

## Assignment No. 3

### (Web Marketing)

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

Ans: Marketing refers to the process in which a business attempts to understand its customers and find ways to provide products or services to suit their demand.

#### 1 B2B (Business-to-Business)

An adjective used to describe companies that sell to other businesses. For example, Google and Oracle are primarily B2B companies

#### 2 Customer Relationship Management (CRM)

A set of software programs that let companies keep track of everything they do with their existing and potential customers.

#### 3 B2C (Business-to-Consumer)

An adjective used to describe companies that sell directly to consumers. For example, Amazon, Apple, and Nike are primarily B2C companies

#### 4 Business Blogging

Business blogging retains all the attributes of "regular" blogging, but adds a tasty layer of marketing strategy on top.

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

Market segmentation is a marketing term that refers to aggregating prospective buyers into groups or segments with common needs and who respond similarly to a marketing action.

There are different approaches when it comes to segmenting a market and the chosen method will be related to many factors such as the type of product, the company's infrastructure, the product life cycle.

Q3: How to position the product in large market?

Ans: It happens that a product marketing efforts will target very large markets. This is called mass-marketing. In cases like these, three approaches are possible: differentiated, undifferentiated and concentrated strategies.

Q4: Explain the marketing strategies?

Ans; Marketing strategies are of course based on the product to be offered to consumers. In order to correctly position a product, it is necessary to very well know the consumers from the selected market segment, but it is important to know the product specificities, its forces, limitations and possibilities.

Q5: Explain the functional strategies?

Ans: Functional strategies are those oriented towards specific aspect of marketing : product, branding, positioning, price, skimming, distribution, media and promotion

Q6: Explain life cycle based strategy?

Ans: When selecting a marketing strategy and defining a marketing-mix, it is also important to consider the life cycle of the product. Approaches differ depending if, for instance, a product is being introduced to a new market or if it is in its decline phase.