**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.

**Q2. Explain the genesis of web marketing?**

**Ans.** In North America the genisis of marketin

**Before the wars:** For the longest time, human practiced commerce. They exchanged goods and services, then money started getting used and everything was going quite well. Up to the beginning of the twentieth Century, each little town had its general store, butcher, black-smith, dressmaker, etc. Advertising wasn't necessary and would be limited to an indication panel and sometimes a window displaying newly arrived goods. The citizen would visit them anytime they would need something from them. But, the world wars would soon change all this.

**World war II:** During world war II, many man were sent away to the front, mainly in Europe. But life had to continue in North-America and there were less workers available. Ammunitions and weapons were also needed and requested more workers and food and goods needed to be produced to be shipped oversea to our soldiers. In order to make all this possible, the governments organized a vast communication campaign (propaganda) to convince women to leave their kitchen to work in various factory and jobs. Until then, it was men who would work while women would take care of children and their houses. This was going to change quite rapidly. Women started working at different jobs, in different sectors of the economy, factories were producing more and more goods and made more and more money. The economy, enterprises owners and banks got used to this situation and great fortunes were built. And, important to mention, this was an important step for feminism around the world.

**After the war:** When the war finally ended, and the soldiers were back, not as many goods were necessary anymore. But, making great profits, factories' owners didn't want to reduce their production and they had to find ways to sell their goods. This is how competition began. Big enterprises started to offer their products in cities and towns where local shopkeepers had been providing the necessary goods to the population up to then. To get people to buy products from these new businesses, consumers needed to be convinced and different strategies started getting used. More or less for the first time in history, there were various enterprises wanting to sell similar products to the same people. They needed to make consumers know of their existence, to convince people to buy their products instead of the others for different reasons, etc. On the other side, local shops needed to manage to keep their customers, so they started making sure people were happy not only with the goods they would have buy, but also with customer service, the variety of products offered, prices, etc.

**The suburban exodus :**On top of what we just explained, after men were back from the war, there has been a demographic explosion called the babyboom. There were more an more people needing more and more goods, cities started to be overcrowded and expensive and families wanted to be able to have sufficient space to raise their numerous children. So, people started leaving big cities for suburbs where there was more space and more affordable lodging. Up to then, people would live quite close to there work places and shops were on the main street of every neighbourhoods, making life easy. Although, it wasn't the case in the suburbs where there was basically nothing. A car was then definitely needed to go to work, grocery shopping, etc. Flaring a good opportunity, businesses decided to benefit from the exodus and created the shopping mall. It was everything suburbs people would dreamt of. All shops and stored centralized into one huge place surrounded by parking lots. Shopping malls offered all the products that were needed in one place.

**Q3.** **What are marketing mix? Explain each steps.**

**Ans**. 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.

**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.

**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.

**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.

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

**Physical evidence:** Physical isn't related to the actual product but to the related service, the environment in which the product is sold to the customer. Since there are no physical evidence for the service related to a product, customers rely on clues like the building, the decoration, brochures, signs, website, logo, etc.

**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.

**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

**Q4. Explain the product classification.**

**Ans.**  **Consumer goods:** Consumer goods are products intended to be sold into commercial locations to «normal» publics as opposed to corporate customers. These products suppose marketing efforts such as advertising to stimulate the sales and they are usually bought in limited numbers by customers for domestic use.

**Industrial products:** Industrial products are designed and made for industries. Although marketing efforts are made to stimulate the sales, advertising in mass medias is never used. The aesthetic of the product isn't important for this type of customer nor the symbolic universe around the brand. This type of buyers is looking for efficiency, a good price-quality ratio and different services such as regular delivery. Industrial products also include equipments, components such as technologies and mechanical parts.

**Durable goods:**Durable goods are products that have a long existence, products that can be used on a long period such as furniture, cars, computers, etc.

**Non-durable goods:** Non-durable goods have a short existence and cannot be used on a long period. These products are consumed immediately and entirely or on a period of less than 3 years such as paper products, food, light bulbs, etc.

**Services:** Services are bought although they aren't physical, tangible. A growing part of the economy (at least two thirds) is now based on this tertiary sector. Services are various and include repairs and cleaning, insurance, banking, counselling, medical acts, education, etc.

**Q5. Explain any 5 points in product characteristics?**

**Ans.** Products characteristics is ,Apart from colors, packaging and format, many other characteristics are important to consider from a marketing perspective both for the manufacturer or retailer and for the consumers. Here are some important examples.

**Cost price and gross profit:** The development and the manufacturing costs of a product as well as similar products prices and possible gross profits, have a variable influence, depending on contextual factors, on the marketing strategies.

**Purchase frequency :**Purchase frequency has an influence on both product design and marketing. For instance, a product that is used a single time but frequently should not be too expensive, it should be easy to find and to use, generate as little waste as possible and be recyclable.

**Lifetime:** Lifetime of a product is related to how long it will be possible to use the product before it becomes unusable. For example, a banana (especially banana!) has a shorter lifetime than a car or a television. Long lasting products, for instance, tend to be more expensive because it has to be made with durable material and also because a consumer wouldn't be interested to buy a new car every week. Also, the aesthetic of a long lasting product is more important for the consumer as it will be kept for a long time. A bad looking pack of tissues shouldn't usually be such a big deal, but an ugly piece of furniture can be.

**Duration of use:** Duration of use refers to how long the consumer uses the product when using it. The durations of use of a nail clipper and of a car aren't the same; one is used for a shorter period than the other (usually) on every use.

**Time and efforts requested to purchase a product:**Some products request more time an efforts to be purchased. Buying a soup can is pretty easy and requires basically nor research and very little efforts. The marketing for such a good obviously won't be the same as for other products such as a computer or a car. In order to buy a car, research is needed, than visiting different car dealers, trying different cars, signing a contract and obtaining a loan from a bank, than ordering the car, wait for the car to be delivered and ready before going and get it. The consumer needs quite a bit of motivation to go through this process and marketing has to be efficient.

**Benefits:**Benefits is the main reason for purchasing a product. Whether it is because the product is safer, faster or easy to use, the purchase of a good always solve a problem or fill a need that can be of various types.