Assignment No:02

Subject: Principles of Marketing
Topic: What are Marking channels? Explain in Detail.
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"Introduction"

Marketing channels are important part of marketing because they help deliver products and services from producers to customers. They ensure that products reach consumers effecientfy and at the right time and place.

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What are Marketing Channels?

A marketing channel is a group of organizations or intermediaries that help move a product or service from the producer to the final consumer. These channels make products easily available to customers and help companies reach larger markets.

Functions of Marketing Channels:

Marketing channel members perform several important functions.

1. Information:

They collect and provide valuable information about customers, competitors, and market conditions that helps companies make better decision.

2. Promotion:

Channel members develop and communicate promotional message to attract customers and increase sales.

3. Contact

They identify potential customers and establish communication between buyers and sellers.

4. Matching

They help match products with customer needs through activities such as packing, grading, and assembling.

5. Negotiation

Channel members negotiate prices and terms of sale to facilitate the transformer of ownership.

6. Physical Distribution.

They transport, store, and distribute products to customers effecientsly.

7. Financing

They provide funds and financial support needed to carry out channel activities.

8. Risk Taking

They share the risks associated with storing, transporting, and selling products.

Channel 1 Manufacturer → Customers

Channel 2 Manufacturer → Retailer → Customers

Channel 3 Manufacturer → wholesaler → Retailer → Customers

Channel 4 Manufacturer → wholesaler → Jobber → Retailer → Customers

Question No: 02

What are Types of Advertising? Describe with Examples?

"Introduction"

Advertising is an important promotional tool used by organizations to inform, persuade, and remind customers about their products and services. It helps companies create awareness, increase sales, and build strong relationship with customers.

Types of Advertising:

According to its primary purpose, advertising can be divided into three main types:

1. Informative Advertising

Informative advertising is used when a company introduces a new product or service. Its main purpose is to provide information and create awareness among customers.

Examples:

- Advertising a new smartphone model.
- Introducing a new DVD player.
- Informing customers about new product or service.

2. Persuasive Advertising

Persuasive advertising is used when competition is high and companies want customers to choose their brand over competitors. It encourages customers to purchase a product or service.

Examples:

- SONY advertising its products to attract customers.
- Mobile network advertisement convincing customers to switch networks.

3. Reminder Advertising

Reminder advertising is used for mature and well-known products. Its purpose is to remind customers about the product and maintain customer loyalty.

Examples:

- Coca-Cola advertisement reminding customers about the brand.
- Pepsi seasonal adertising compaigns.
- Advertisements for products that customer already know and regularly purchase.

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