

Sections

Ques 1 Define

a) Product mix - Product mix, also known as product assortment, is the total no. of product lines that a company offers to its customers. The product lines may range from one to many and the company may have many products under the same product line as well. All of these product lines when grouped together form the product mix of the company.

The product mix is the subset of the marketing mix and is an important part of the business model of company. The product mix has the following dimensions:

- i. width
- ii) consistency.
- iii) Depth.

b) Sales promotion - Sales promotion is one of the elements of the promotional mix. The primary elements in the promotional mix are advertising, personal selling, direct marketing and publicity / public relations. Sales promotion uses both media and non-media marketing communications for a predetermined, limited time to increase consumer demand, stimulate market demand, or improve product availability.

c) FMCG - Fast moving consumer goods are products that are quickly sold and at a relatively low cost. Examples include non-durable goods, household goods such as packaged foods, beverages, toiletries, over the counter drugs and other consumables.

d) Branding - Branding is the marketing practice of actively shaping your brand. That's the basic definition, but there is so much more that goes into it.

Branding is what your business needs to break through the clutter and grab your ideal customer's attention. It's what transforms first time buyers into lifetime customers and turns fans into brand evangelists. It's what you need to stand out, make an impact and take your business to the next level.