

# WEB MARKETING

## ASSIGNMENT NO. 3

Q1: What is Marketing? Explain terms related to it.

Ans1. Marketing is a very diverse industry involving any activity associated with buying or selling a product or service.

Terms of marketing:-

**1.Customer:** - Customer is that individual who decides the purchasing of particular product in the market. It is not necessary that every customer should also be consumer of that product. Sometimes the customer purchasing particular product is different from the consumer of that product. The main point is that the customer always makes the purchasing decision.

There are two types of customers which are as follow

•**Internal Customer:** Those customers of the organization who work in it are regarded as internal customers.

•**External Customer:** All those customers that are outsiders of the organization like, individuals, business people etc are referred to as external customers.

**2.Marketing Mix:** The marketer must decide about the Marketing Mix for the organization. Marketing mix include the following four elements.

**3.Right product:** In this aspect of marketing mix, following kinds of decision need to considered...

- Quality
- Designs
- Product variety & range
- Packaging
- Brands
- Features
- Models
- Sizes
- Returns
- Warranties
- Services

**4.Right Price:** Following sort of decisions are included in this category....

- Discount & conditions of discount
- List price
- Payment period
- Allowances

**5.Right Promotion:** It includes the following decisions.

- Direct marketing
- Advertising
- Public relations
- Announcements

Q2:What is market segmentation? How to choose a segmentation?

Ans2.Market segmentation is when you divide your visitors and customers into segments, or groups, based on qualities that they have in common. The first group of market segmentation criteria is based on geographic variables. Geographic market segmentation divides the market into geographical units, which can be nations, states, regions, cities or even neighbourhoods.

Q3: How to position the product in large market?

Ans3.Product Positioning is a core marketing tool that can help to convince potential buyers to select your product from the sea of other possibilities. Product positioning feeds into the development of marketing activities like the channels where it's sold and the messaging you use to promote it.

Q4: Explain the marketing strategies?

Ans4.A marketing strategy refers to a business's overall game plan for reaching prospective consumers and turning them into customers of the products or services the business provides. A marketing strategy contains the company's value proposition, key brand messaging, data on target customer demographics, and other high-level elements.

Q5: Explain the functional strategies?

Ans5.A functional strategy, for any business, large or small, focuses the achievement of a goal on the skills and abilities of individual departments and their employees. In other words, a functional...

Q6:Explain life cycle based strategy?

Ans6.The product life cycle is fluid, and your marketing strategy should be, too. Knowing where your products or services are in their life cycle will help you determine refinements or adjustments you may need to make to align those products and services with the vision and strategy you've already developed.