ASSIGNMENT NO 1

QUS 1 : WHAT IS WEB MERKETING ?

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.

QUS 2 Explain the genesis of web marketing ?

ANS :  In 1991, when the foundation opened the use of its Internet for business purpose, business-to-consumer (B2C) e-commerce gained popularity. In the next few years, online marketing began to grow. Amazon, the leading online seller in the world, started its journey in 1995.

QUS 3: What are marketing mix ? explain each steps.

ANS : Also known as the 4Ps, the marketing mix is a set of tools put together in order for potential customers to react positively to a product, so they buy it (Price, Place, Product and Promotion). We also commonly now talk about the 7Ps (including Physical evidence, People and Process). There are several strategies that can be used within all of these aspects of marketing operations, but they all depend on one important factor: you must know the potential customers, the target markets.

Steps :

1. PRODUCT

The product constitutes the combination of the product, its image and the related services a business offers. The product isn't limited to the actual product, but also to an intangible aspect called the augmented product or the global product consisting in added values.

2. PRICE

The most basic approach to establish the selling price of a product is to add the intended profits to the cost price. But many factors must also be considered : average price of similar products, psychological price (efforts accepted to be made to get a product), symbolic universe of the product, etc

3. PLACE

The place is defined by the activities making a product available to potential customers, the operations making it possible to bring products or services from the manufacturers or service providers to the consumers. It includes the channels, the distribution and the intermediaries.

4. PROMTION

The promotion involves all activities making it possible for a business to inform consumers about a product and to convince them to buy it.

5. PEOPLE

The people aspect of the marketing-mix is defined by all people playing a role in the service delivery of a product which can have an influence. This includes the customer, of course, but also the business' employees and the other customers present at the selling location. It is a very important aspect of the marketing mix as it directly participates to the customer's experience

6. PROCESS

The process is defined by the different procedures and activities related to how the selling service is delivered to the consumers. It is about how they manage with each other, all the steps, the necessary mechanisms between the service provider selling a product and the consumers.

QUS 4: EXPLAIN PRODUCTS CLASSIFICATION .

ANS : The product constitutes the combination of the product, its image and the related services a business offers. The product isn't limited to the actual product, but also to an intangible aspect called the augmented product or the global product consisting in added values.

QUS 5: EXPAIN ANY 5 POINTSIN PRODUCT CHARATERISTICS.

ANS : 1 THE BRANDS

The brand is a major influence in the consumers decision to buy a product. A product greatly benefits from its brand's image and reputation. If a brand is renowned to sell good products, a new product from this brand will be considered as being most probably good as well.

2. LOCAL BRANDS

A local brand is one that can be found in a limited geographical area, a province, a region, or even a city or a town. Often more innovative, these brands can sometimes constitute an icon to a region.

3. NATIONAL BRANDS

A national brand consists in a very well known brand in an entire country. Anywhere a consumer may go, the product is sure to be found. And because they are very well known (presence in the mass medias) and used by a great number of consumers, they benefit from great reputations.

4. PRIVATE BRANDS

Private brands are goods being manufactured for and sold under the name of a specific retailer. It competes with brandname products but are usually sold at a cheaper price. The products of these brands are manufactured by contract manufacturers. Even though the products can be unique, the same products often are sold under different names and brands, the label being the only difference.

5. Generic brands

Generic brands (private labels) can also benefit from a nationwide distribution, but they are offered by specific retailers. For example, a grocery stores chain may offer a generic brand in all its stores. The products from these brands tend to imitate national brands. They often don't benefit from a high-value image, but usually offer a better price-quality ratio.