**MARKETING**

**ASSIGNMENT 1**

1.What is web marketing?

Ans**. Web marketing** refers to a broad category of advertising that takes many different forms, but generally involves any marketing activity conducted online.It is used to market the business to vast areas.

2. Explain the genesis of web marketing?

Ans. In the early days, advertising wasn’t allowed on the Internet. With computer graphic design expanding by leaps and bounds in the 1990s, the Internet was opened up to advertising. Advertising income and savvy changed the face of the Internet forever. Beginning in the 1990s, the look of the Web became exponentially more colorful, visual and creative. Display advertising began to fill the World Wide Web. That trend has continued to this day making Internet marketing the big business giant.

3. What are marketing mix? Explain each steps.

Ans. **Marketing mix** is used for potential customers react positively for a product so they buy it more. There are many strategies for marketing mix as follows:

1. Product: The product is the combination of product , its images and related offers.
2. Price: To add the intended profits to the cost price is the most important and basic thing.
3. Place: We have to find the place which is perfect for our product.
4. Promotion: It’s the essential thing now adays by this we can increase the sale of our product by very large scale
5. Physical Evidence: It is like the related services in which product to be sold or the envoirement in which product should be sold.
6. People: Its very important aspect in this all the costumers , employees, delivery guys are included.
7. Process: It is the important mechanism of selling a product and consumerlike how they they will manage all the steps to each other.

4. Explain products classification.?

Ans. There are **Five** types of products as follows:

1. Consumer Goods: These are used in the limited amount by the regular customer for the domestic use.
2. Industrial Products: These can be equipments for the technologies and mechanical parts.For this advertisement can never be used.
3. Durable Goods: In these we can include cars or furniture like things which can be used for a longer time.
4. Non Durable Goods: These Product have some expiry dates by which we can’t use them for a long period of time like food or light bulb etc.
5. Service: Although, Its not physical but it has very important role in this on because a large part product is based on this one.

5. Explain any 5 points in product characteristics?

Ans.(a) Duration Of Use: By this we meant how long user use the product no product have the same duration.

(b) Features: Features is always the main aspect of the product. In this vast area of product costumer always sees the features of the product first.

(c) Price: It is important but its not always that the we have to go for less price.For instance we should go to doctor who have better reputation than the price.

(d) Benefits: It can be of various types by the demand of the product to solve a problem or to fill a space.

(e) Purchase Frequency: By this we mean to say that how frequent we are buying the product if its not expensive than we can purchase it.