

Interview preparation work sheet: wipro marketing

[Business](#), [Marketing](#)



Wiper delivers winning business outcomes through its deep industry experience and a 360 degree view of "Business through Technology" - helping clients create successful and adaptive businesses. Q. How do the company values align with yours? A. By getting employed in Wiper Ltd. Employees can do work in areas such as, Information Technology, Consulting, Outsourcing, and marketing, and get developed more and more. So I utilize my skills to market better business solutions to clients and by which can serve the society and country. Q.

What products or services does the company provide? A. Company's main products are IT, business consulting and outsourcing services, Infrastructure technology solutions to meet various business requirements. They are customized based on a requirement analysis of IT environment and include the 1 OFF Emerging Technologies, Enterprise Management, and Contact Centre Infrastructure. Q. Who in your network have done business with or have contacts with company? A. The company is a reputed giant in outsourcing sector which have wide networks throughout the world.

I have come over with many satisfactory tales from my family, friends and natives as well as the ever growing publicity undertakings of the company globally. Q. Who are the company's main competitors? A. The company's main competitors are IBM Global Service, SAP, Oracle Tech Maidenhair, Accentuate, and so on. Q. What is the company's position in the market relative to competitors, long and short term economic factors and management reputation? A.. Wiper is the third largest IT services company in India. On 31 March 2013, its market capitalization was INR 1.07 trillion (\$19.8 billion), making it India's 13th largest publicly traded company.

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Q. What are the geographic areas covered? A. Wiper Ltd is a global information technology, consulting and outsourcing company in 61 countries.

Q. How many people are employed? A. Company has good strength of 145,000 employees serving over 900 clients. Job Description: The incumbent will own an end-to-end responsibility from opening new conversations to accelerating existing ones through branding, PR, media, thought leadership, analyst relations, research, marketing and competitive intelligence, executive connects, industry associations and deal interventions initiatives for Emerging Markets for BIFFS Business Unit.

Desired skills Understanding of Financial Services Industry Globally and its challenges and drivers Understanding and appreciation of Emerging Markets Strategic thinking with strong execution skill set Ability to multi task with attention to details Excellent communication skills both written and verbal A team worker with good interpersonal skills marketing experience in an IT product/services Appreciate technology and business trends How working for this company matches my career growth? Being specialized in sales and marketing, I see this company as the vista of my career growth.

This company is the leading giant in IT sector which delivers winning business outcomes through its deep industry experience and a 360 degree view of " Business through Technology". So I can take part in activities of helping coming generation to create successful and adaptive businesses and also I can satisfy my interest in IT and utilize my marketing skills. What company needs What I have to contribute Conceptualize and Execute Marketing programs I will Conceptualize programs according to emerging

needs and Utilize appropriate marketing techniques. Ensuring strong marketing contribution to the pipeline