

Q.No.1

Ans: The types of entities that are marketed for the customers with suitable example from Nepalese consumer market are as follows:

i) Services

A lot of advancing economies activities focus on the production of services. Examples are: services include the transportation, hotels, car rental firms, parlors, hair dressers, etc. and professionals such as bankers, lawyers, engineers, doctors etc.

ii) Experience

A firm creates stage and market experiences by arranging several services, products and goods. For examples: Walt Disney World's Magic Kingdom lets customers visit a fairy kingdom, a pirate ship, or a haunted house.

iii) Organizations

Organizations actively work to build a strong and unique image in the minds of their target publics. Universities, museums, performing arts organizations, corporations, and nonprofits all use marketing to boost their public images and compete for audiences and funds. They use social media handler to better manage their brand identity and image to brand strategy.

iv) Places

Cities, states, regions and whole nations compete actively to attract tourists, factories, company headquarters and new residents. Place marketers include economic development specialists, real estate agents, commercial banks, local business associations, and advertising and public relations agencies.

v) Ideas

Every market offers a basic idea. Products and services are platforms for delivering some ideas or benefit. Social marketers promote such ideas as a catchy quote or relatable advertising to the customers.

Hence, these are the entities that are marketed for the customers with suitable example from Nepalese consumer market.

Q.No.2

Ans: Marketing philosophies plays a vital role for any organizations. Here are some points to show how it plays vital role:

i) Production Concept

This concept assumes that consumers prefer a product which is inexpensive and widely available. This philosophy only works when the demand is more than the supply. Organization focuses on achieving high efficiency in production, low cost as well as distribution on a mass scale. Production concept helps organizations find out about the customer needs and wants and market condition and helps develop new strategies according to the concept.

ii) Product Concept

This concept assumes that customer prefer quality products rather than price and availability. This concept encourages organization to produce better quality products and services. When the products and services are better quality they will have control over price and their brand gets recognition. So, this concept plays a vital role in an organization.

iii) Selling Concept

This concept focuses on the sale of the product. Selling concept focuses on increasing sale of the products and services and making as much money from sales as possible. This concept encourages organization to increase their production and sales.

iv) Marketing Concept

This concept assumes that consumer buy products which fulfills their needs. This concept helps organization to research about customer wants and needs and establishes better relation with

customers. It also helps to learn about the need of marketing like: advertising, etc.

v) Social Marketing Concept

This concept focuses on the well being of society and customers. It focuses on how to fulfill the needs of the customer without affecting the environment, natural resources and health of customers. This company helps organization know the importance of other things than profit.

Hence, these marketing philosophies a vital role in increasing the sales, know about the market needs and conditions, producing quality products and services, focuses on consumers well being, etc. So, in this way marketing philosophies plays a vital role in an organization.