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QUESTION 1:-

1. How should DZS reach out to students in colleges? Enlist and explain

your top 5 ideas?

Ans.Ways of attracting more students include:-

1. Providing student focused information- DZS should cater to student focused informations which could be provided by publishing literary contents that can help the students and further explaining them via hoisting webinars.
2. Engaging alumni in admission process-Alumnis can act as volunteers to share their skills and knowledge with beginners.
3. Upgrading online application tools-online tools like admission,allocation,fee collection,document verification services should be upgraded.
4. Just like success stories of alumnis the success stories of institution should be shared too.
5. Free cost application exams should be held.

2.How does DZS acquire students for this program? How should the

strategy be different across colleges?

Ans:-

1. Centralization of strategies and reporting on its progress.
2. Tracking the right KPIs.
3. Automation of marketing.
4. AI generated optimization of emails.
5. Improvement of organic research facilities by publishing texts and articles.
6. Personalization of communication.
7. Personalization of mobile friendly website.
8. What should be the Key Performance Indicators (KPIs) to judge this program’s performance and how would these KPIs change over different phases of time?

Ans:-KPI stands for Key Performance Indicator.It is used to provide companies with necessary tools to calculate how successfully a company is operating.It indicates if the company is going in the proper way or if goals will be achieved or not and gives an overall conclusion of how business is doing.It gives a tangible report on trajectory of the business .

QUESTION 2:-

Q1: What are some of the things they can do to achieve their

goal(boost profitability)?

1. Cost management
2. Review of offers
3. Increase in concentration on sales efforts
4. Market expansion
5. Boasting of production

Q2: Coke sold 100 million cans at 23 cents to grocery stores last year. If

prices remain stable, they expect volume growth of 6%. They want to raise

the price to 27 cents per can and they can forecast volume growth of only

1%. What is the effect on profitability in dollars and per cent?

Ans:-Revenue=Volume\*Growth\*Price

Case 2:-100 MILLION\*0.27\*1.01=27.27 MILLION

Case 1:-100 MILLION\*0.23\*1.06=24.38 MILLION

Profit=(27.27-24.38) MILLION

=2.89 MILLION

Profit%=2.89/24.38\*100

=11.854%

Q3: To maintain market share, Coke needs to stir up customer demand with a

major marketing campaign to raise brand awareness and focus on lifestyle

issues. Knowing that, if you were Pepsi, what would you do?

1. Using AI powered dispensers to understand consumer demands
2. Collection of data by using AI generated models
3. Improving existing product and launching new products by using collected data