates Get An Average Salary Of INR 9.3 LPA In India**

The findings form a part of the survey conducted in 80 management institutes spanning across various Indian geographies. The aim was to map top job roles, employers and salary trends in different tiers to provide information that would aid employers in selecting bright students from premier institutes.

There is a surge in the figures as compared to Engineering since Master's in Business Administration (MBA) is a professional and master's degree which gives it an edge over other undergraduate courses.

# Top IIMs Graduates Bag The Highest Average Package Of INR 20.6 LPA



Along with Top IIMs, Top Private Colleges closely seem to follow suit by attaining an overall package of INR 19.6 LPA. IIMs are industry oriented educational institutions that provide niche skills which the other B-Schools are not capable of providing. Additionally, the students get hands-on experience owing to case study-based approach of study.

There is an exponential growth in competition among students to secure best b-school, which is why IIMs and other premier b-schools have laid stringent framework to filter only the best among the best aspirants. The quality of students is reflected in salary figures which employers serve on a platter to brilliant passouts.

# **Top IIM Graduates Clinch 121% Higher Salary Packages Than An Average MBA Graduate**



The Indian Institutes of Management (IIMs) are among the world's most selective schools according to Bloomberg magazine and hence the salary difference. With Rajya Sabha passing IIM Bill in December 2017, IIMs have been coined as 'Institutes of National Importance', giving them the same status like their counterparts in science and technology. The bill grants all 20 IIMs the power to grant degrees, which means that IIMs have more power to independently frame policies and make changes to the curriculum.

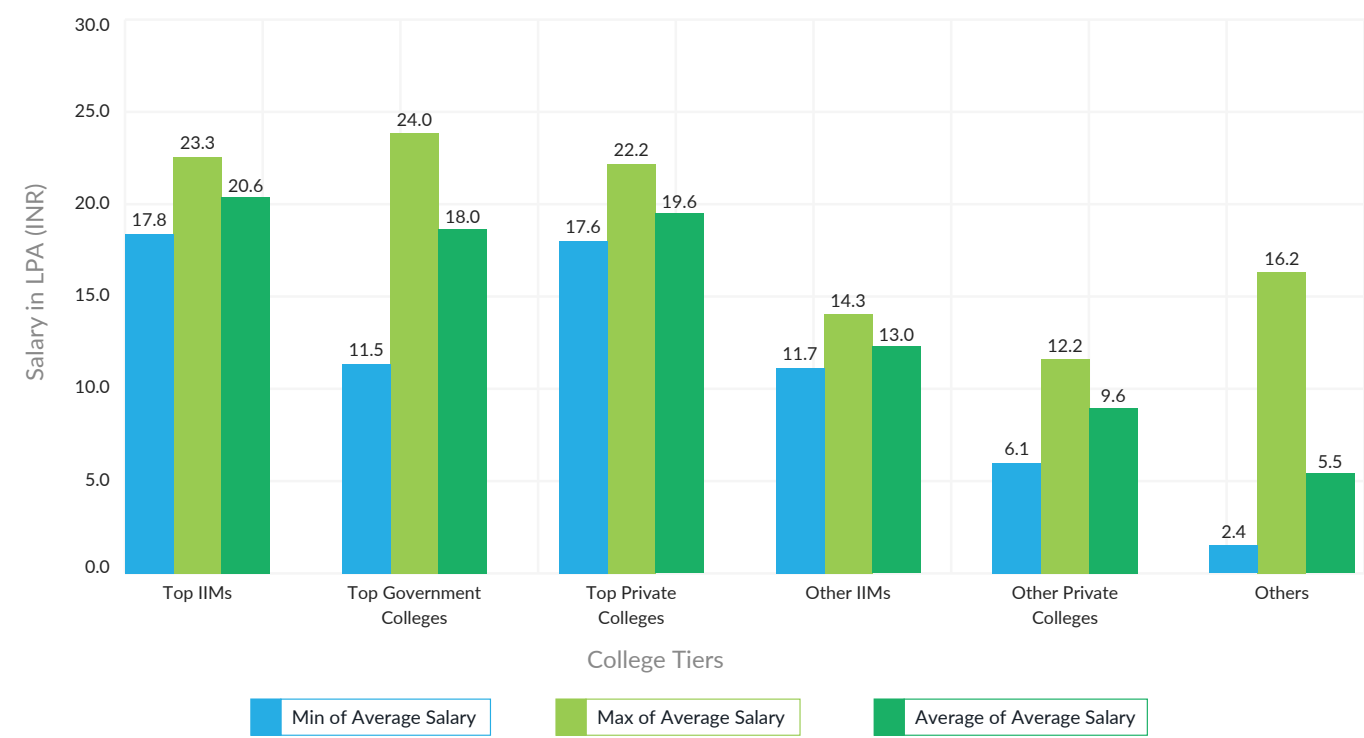
**"You will see a lot more innovation on campus and greater interest from institutes of global importance,"**  
says Janat Shah, director of IIM-Udaipur.

1. <https://www.bloomberg.com/news/articles/2013-04-18/indias-iim-a-the-worlds-toughest-b-school-to-get-into>:

2. <https://www.hindustantimes.com/education/iim-bill-premier-institutes-plan-new-courses-tie-ups-with-foreign-varsities/story-JhGodzL2XFmA2ASSEyIO.html>

# Graduates From Top Government Colleges Get Highest Package Of **INR 24 LPA**

## RANGE OF AVERAGE SALARIES



While IIMs stay ahead in offering highest overall salary package, Top Government Colleges outstand the rest by giving the highest salary package. The reason behind the difference can be attributed to the fact that most of the employers visiting these institutes place their alma mater overseas.

A consistency can be drawn from the minimum and maximum packages that IIM graduates get, owing to the reputation they hold in market which is why students aspire to be a part of Top IIMs.

The minimum packages offered by Top IIMs and Top Government Colleges are nearly the same. Also, the minimum packages offered by Top Government Colleges and Other IIMs is almost on similar lines.

# SALARY BENCHMARKS ACROSS REGIONS

West Leads The Region  
Wise Analysis With **17%**  
Higher Compensation  
Than The Average Salary

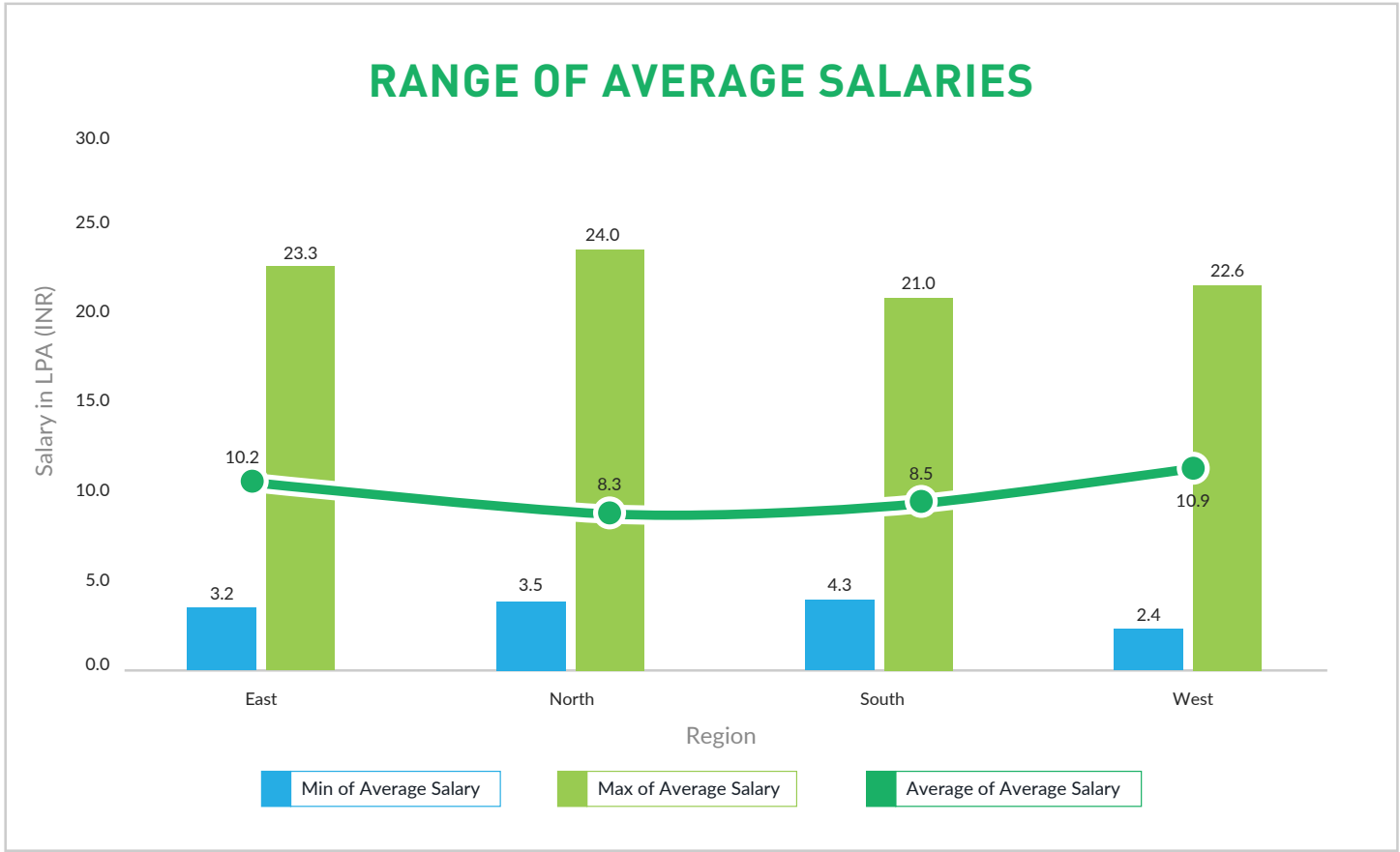
## SALARY TRENDS IN THE INDIAN GEOGRAPHY



While freshers in West get the highest package, freshers in North India get the least salaries, accounting to 11% less than the average salary of an MBA graduate. MBA and Engineering institutes are inversely proportional when it comes to benchmarking salary numbers. While North emerged as the highest paying region for engineers, it lags behind when it comes to Management. Additionally, the industries in North have reached saturation since there is abundant talent.

On the other hand, West is the highest paid region when it comes to Management, with freshers seizing 17% more than the average salary in India. The industries are gradually expanding in tier 2 and tier 3 cities of the West where IIMs are mushrooming, hence better salaries.

West India Offers The  
Highest Average Salary  
Package of **INR 10.9 LPA**  
While East Bags The  
Maximum Salary Package



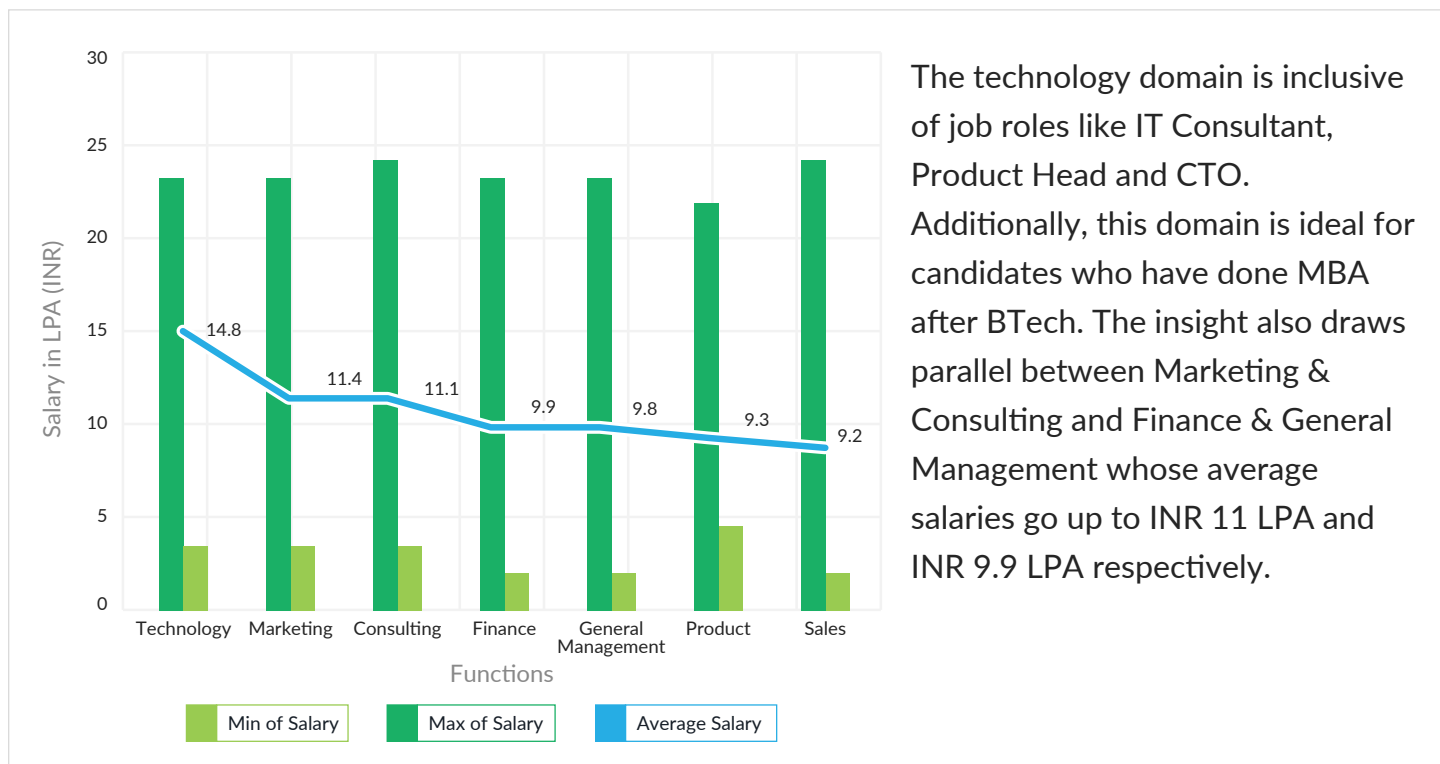
There is a jump in the figures of West due to multiple reasons. While Mumbai is a hub for multinational companies, Pune is an upcoming hub. Also, the region abounds in Top IIMs that produce refined students to take up roles of future thought leaders.

The second interesting insight which can be drawn from the survey is that the East is almost at par with West while taking into account minimum, maximum and average salary packages since both these regions abound in Top IIMs.



## SALARY BENCHMARKS ACROSS FUNCTIONS

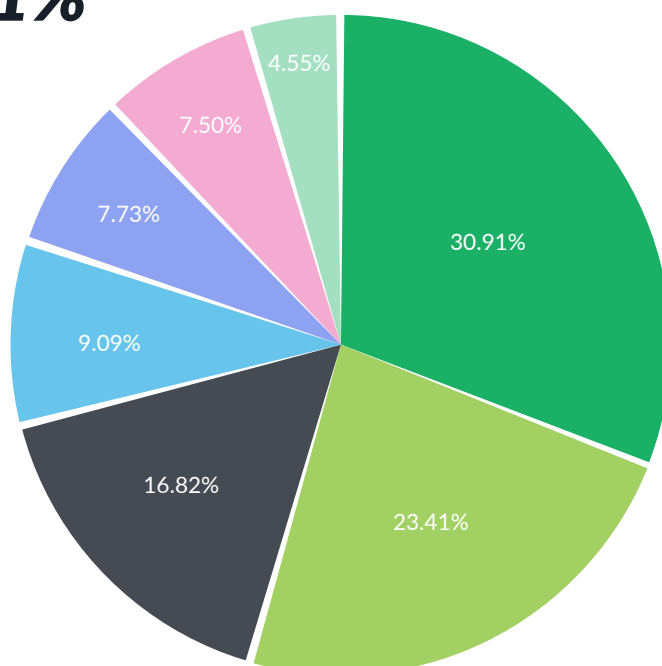
### The Highest Average Salary Package Of INR 14.8 LPA Goes To Technology Domain



### General Management Accounts To Maximum Hiring Of 31%

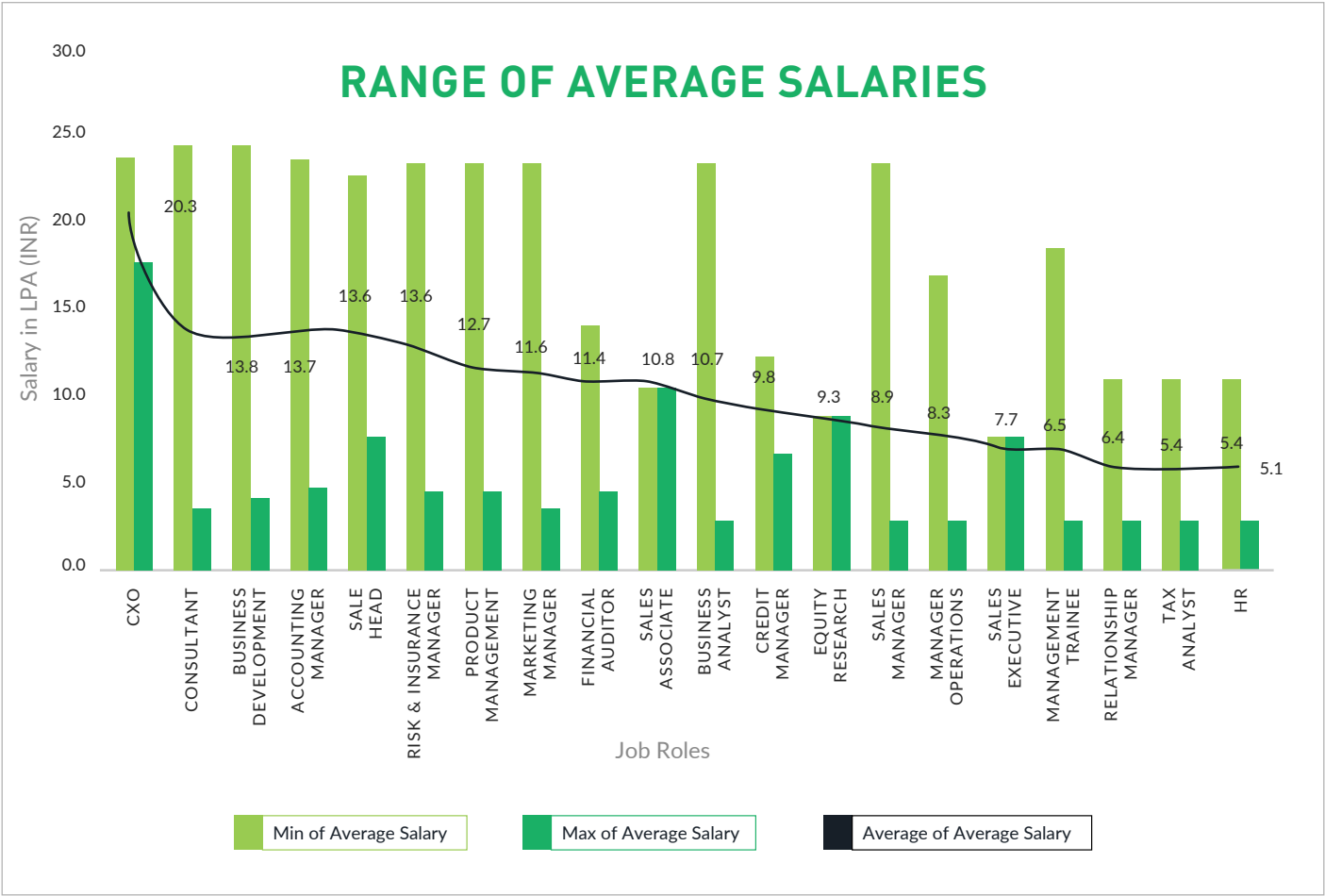
Amongst all domains, General Management comes out as the domain with maximum hiring. Contrarily, Product sees the lowest hiring numbers.

General Management Sales Consulting  
Finance Technology Marketing



TOPJOB ROLES

CXO is The Highest Paid Job Role That Gets 118% More Than The Average Salary of MBA Graduates



- Employers are hand-picking their CXOs from Top IIMs and Top Government Colleges.
- Consultant, Sales Manager, Business Analyst, Product Manager and Management Trainee emerge as the most popular job roles in which maximum hiring is taking place.
- Consultant, Business Development, Account Manager and Sales Head all receive an average salary of INR 13.6 LPA.

TOP EMPLOYERS

Top Employers In Management Institutes

Likewise Engineering institutes, the survey also focused on finding out the top employers in Management institutes. Again, the hierarchy is based on the highest packages offered.

Sales



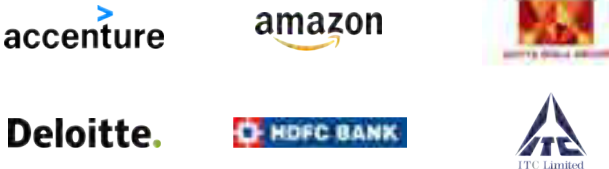
Marketing



Product



Technology



Consulting



Finance



General Management



## BEST TIME FOR CAMPUS HIRING

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Mettl research team deep dived into finding the best time to catch high potential candidates at the earliest. Every company wants to stay ahead of their competitors in the race of making quality hires. Reaching the campuses early can give impetus to refining the quality of campus hires. The results remain scattered across institutes. But overall, most B-Schools begin their placement cycle in August. On the other hand, Top IIMs hire through dedicated placement week or month and rolling cycle. The dedicated timeline would be somewhere around February and March while the rolling cycle starts somewhere in November and December.

For freshers, the campus hiring season is like a long-term fair. Even though students wish to take home the best offers companies have to offer, the long process of every recruitment cycle by respective employers can be cumbersome. Students on the verge of stepping in the corporate lifestyle not only want a fancy salary package but brand name also. After a couple of interviews and job offers, even they grow exhausted repeating the same process over and over again.

So, instead of catching hold of institutes at the eleventh hour, a better approach would be not to delay and keep the resources aligned beforehand so that the drive does not take a toll on the bandwidth of your existing employees.



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## WAY FORWARD

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Majority of hiring problems can be resolved if organizations lay framework for and adopt a structured hiring process. Information gathering before even sending out a word is the first step, followed by shortlisting campuses, selecting high potential talent and retaining them. Campus Hiring can be structured in the following three ways:

### 1. PRE-CAMPUS HIRING (REQUIREMENT GATHERING)

The preparation for campus hiring begins even before reaching out to campuses. The backend work involves employers accumulating requirements; which includes specifying the job roles for which the organization will hire, necessary skillset for such job roles and number of hires. Keeping this in mind, HRs can look into the company budget and determine what are the annual salary constraints of the organization and which institutes fall in similar bracket. The intel on the ideal time to approach the institutes goes a long way in tapping top talent before competitors.

### 2. DURING CAMPUS HIRING (ASSESSMENT AND SELECTION)

The next challenge of differentiating good from bad can be resolved by resorting to online assessment because assessments are a time and cost-effective, reliable and most efficient means of assessing candidates. They remove the possibility of cheating by using webcam proctoring. Thereby, hiring quality candidates not only reduce attrition rate in an organization but can also form an integral part of its succession planning.

### 3. POST- CAMPUS HIRING (ANALYTICS AND CAMPUS INTELLIGENCE)

Identifying specific institutes for a particular academic year will solve only short-term goals. To reap long-term benefits of having an efficient campus-hiring process, organizations need to consistently gather data year-on-year in order to develop their own campus intelligence. This can be a stepping stone to having an organized and reliable benchmark for each hiring season.

# STEP-BY-STEP GUIDE TO CAMPUS HIRING



**Reveal** job roles that need hiring



**Find out** skills as per job role



**Determine** number of hires

## REQUIREMENT GATHERING



**Decide** when to visit



**Shortlist** Institutes based on campus scorecard



**Figure out** salary range

## ASSESSMENT & SELECTION



**Attract** top talent through campus engagement



**Assess** students remotely through online assessments



**Interview** students for knowledge, ability & fitment

## ANALYTICS & CAMPUS INTELLIGENCE



**Build** campus intelligence through data analytics for future



**Engage** shortlisted candidates for smooth onboarding



**Offer** a competitive package

## CASE STUDY

### HOW A GLOBAL RETAIL GIANT FOUND IDEAL CAMPUS HIRES?

#### REQUIREMENT



Measure quality  
of campus hires



Build campus  
intelligence



Make better  
campus hiring  
decision in future

#### METHODOLOGY ADOPTED



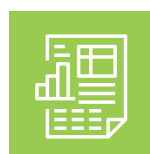
Online campus  
assessment to  
evaluate students



Categorize  
students on basis  
of their scores

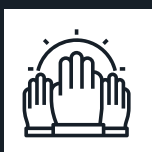


Differentiate low  
performers from  
high performers



Create campus scorecard  
based on overall scores of  
students from respective  
campuses

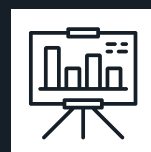
#### IMPACT



19% rise in  
quality of  
campus hires



Fall in early  
attrition rate  
by 16%



Data analysis for  
campus intelligence  
repository

## CASE STUDY OVERVIEW

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One of the world's largest manufacturers and distributors of confectionery and chewing gum approached Mettl in 2017. The organization had made new hires through campus hiring using our assessment. They established their own benchmarks to complete the hiring post the written test.

Once the hiring was complete and the recruits had settled in the new workplace, the stakeholders felt that there was a need to build campus intelligence for the years to come. This would not only help them in the here and now but also pave way for structured hiring in future. Their concern was to find out how many candidates were culturally fit and skilled enough for the job roles they were hired for.

For the same, Mettl dug out deep into the standard cut-off figure organization had standardized to shortlist campuses and select ideal candidates for filling the vacancies. The following case study takes you through how Mettl helped the organization build campus intelligence for fulfilling its long-term goals.





# CREATED ONLINE ASSESSMENTS TO ASSESS STUDENTS

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## ANALYTICAL & LOGICAL THINKING ASSESSMENT

45 QUESTIONS • 45 MINUTES



- Statistics
- Probability
- Sequences & Progressions
- Permutations & Combinations
- Data interpretation

- Inductive Reasoning
- Analytical Reasoning
- Abstract Reasoning
- Data Sufficiency
- Critical Thinking
- Mirror & Water Images

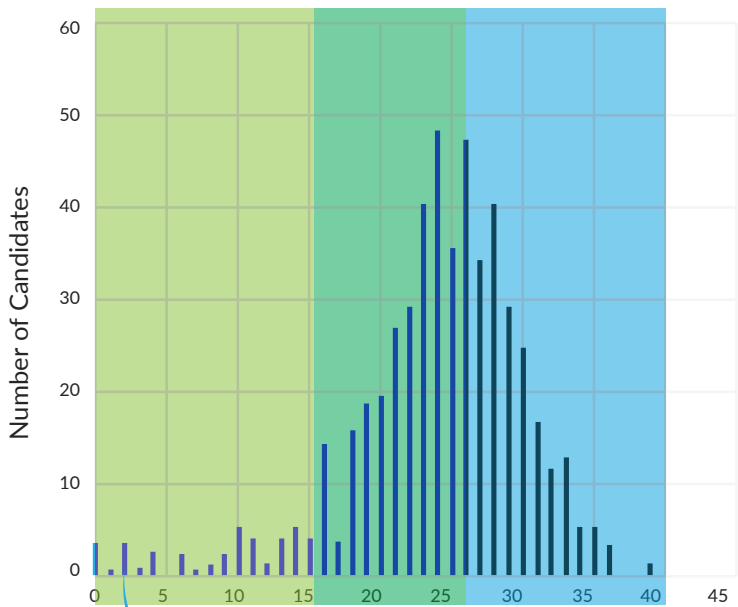
- Reading Comprehension
- Sentence Correction
- Spot the Error
- Sentence Order Rearrangement
- Sentence Formation
- Idioms & Phrases
- Antonyms

The company took help of our assessment test which aimed at testing logical reasoning, analytical and verbal ability of candidates. There were 15 questions to test each ability in the candidates. The analytical and logical thinking assessment was conducted in 10 institutes wherein a total of 594 candidates participated.



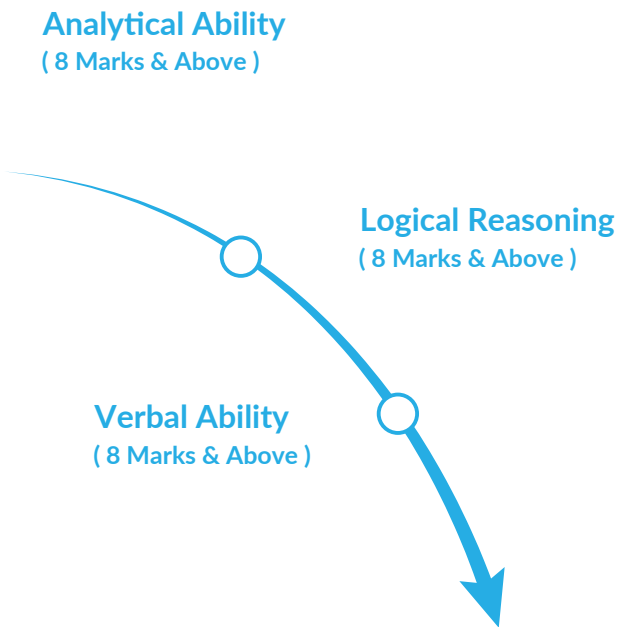
# SET BENCHMARKS TO DIFFERENTIATE HIGH AND LOW PERFORMERS

## OVERALL SCORE DISTRIBUTION



Overall Benchmark for this assessment lies at 24marks which is 53.3% of the total marks i.e, 45 marks. (To identify ideal candidates)

## SECTIONAL CUTOFF SCORE



## IDEAL CANDIDATES

cleaning overall and minimum  
2 sectional cutoffs

REGION	PERFORMANCE SCALE	RECOMMENDATION
	Low Performers	<b>Not Recommended</b> - Candidates are scoring well below the overall benchmark score
	Average Performers	<b>Moderately Recommended</b> - Candidates are scoring around overall benchmark score
	High Performers	<b>Recommended</b> - Candidates are scoring well above the overall benchmark score

According to Mettl, students who score somewhere between 5 and 15 were low performers while those who scored between 15 and 30 were average students. Average performers scored minimum marks in all three rounds. As per Mettl’s benchmark, we recommended high performers who scored somewhere between 30 and 40 to the client. The test results would help in further determining whom to hire.

## DEVELOPED CAMPUS SCORECARD BY COMPARING TEST SCORES

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### VERY HIGH PERFORMERS

IIFT Delhi  
MDI Gurgaon

### HIGH PERFORMERS

SCMHRD Pune  
NMIMS Mumbai  
XLRI Jamshedpur

### AVERAGE PERFORMERS

IMI New Delhi  
SIBM Pune  
IMT Ghaziabad

### LOW PERFORMERS

IIM Shillong  
TAPMI Manipal

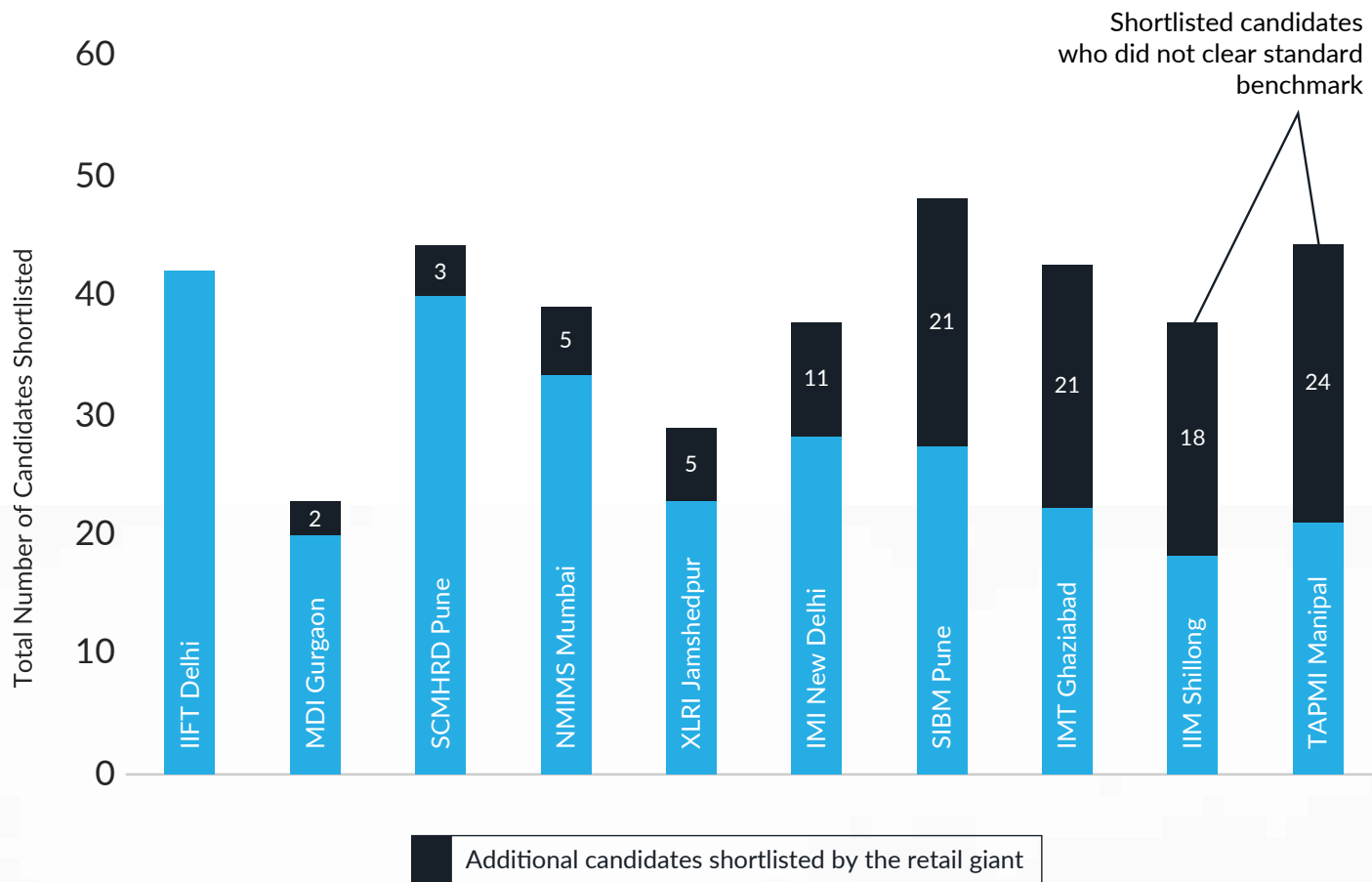
We created a scorecard by comparing mean scores of all the 10 institutes that participated in the campus placement drive. It also takes into account percentage of candidates clearing the overall and sectional benchmark score.

The campus scorecard is an asset to an organization's campus intelligence. The performance of students on the scale of low, average and high helped us lay framework where we could map the candidates based on their institutes. There is no other parameter involved in ranking these campuses, but the performance of their students.

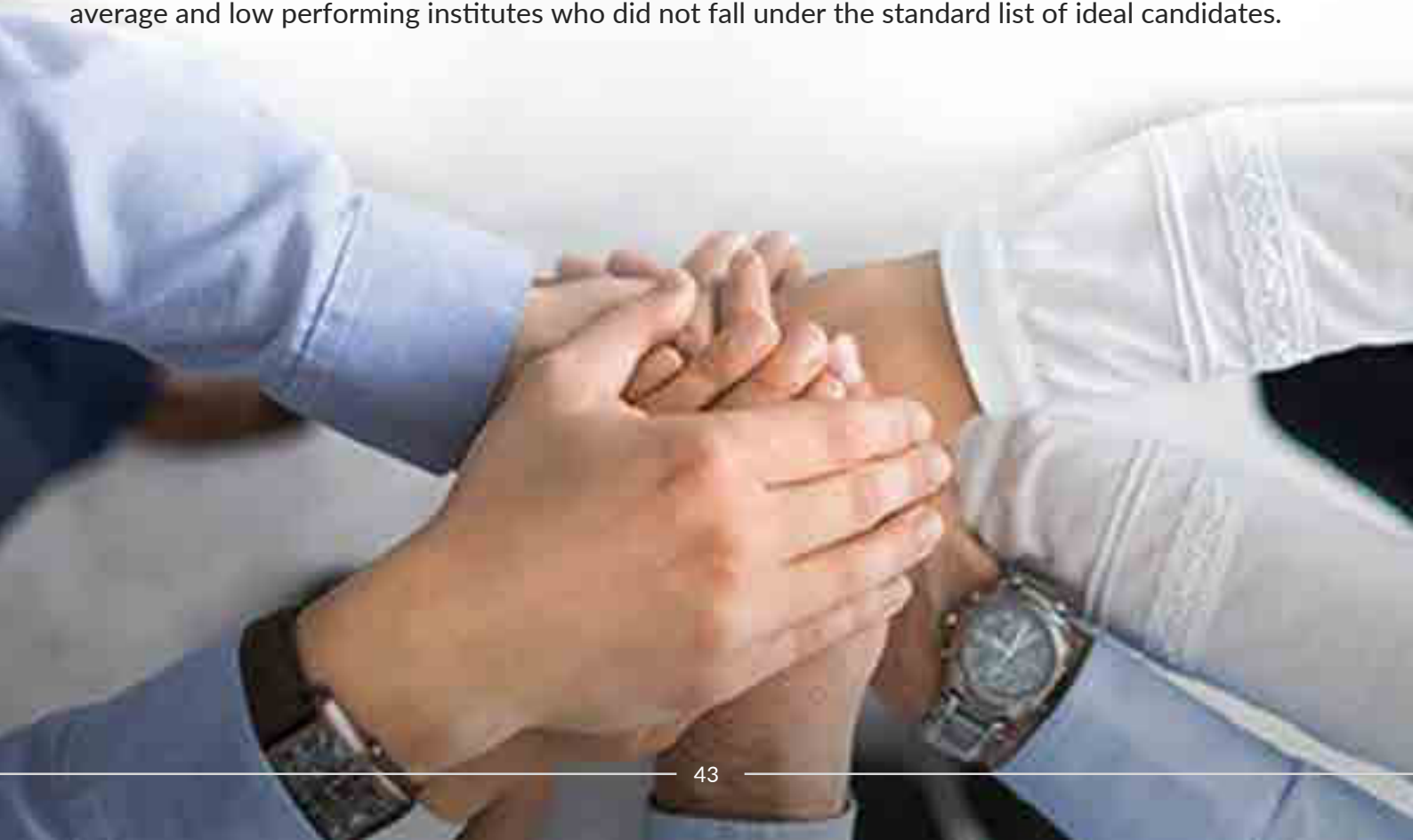
Candidates who scored between 30 and 40 were alumni from IIFT Delhi and MDI Gurgaon. There was a further breakdown of very high performers into high performers. This helped in giving clarity to the client who wanted us to assess their intake quality. The classification would again aid in making better hiring decisions in future.



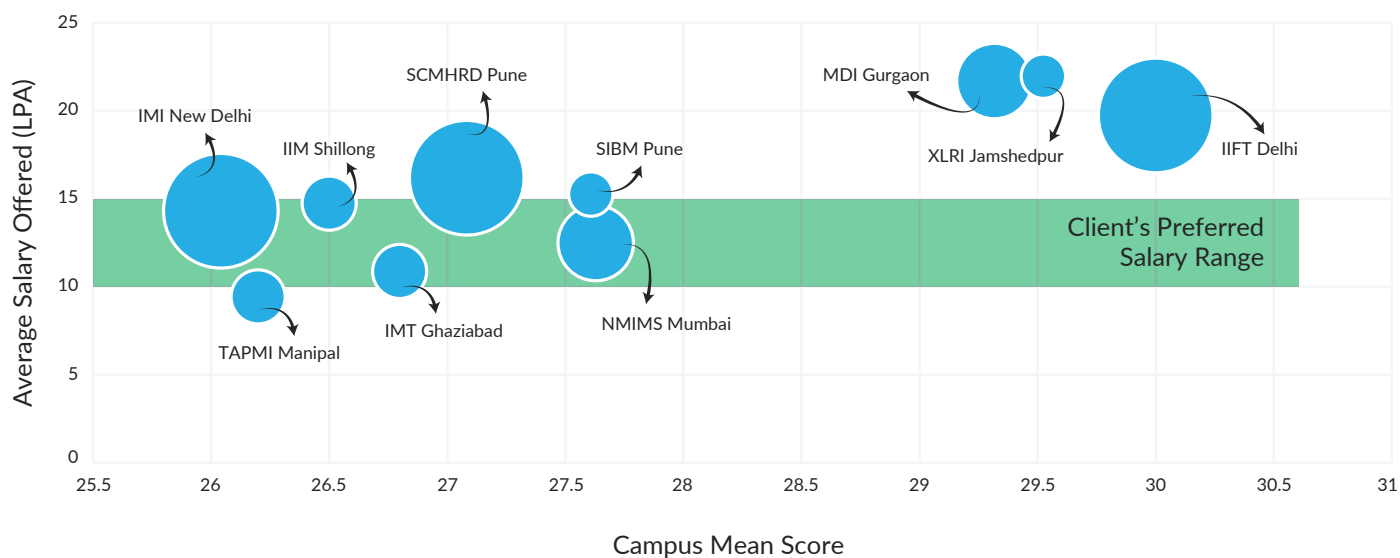
# ANALYZED NEW HIRES WITH STANDARDIZED BENCHMARK



The analysis revealed that the global manufacturer had hired comparatively more candidates from average and low performing institutes who did not fall under the standard list of ideal candidates.



## BUILD CAMPUS INTELLIGENCE BASED ON CAMPUS SCORECARD AND EXPECTED SALARY RANGE



In the above-mentioned infographic, size of bubble indicates the number of candidates who are above overall benchmark. As an additional piece of information, the retail giant could now determine the salary packages they can offer in future based on the performance of institutes in the test conducted.

So, the logical reasoning, analytical and verbal ability acted as the first filter for Mettl's analysis which then lead to creating of campus scorecard rating each institute on basis of the mean scores of students in the respective institutes. The intel built through the retailer's ask would now serve as a benchmark to assist in their structured hiring process. Calculated decisions based on statistics and having a logical and practical approach can solve majority hiring woes of employers.



## ABOUT US

Mercer | Mettl is a SaaS based assessment platform that enables organizations to create customized assessments for use across the entire employee lifecycle, beginning with pre-hiring screening and candidate skills assessment, training and development programs for employees/students, certification exams, contests and more.

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