

Web Marketing

(Assignment 1)

Q1: *What is web marketing?*

- 1.** Web marketing is the general term for marketing done on the Internet. It's basically a computer-based version of traditional marketing objectives that involve a product, price, packaging, promotion and place.

Q2: *Explain the genesis of web marketing?*

- 2.** Internet marketing is important because it helps you drive more qualified traffic. You reach more leads that are interested in your business. The ability to target specific leads helps you drive traffic that takes interest in your company.

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

- 3.** Marketing Mix is a group of marketing variables that the firm combines and controls, to produce the desired response in the target market. It is an important marketing tool that comprises of all the elements which influence the demand for the products offered by the firm.

Q4: *Explain products classification.*

- 4. The concept of “product classification” consists of dividing products according to specific characteristics so that they form a structured portfolio. In general, manufacturers use an informal product classification system but there are also many standardized methods of product classification devised by various industry organizations.**

Q5: Explain any 5 points in product characteristics?

- 1. Product is one of the elements of marketing mix or programme.**
- 2. Different people perceive it differently. Management, society, and consumers have different expectations.**
- 3. Product includes both good and service.**
- 4. Marketer can actualize its goals by producing, selling, improving, and modifying the product.**
- 5. Product is a base for entire marketing programme.**