DATE:_____ DAY:_____

Assignment:

•Principles Of Marketing•

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Assignment:

Q:1
What are Marketing Channels? Explain in Detail.

Ans:-
Marketing Channals are the ways or paths through which a product or service reaches from the producers to the customer. These channels help bussiness deliver goods efficiently and make them available to consumers at the right place and time.

DATE:_____ DAY:_____

Conclusion :

Marketing channels and advertising are very important for bussiness success. They help products reach customers and increase sales effectively.

DATE:_____ DAY:_____

Example

A mobile company ad shown on TV.

- **Online Advertising:** This is done throgh social media, websites, and apps.

Example:

Ads on YouTube or Facebook.

- **Outdoor Advertising:** This includes billboards, posters, and banners.

Example:

A large billboard of a food brand on the road side.

- **Direct Advertising:** This includes emails, SMS, or pamphelts sent directly to customers.

Example:

A mobile company sending discount SMs offers.

Q.2 What are the types of Advertising? Descibe with Example.

Ans:

Advertising is a way of promoting products or services to attract customers. There are different types of advertising:

- **Print Advertising:** This includes newspapers, magazines, and brochures.

Example:

A clothing brand advertisement in a newspaper.

- **Broadcast Advertising:** This is includes television and radio ads.

DATE:_____ DAY:_____

There are two main types of marketing channels:

- **Direct mechannel:**

In this method, the producer sells directly to the customer without any middlmen.

e.g

A farmer selling vegetables directly in the market.

- **Indirect channels:**

In this method, one or more middlemen are involved such as wholesalers, retailers, or agents.

e.g

A company sells products to a wholesaler, then to a retailer and finally to customers.

- **importance** -

Marketing channels are important because they help in smooth distribution, reduce costs, and increase customer satisfaction.