Marketing (Assignment 1)

Q1: What is web marketing?

Answer 1 - Web marketing refers to a broad category of advertising that takes many different forms, but generally involves any marketing activity conducted online.

Q2: Explain the genesis of web marketing?

Answer – web marketing refers to a collection of methodologies and tools used for the promotion product and services over the internet .

Q3: What are marketing mix? Explain each steps.

Answer-3 The **marketing mix** refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. The 4Ps make up a typical marketing mix - Price, Product, Promotion and Place.

Price: refers to the value that is put for a product.

Product: refers to the item actually being sold. The product must deliver a minimum level of performance; otherwise even the best work on the other elements of the marketing mix won't do any good

Promotion: this refers to all the activities undertaken to make the product or service known to the user and trade

Place: refers to the point of sale. In every industry, catching the eye of the consumer and making it easy for her to buy it is the main aim of a good distribution or 'place' strategy

Q4: Explain products classification.

ANSWER -there are four main classifications: convenience goods, shopping goods, specialty goods, and unsought goods.

Convenience goods -This defines products a consumer buys frequently without much comparison nor great efforts, almost mechanically.

Shopping goods These are product consumers buy less frequently. These products being usually more expensive,the consumers tend to compare quantities, qualities and prices before purchasing the product.

Speciality goods -These are products consumers rarely buy. These products having unique characteristics or brand identifications are much more expensive and request a special effort from the consumer.

Q5:Explain any 5 points in product characteristics?

Answer- five points in product characteristics .

**.** Purchase frequency -Purchase frequency has an influence on both product designand marketing. For instance, a product that is used a single time but frequently should not be too expensive, it should be easy to find and to use, generate as little waste as possible and be recyclable.

. Benefits - Benefits is the main reason for purchasing a product. Whether it is because the product is safer, faster or easy to use, the purchase of a good always solve a problem or fill a need that can be of various types.

. Lifetime - Lifetime of a product is related to how long it will be possible to use the product before it becomes unusable.

.Duration of use - Duration of use refers to how long the consumer uses the product when using it.

. Features -The features are usually related to particular products such as mobile phones.