

## 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. Web marketing takes the message to the big wide web. With tons of people using the internet every day, there are huge opportunities to get your product or service in front of people who need it

Q2: Explain the genesis of web marketing?

Ans: Web marketing combines a wide range of marketing strategies, requiring traditional marketing comprehension and an emerging technologies. The marketer must understand what they are selling and who their target customer is.

Q3: What are marketing mix? Explain each steps.

Ans: The marketing mix is one of the most basic and famous marketing terms. It is simply about putting the right product, in the right place, at the right time, and at the right price.

Product: The goods and/or services offered by a company to its customers.

Price: The amount of money paid by customers to purchase the product.

Place (or distribution): The activities that make the product available to consumers.

Promotion: The activities that communicate the product's features and benefits and persuade customers to purchase the product

Q4: Explain product classification.

Ans: The concept of “product classification” consists of dividing products according to specific characteristics so that they form a structured portfolio.

#### 1 Classification of products on the basis of shopping habits:

Based on the first variable, the shopping habits, the products can be classified into convenience goods, shopping goods and unsought goods.

#### 2 Classification of products on the basis of durability and tangibility:

Based on the second variable of durability and tangibility there are non-durable and durable goods as well as services.

#### 3 Classification of products on the basis on industrial consumption

The last category of products mentioned as the industrial goods classification involves the materials ( raw materials such as wood, cooper, aluminum) and parts (tiers, computer chips) , capital items such as installations and equipments.

Q5: Explain any 5 points in product characteristics.

#### 1 Quality

A good quality product design ensures that the quality of a final product is obtained through its individual components.

#### 2 Reliability

It is the probability that there will not be any major failure of the product during its use.

#### 3 Function

A product can be sold if it meets the needs of the consumer and as such the product must be designed to meet such needs.

#### 4 Minimum cost

Design influences manufacturing cost. A good product design must ensure minimum manufacturing cost.

## 5 Product standardization and variety reduction

Variety to a large extent depends on market forces. The larger the market, the greater is the degree of standardization possible which makes economies of scale possible.