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Marketing mix is a tool which a marketer uses to formulate a product offer for consumer. Marketing mix is done using the 4 ps marketing - product, place, price, promotion and 7Ps (physical evidence, people and promotion). Marketing mix plays vital role in creating value and it is very much true. While in a marketing mix there are certain elements that are to be kept in

mind that are

a) Product - It is main part of the offering, the product itself. It is ~~the~~ most important aspect of mix. Product is something which has some functional value and can be used by the consumer to achieve something.

b) Price - the second most important in our marketing mix. This is the value we will get in exchange of our product. This is what the customer will pay in return.

c) Place - also called the distribution. If we are making a product at the right price, that is not enough, we need to make it available at the right place. too.

d) Promotion - also referred to as communication about the product.

e) Physical Evidence - A service is intangible but there has to be a reassurance to the customer that service happened.

f) People - these are employees who help deliver the service e.g. delivery boy or cab driver.

g) Process - the steps taken for the delivery of the service, the process is very crucial. The process should not only consist of the positive path but should also consider the negative paths to address issues in the service delivery.