

# Web Marketing (Assignment 1)

## Q1: What is web marketing?

Ans. Web marketing is the process of using the Internet to market your business. It includes the use of social media, search engines, blogging, videos, and email. Promoting a business takes effort.

## Q2: Explain the genesis of web marketing?

Ans. In the early days, advertising wasn't allowed on the Internet. With computer graphic design expanding by leaps and bounds in the 1990s, the Internet was opened up to advertising. Advertising income and savvy changed the face of the Internet forever. Beginning in the 1990s, the look of the Web became exponentially more colorful, visual and creative. Display advertising began to fill the World Wide Web. That trend has continued to this day making Internet marketing the big business giant.

## Q3: What are marketing mix? Explain each steps.

Ans. Marketing Mix

Also known as the 4Ps, the marketing mix is a set of tools put together in order for potential customers to react positively to a product, so they buy it (Price, Place, Product and Promotion).

### 1. Product

The product constitutes the combination of the product, its image and the related services a business offers.

## 2. Price

The most basic approach to establish the selling price of a product is to add the intended profits to the cost price.

## 3. Place

The place is defined by the activities making a product available to potential customers, the operations making it possible to bring products or services from the manufacturers or service providers to the consumers.

## 4. Promotion

The promotion involves all activities making it possible for a business to inform consumers about a product and to convince them to buy it.

### Q4: Explain products classification.

Ans. The product isn't just the physical good a consumer buys. Of course, it has physical aspects and functionalities, but it also has an image influenced by the service and the symbolic universe created around the product which makes it desirable. In order to be sold, the manufacturer and the distributor of a product must let potential know about the product. They also have to use various tool to enhance the product, to make it appealing to the consumers in an environment where similar effective products are available.

### Q5: Explain any 5 points in product characteristics?

Ans. 1. Consumer goods are products intended to be sold into commercial locations to «normal» publics as opposed to corporate customers.

2. Durable goods are products that have a long existence, products that can be used on a long period such as furniture, cars, computers, etc.

3. Non-durable goods have a short existence and cannot be used on a long period.

4. Services are bought although they aren't physical, tangible. A growing part of the economy (at least two thirds) is now based on this tertiary sector.

5. Industrial products are designed and made for industries. Although marketing efforts are made to stimulate the sales, advertising in mass medias is never used.