Midterm papers and mcqs

Highlight the correct option from given choices.

1. At the center of a brand’s characteristics is the following:
   a. Identity
   b. Image
   c. Value
   d. None of the given options

2. Brand management came into being for which of the following reasons:
   a. Companies wanted to achieve scale economies.
   b. It supplemented financial management practices
   c. It suited production and operations personnel
   d. Companies wanted to differentiate their products and highlight distinctions in a competitive environment.

3. Brands like to stay contemporary because of:
   a. Others do it
   b. Staying attractive
   c. Upholding the contract
   d. None of the given options

4. Features and attributes of brands translate into benefits and ______________ are also fulfilled along with these benefits.
   a. Customer values
   b. Brand values
   c. Organizational goals
   d. Brand associations

5. A good brand contract:
   a. Keeps customer perspective in view
   b. Delivers promises made with customers
   c. Unearths negative promises
   d. All of the given options
6. Continuously renewing the difference makes your product ____________.
   a. Look superior
   b. Highly unacceptable
   c. Not conforming with market standards of evolving changes
   d. Conforming to the changing behavior and beliefs of customers

7. A brand-based model reveals the following:
   a. Why customers buy the brands they buy?
   b. What are the underlying motives for their purchasing brands of their preference?
   c. Why companies keep their brands contemporary?
   d. All of the given options

8. The most important factor in brand management is to ensure that your ____________ must be matching with consumers’ perceptions.
   a. Brand pinnacle
   b. Brand’s persona
   c. Brand associations
   d. Brand value

9. While developing the brand picture, first of all, you envision:
   a. Attributes
   b. Obsessions
   c. Benefits
   d. All of the given options

10. To have value, a brand must offer which one of the following?
    a. A simple product range with a defined set of features
    b. A complex product range with a defined set of features
    c. Consistency, a reduced level of perceived risk for the buyer, and a range of functional and emotional attributes which are of value to buyers
    d. An identity through which the customer can trace the party responsible for supplying the product

Dear my mid term paper of Brand management consists total 45 marks, 30 MCQ and two subjective question, which was 15 marks. Some MCQ was

Which of the following is the component of brand identity?
Reliable
Serious
Durable
logo

If a market is less mature, the challenges are:
Less strong
depth
intense
strong

A chain of schools cannot create perceptions of good quality education to children unless its program of teaching relates to the central values of
When brand management becomes the heart of marketing then which one becomes the heart of brand management:
- Owner’s equity
- Brand equity
- Brand assets
- Brand value

If a market is very mature, the challenges are: Select correct option:
- Intense
- Weak
- Concentrated
- Deep

Strong brand positioning is driven by which one of the following sources? Select correct option:
- Customer
- Employee
- Company
- Market

___________ is basically getting into different versions of the same base product on the same market. Select correct option:
- Line extension
- Product extension
- Brand diversification
- Market extension

Which of the following is driving force for customers’ focal point? Select correct option:
- Brand picture
- Brand image
- Brand value
- Brand persona

Which one of the following is NOT the basic determinant of the consumer’s buying action? Select correct option:
- Inferiority
- Affordability
- Quality
- Accessibility

The whole exercise of creating the right picture is to create meaningful parallels between the brand’s identity and its: Select correct option:
- Image
- Attribute
- Features
- Value
is done which is all about drawing comparisons with competition while in developing a brand based customer model.

**Rating**

In Uncovers bad promise one must convert the shortcomings into: Select correct option:

 **Strengths**
Weaknesses
Opportunities
Threats

According to Scot Davis, how many years are required to change the brand positioning?

**Three to five years**

Two to five years

Three to six years
Three to seven years

are incurred by brands because of failures and questionable business practices that may increase costs and liabilities.

a. Brand assets
a. **Brand liabilities**
c. Brand equities
D. Market failures

Brand assets include:

a. The name of the brand
b. **Reputation, relevance, and loyalty**
c. Less quality complaints
d. All of the given options

You do not give the same treatment to a fake brand even if it carries the label that may look genuine because: Select correct option:

**The actual brand is not there**
The actual product is not there
The actual brand is there
Actual product is there

Brand picture is based on which one of the following?

A. Brand value
B. Brand mission
C. Brand vision
D. **Brand image**
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   c. Value
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7. **A brand-based model reveals the following:**  
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   d. An identity through which the customer can trace the party responsible for supplying the product

1. The elasticity of sales to sales promotion is _______ that of advertising.
   a. Less than
   b. Equal to
   c. Greater than
   d. Inversely proportional to

2. A mix of different communication tools has a better chance of achieving:
   a. Objectives
   b. Synergy
   c. Efficiency
3. If two different brands are distributed by one company, it is considered under:
   a. Wholesale
   b. Co-branding
   c. Joint venture
   d. Merger

4. A company’s own retail outlets are meant:
   a. To avoid the threat of distributors’ power
   b. To own and batter control the distribution channel
   c. Distribution, itself, is a good business
   d. All of the given options

5. For communication to be effective it should be:
   a. Repetitive
   b. Reinforcing
   c. Both of the given options
   d. None of the given options

6. The power based on a channel member’s superior knowledge and information about his products is called:
   a. Expert power
   b. Legitimate power
   c. Coercion
   d. Retailer power

7. A good channel system must automatically offer --------to the customers.
   a. Transaction services
   b. After-sales services
   c. Both of the given options
8. Advertising -------- is capable to attract consumers only if it is based on their needs.
   a. Reach
   b. Copy
   c. Frequency
   d. Media

9. Marketing communication is done to achieve the objective of:
   a. Building awareness
   b. Stimulate action
   c. Both of the given options
   d. None of the given options

10. Mostly, the major source of power throughout the distribution channel is:
    a. The company
    b. The brand
    c. The distributor
    d. The customer

1. A great effort in terms of time and money is required for; and despite the effort, results are not guaranteed.
   a. Growth
   b. Profitability
   c. Branding
2. Brands are born out of the following strategies:
   a. Segmentation and differentiation strategies
   b. Promotion strategies
   c. Good purchasing and supply chain strategies
   d. All of the given options

3. Brand identity is followed by __________, which is a reflection of what marketers planned to send to the public.
   a. Brand value
   b. Brand image
   c. Advertising
   d. Brand personality

4. Right branding increases _ of the product, which should be more than that of the generic product.
   a. Consumer revolt
   b. Market share
   c. Profit
   d. Value

5. ______ are incurred by brands because of failures and questionable business practices that may increase costs and liabilities.
   a. Brand assets
   b. Brand liabilities
   c. Brand equities
   d. Market failures
6. Introduction of more brands and extensions leads to __ with no new benefits to consumers.
   a. Higher cost
   b. Greater revenue
   c. **Brand proliferation**
   d. Increased competition

7. While defining the industry during the analysis, brand managers must consider:
   a. The range of products and services offered by the industry
   b. A picture of the geographic scope of the industry
   c. **Both of the given options**
   d. None of the given options

8. The difference between company’s present financial position and the financial objectives is known as:
   a. **Contribution gap**
   b. Contribution margin
   c. Financial objectives’ failure
   d. Low demand in market

9. A __________ has to answer the questions like what would be the short of market if our brand is not there.
   a. Brand image
   b. **Brand picture**
   c. Brand manager
   d. Brand association

10. **Brand assets include:**
a. The name of the brand
b. Reputation, relevance, and loyalty
c. Less quality complaints
d. All of the given options

1. A change in positioning may cause ______________ in price.
   a. An upward change
   b. A downward change
   c. Both of the given options
   d. None of the given options

2. _________________ occurs by maintaining the brand contract while undergoing innovations and modifications to stay current.
   a. Sustainability
   b. Fit
   c. Uniqueness
   d. Credibility

3. When we keep the same brand name of new offerings so that customers may develop an immediate familiarity, the resultant phenomenon is known as:
   a. Leveraging
   b. Extension
   c. Diversification
   d. Stretching

4. Introduction of another strength of a medicine by a pharmaceutical company is an example of:
   a. Brand extension
   b. Line extension
   c. Brand diversification
d. All of the given options

5. **Brands are diversified because:**

a. It is essential for brand survival

b. Some brands have such a high awareness that those are perceived by customers to be in categories where they are not present.

c. Cost-cutting is possible by advertising products with the same brand name

d. All of the given options

6. The __________ relates to extra benefits that a brand offers to its customers.

a. Entire positioning

b. **Point of difference**

c. Definition of business

d. Innovation

7. **Benefits of having different brands include all of the following except:**

a. Quickly respond to retailers' need

b. Effectively compete in market

c. Save the actual brand image

d. **Fill all the gaps in market**

8. When the same brand name holds several products in different markets, it is known as the

a. **Umbrella brand**

b. Source brand

c. Multi-brand

d. Range brand

9. **Factors affecting the choice of distribution channel include:**

a. Customer value

b. Sales revenues
c. Both of the given options
d. None of the given options

10. ________ provides a good quality of service because of a direct interface with the customers, but it is expensive.

   a. Direct sales
   b. Telemarketing
   c. E-marketing
   d. All of the given options

1. In a specific strategic market plan, a profit centre that is self-supporting in terms of sales, markets, production, and other resources is known as:

   a. Profit unit.
   b. Strategic business unit
   c. Marketing unit
   d. Small business unit

2. Clarity about dimensions of brands means the clarity in:

   a. The functions of brand
   b. The aspects of differentiation
   c. Both of the given options
   d. None of the given options

3. The drivers of change include all of the following except:

   a. Downfall in industry
   b. Consumer behavior
   c. Market analysis
   d. An investment by a foreign firm in local market

4. Shan Foods is involved in selecting and analyzing a target market and developing a marketing mix to gain long-run competitive advantages. Based on this example, Shan Foods is creating a:
a. Corporate strategy  
b. Target design  
c. Mix strategy  
d. Marketing strategy

5. Which of the following is not a reason of “selling a service is difficult”?  
a. Competitors can copy services very easily  
b. It is hard to summarize and communicate services  
c. Standardization among services is difficult  
d. Customer can never be satisfied with a service

6. Often, the direct consumers of a nonprofit organization are its:  
a. Consumer public  
b. Member public  
c. Client public  
d. Nonbusiness public

7. A ___________ organization is customer-centric, and all the decisions it makes are based on involvement of all in the organization.  
a. Brand based  
b. Consumer based  
c. Marketing  
d. Competition based

8. Measuring your brand’s performance means you are:  
a. Managing your brand right  
b. Measuring your strategies  
c. Maintaining your brand position  
d. Maintaining your brand picture

9. Critical success factors for a firm include:
a. Changing lifestyles and attitudes  

b. Low-cost production efficiency  
c. Both of the given options  
d. None of the given options

10. PIA runs a series of television commercials that show its staff going out of their way to help customers. An important secondary audience for these ads is:

a. The civil aviation authority  
b. Competitors  
c. PIA employees  
d. All air travelers

1. Which one of the following form of asset the brand has _________?

a) Tangible assets  
b) Intangible assets  
c) Current assets  
d) Fixed assets

2. The functional risk of brand is related to _________.

a) Price  
b) Performance  
c) Social image  
d) Our self concept

3. With the effort of team of professionals in a company, produce end product which is related to the ____. 

a) Brand creation  
b) Idea creation  
c) Brand management
d) Marketing management

4. A differentiated product may be unique in the marketplace, but it will only be successful under which of the following circumstances?
   a) If it satisfies customers’ needs
   b) If the price differential is minimal
   c) If the brand can be classed as aspirational
   d) Differentiated products will always be successful

5. Choosing a suitable international brand name is an important, but often difficult, part of the process that creates a strong and distinctive brand. Which of the following statements about choosing a name for a new soft drink is UNTRUE?
   a) The name should be memorable and easy to pronounce
   b) The name must be checked by experts to ensure it doesn't infringe on another company's brand name
   c) The name should have positive associations with the benefits and features of the product
   d) The brand name must be modern and contemporary

6. Which of the following is the indicator of brand strength?
   a) Brand reputation
   b) Patents and rights
   c) Perceived brand values
   d) Growth rate

7. There are a lot of customers have the knowledge of brand. They are inclined to be bound into a contract. A customer bound by a contract is known as .
   a) Loyal customer
   b) Difficult customer
   c) Potential customer
   d) Finicky customer
8. Which one of the following is the best example of implicit promise?
   a) Personal computer
   b) Furniture
   c) Green tea
   d) Crockery

9. “Developing budgets and steering resources into strategy are critical areas of success,” Correlates which of the following strategy.
   a) Crafting strategy
   b) Implementing strategy
   c) Evaluating strategy
   d) Performing strategy

10. The process of establishing and maintaining a distinctive place in the market for an organization or its specific product offers is known as
   a) Profiling
   b) Profiling Segmentation
   c) Segmentation
   d) Positioning

Q.1 ___________ is ether the head of marketing department or a major brand and is responsible for the brand strategy and its implementation, important for complete performance of the brand.
   a) Chief Branding Officer
   b) Chief Executive officer
   c) President of company
   d) Director of Company

Q.2 ________________ shows how consistent customers are in buying your brand, how long they have been buying and how long they may buy?
   a) Customer loyalty
   b) Brand loyalty
   c) Product loyalty
d) Company loyalty

Q.3 The brand stature construct is equivalent to:

a) Esteem multiplied by knowledge
b) Differentiation multiplied by knowledge
c) Knowledge multiplied by relevance
d) Esteem multiplied by differentiation

Q.4 This pricing model offers opportunity to set different levels of pricing for different needs is known as .

a) Segment pricing
b) Skim pricing
c) Value-in-use pricing
d) Strategic account pricing

Q.5 If a company introducing a new brand under the source brand or endorsing brand strategy to gain the benefits of brand power, you again are in a position to charge a .

a) Premium price
b) Skimming price
c) Market based price
d) Retail price

Q.6 is a mode of direct marketing owes to well structured communications in the form of catalogs.

a) Telemarketing b) Sales promotion c) Advertising d) Publicity

Q.7 Advertising is part of sales promotion by creating awareness and comprehension that form a level of .

a) Customer pull
b) Customer push
c) Customer loyal
d) Customer image

Q.8 --------of ad means how many times you should expose your target customers to your message.

a) Frequency  
   b) Copy

c) Copy strategy  
   d) Media

Q.9 What purpose does an advertising copy serves?

a) Provides a degree of continuity in a brand’s advertising
b) Help a brand achieve distinctiveness

c) Provides a common benchmark on which all concerned in the company and the agency can evaluate the merits of advertising submissions

d) All of the given options

Q.10 The image of brand is the __________ with customer.

a) Actual association
b) Vision

c) Positioning

d) Personality traits

Q.1 A brand based organization provides which of the following benefits?

a) Clarity of role  
   b) Commitment to brand growth

c) A collective responsibility  
   d) All of the given options

Q.2 --------lets you to have your loyal customer’s lifetime worth in terms of your brand’s purchasing.

a) Lifetime value of a customer  
   b) Lifetime value of a brand

c) Lifetime value of a company  
   d) Lifetime value of a market

Q.3 ___________ lets you to have a clear picture of the number of customers or usage of your brand in comparison with competition.

a) Market share  
   c) Product share

b) Brand share  
   d) Customer share
Q.4 __________ works best under the circumstances of high differentiation that gives you a sustainable advantage in a quality conscious market.

a) Value-in-use Pricing:  
b) Skim Pricing  
c) Segment pricing  
d) Strategic account pricing

Q.5 Which of the following strategies give the benefit of premium pricing?

a) Umbrella strategy  
b) Line brand strategy  
c) Product brand strategy  
d) Branding strategy

Q.6 Delivery services offered by restaurants and other food chains in our market on phone calls are examples of:

a) Sales promotion  
b) Direct marketing  
c) Publicity  
d) Personal selling

Q.7 Duration of __________ should be short and should not be repeated too often.

a) Sales promos  
b) Market promos  
c) Brand promos  
d) Product promos

Q.8 An effective advertising campaign:

a) Revolves around a strong single idea of customer  
b) Should appeal to self interest  
c) Must not wander off  
d) All of the given options

Q.9 The term “story board” is specifically related to:

a) TV commercial  
b) Newspaper Editorial  
c) Magazine ad  
d) Press release

Q.10 __________ evokes a hierarchical set of customer response effects – i.e. building awareness, comprehension, intentions, and actions.

a) Distribution  
b) Communication  
c) Merchandizing  
d) Branding
Q.1 To keep your brand into recognition, it is important to __ according to an effective through plan.

a) Advertise  
b) Position  
c) Place  
d) Market

Q.12 In ________, internal workshop consisting of important aspects of ‘detailed strategic definition’ and ‘objectives of the brand’ is arranged.

a) Brand chartering  
b) Brand planning  
c) Brand extension  
d) Brand equity

Q.13 Apart from the ‘four Ps’ of marketing mix, the three additional elements of service brands are people, process, and _________.

a) Physical evidence  
b) Physiological evidence  
c) Psychological evidence  
d) Packaging
4 A__________ organization is customer-centric, and all the decisions it makes are based on involvement of all in the organization.

a) Brand-based  
b) Customer-based  
c) Product-based  
d) None of the given options

Q.15 According to researches, the highest brand loyalty of customers is among:

Coffee  
Shampoo  
Cigarette  
Tea

MIDTERM EXAMINATION  
Spring 2009  
MKT624- Brand Management (Session - 2)

Question No: 1 (Marks: 1) - Please choose one

Brand equity is the difference of brand’s _________ and brand’s __________.
Brand assets are less than brand liabilities

Brand assets are equal to the brand liabilities

None of the given options

**Question No: 3**  (Marks: 1) - Please choose one

Features that make a brand truly unique and distinctive as compared to competitive offerings are known as:

**Brand differentiation**

Brand identity

Brand image

Brand integration

**Question No: 4**  (Marks: 1) - Please choose one
Which of the following is NOT a product category?

- Cigarette
- Cold drink
- Banaspati ghee
- Surf excel

**Question No: 5 (Marks: 1) - Please choose one**

If a market is very mature, the challenges are:

- Intense
- Weak
- Concentrated
- Deep

**Question No: 6 (Marks: 1) - Please choose one**

Which one is least likely to be considered a critical task associated with an organization's strategic management process?

- Evaluation of the process for use in future decision making
- Evaluation of options relative to the company's mission
- Decreasing the levels of hierarchy present within the company's management structure
- Developing a set of short-term objectives

**Question No: 7 (Marks: 1) - Please choose one**

Which aspect is least likely to be a consideration addressed in an organization's mission statement?
The actual brand is not there

The actual product is not there

The actual brand is there

Actual product is there

**Question No: 9  ( Marks: 1 ) - Please choose one**

Brand picture is based on which one of the following?

- **Brand image**
- Brand value
- Brand mission
- Brand vision

**Question No: 10  ( Marks: 1 ) - Please choose one**

Which of the following is an incremental process in which associations get strengthened through different phases?

- **Brand value pyramid**
- Brand association
- Brand persona
- Brand image

**Question No: 11  ( Marks: 1 ) - Please choose one**

Brand managers should develop those fashionable and effective brands which they think are according to the customer’s requirements. For brands staying contemporary means:

- Bringing about innovations
Implicit promises

Explicit promises

**Question No: 13  (Marks: 1) - Please choose one**

For many consumer goods you see commercials that focus only the whole family because:

Family members are potential buyers

**Family is an important social group**  (doubt)

Family income is higher

Family takes good decisions

**Question No: 14  (Marks: 1) - Please choose one**

Which of the following is one of the marketer’s major positioning tools, that has a direct impact on product or service performance; thus, it is closely linked to customer value and satisfaction.

**Product quality**

Social marketing

Specialty marketing

Position marketing

**Question No: 15  (Marks: 1) - Please choose one**

According to Scot Davis, how many years are required to change the brand positioning?

**Three to five years**

Two to five years
Fit

**Question No: 17** (Marks: 1) - Please choose one

PIMS stands for which of the following?

- Positioning Impact of Marketing Strategy
- Profit Impact of Market Strategy
- Price Impact of Marketing Strategy
- Promotion Impact of Marketing Strategy

**Question No: 18** (Marks: 1) - Please choose one

The larger the ratio of brand assets to brand liabilities, the greater is the:

- Brand Equity
- Brand Power
- Brand Value
- Brand Ownership

**Question No: 19** (Marks: 1) - Please choose one

Which of the following statements would NOT be considered a dimension of strategic issues?

- Strategic issues require large amounts of the firm's resources
- Strategic issues always impact the firm's long-term income
- Strategic issues require the firm's external environment be considered
- Strategic issues are future-oriented

**Question No: 20** (Marks: 1) - Please choose one
Offerings

Lines

Extensions

Different categories

Question No: 22  ( Marks: 1 ) - Please choose one

A cellular phone company talks a lot about efficiency of service, low rates at particular time of the day, and many other options to its subscribers but the service cannot catch up with the growing demand of customers by way of frequency distortions or non-connectivity; then the company has brought into the contract which of the following?

- Implicit promise
- Explicit promise
- Negative promise
- Positive promise

Question No: 23  ( Marks: 1 ) - Please choose one

Which of the following authors states that benefits are weak unless they relate to the customers’ central values and beliefs?

- Jean-Noel Kapferer
- Philip Kotler
- Scot M. Davis
- Geoffrey Randall

Question No: 24  ( Marks: 1 ) - Please choose one

Which of the following are the functional and emotional associations which are assigned to a brand by its customers and prospects?

- Functional associations
- Emotional associations
- Functional and emotional associations
- Neither functional nor emotional associations
Two

Five

Four

Question No: 26  (Marks: 1) - Please choose one

Which of the following is NOT the basic principle of a brand contract?

Translate into standards

Fulfill good promises

Uncover bad promises

Fulfill bad promises

Question No: 27  (Marks: 1) - Please choose one

All of the following are the primary components of positioning EXCEPT:

Customer’s analysis

Company business

Target market

Point of difference and key benefits

Question No: 28  (Marks: 1) - Please choose one

Which of the following positioning properties describes that “Good positioning opens many new avenues for the brands to leverage themselves in areas of growth”?

New avenues for brand leveraging

Externally driven

Provides focus
Question No: 30  ( Marks: 1 ) - Please choose one

Marketers need to position their brands clearly in target customers’ minds. The strongest brands go beyond attributes or benefit positioning so, the strongest brands are positioned on the basis of which of the following?

Desirable benefit

Good packaging

Service inseparability

Strong beliefs and values  (doubt)

Question No: 31  ( Marks: 5 )

What are the common uses of mission and vision statements?

Question No: 32  ( Marks: 10 )

Discuss all the steps of strategic management process which you have learned from this course.

MIDTERM EXAMINATION

Spring 2009

MKT624- Brand Management (Session - 3)

Question No: 1  ( Marks: 1 ) - Please choose one

Brand management is the function of which of the following?
Expense; assets

Tangible assets; intangible assets

**Assets; liabilities**

**Question No: 3  ( Marks: 1 ) - Please choose one**

Which one of the following is a brand?

Cooking oil

Shampoo

**Detergent**

Dalda

**Question No: 4  ( Marks: 1 ) - Please choose one**

Which of the following strategies have to be prepared by the brand manager for success of brand?

**Marketing strategy**

Short-term strategy

Long-term strategy

Production strategy

**Question No: 5  ( Marks: 1 ) - Please choose one**

Brands are acknowledged and recognized on the basis of their:

Functionality

Quality

Loyalty
Idea

**Question No: 7 (Marks: 1) - Please choose one**

Which one is least likely to be considered a critical task associated with an organization's strategic management process?

- Evaluation of the process for use in future decision making
- Evaluation of options relative to the company's mission
- Decreasing the levels of hierarchy present within the company's management structure
- Developing a set of short-term objectives

**Question No: 8 (Marks: 1) - Please choose one**

Which aspect is least likely to be a consideration addressed in an organization's mission statement?

- Who are the firm's primary customers?
- What image does the firm wish to project?
- Which areas of technology will be empathized?
- What are the number of levels the corporate hierarchy will contain?

**Question No: 9 (Marks: 1) - Please choose one**

Brand picture is based on which one of the following?

- **Brand image**
  - Brand value
  - Brand mission
  - Brand vision
Benefits

Value

Image

Picture

Question No: 12  ( Marks: 1 ) - Please choose one

Brand associations and the brand value pyramid are half of your:

Brand image

Brand picture

Brand persona

Brand contract

Question No: 13  ( Marks: 1 ) - Please choose one

Through a consistent contact with the marketplace and through research studies, a brand manager can easily uncover which one of the following promises?

The negative promises

The positive promises

The implicit promises

The explicit promises

Question No: 14  ( Marks: 1 ) - Please choose one
While determining levels of preferences of consumers in relation to the criterion, researchers come to know that mostly consumers give priority to the brand due to it’s:

- Reliability
- Price
- Accessibility
- Quality

**Question No: 15  (Marks: 1) - Please choose one**

In the image era the general thinking was “talk of the image and the consumer would pay attention”; but this image era was killed by:

- Me-too products
- Me-too companies
- Information technology
- Marketing managers

**Question No: 16  (Marks: 1) - Please choose one**

Which of the following is a term used for an outcome of product differentiation?

- Positioning
- Point of difference
- Innovation
- Repositioning

**Question No: 17  (Marks: 1) - Please choose one**

Which of the following is basically getting into different versions of the same base product on the same market?
Line extension

Product extension

Brand diversification

Market extension

**Question No: 18  ( Marks: 1 ) - Please choose one**

The disadvantage of line extensions is that it may lead to:

- Retailer power
- Lack of scale economies
- Weak brands range
- All of the given options

**Question No: 19  ( Marks: 1 ) - Please choose one**

According to Scot Davis, how many years are required to change the brand positioning?

- Three to five years
- Two to five years
- Three to six years
- Two to six years

**Question No: 20  ( Marks: 1 ) - Please choose one**

“The company should be able to clearly state brand positioning” relates to which of the following?

- Awareness
- Understanding
- Direction
- Inspiration
**Question No: 21** (Marks: 1) - Please choose one

__________ comes with keeping the brand contract while we go through innovations to stay current.

Uniqueness

**Credibility**

Sustainability

Fit

**Question No: 22** (Marks: 1) - Please choose one

The larger the ratio of brand assets to brand liabilities, the greater is the:

**Brand Equity**

Brand Power

Brand Value

Brand Ownership

**Question No: 23** (Marks: 1) - Please choose one

If a brand of milk has a regular “tetra pack milk” and another with “higher calcium” then the brand has two ________.

Offerings

Lines

Extensions

**Different categories**

**Question No: 24** (Marks: 1) - Please choose one

Which of the following is NOT an approach for building brand vision as expressed by Scot Davis?

Scot Davis?
Seek senior management’s input

Determine the financial contribution gap

Collect industry data and create a brand vision starter

Meet with junior management to create the vision

**Question No: 25  ( Marks: 1 ) - Please choose one**

Which of the following statements is TRUE regarding brand contract?

The terminology of “contract” is used when it comes to communicating with the market.

The terminology of “contract” is very intra-company and is not used when it comes to communicating with the market.

The terminology of “contract” is not used when it comes to communicating with the market.

The terminology of “contract” not very intra-company and is not used when it comes to communicating with the market.

**Question No: 26  ( Marks: 1 ) - Please choose one**

Which of the following are the functional and emotional associations which are assigned to a brand by its customers and prospects?

Brand picture

Brand attribute

Brand image

Product identity

**Question No: 27  ( Marks: 1 ) - Please choose one**

Under brand perception, which of the following statements is NOT true?
Twenty five percent of customers spend no time in their decision making

Fifty six percent of customers spend less than 8 seconds in decision making

The brand messages must not be so simple and much focused

Customers use little information in routine purchases of low involvement items

**Question No: 28** (Marks: 1) - Please choose one

Which of the following questions reflects this example: “Milk is milk, and it can be drunk any time of the day by anyone”?

- A brand for what?
- A brand for whom?

**A brand for when?**

- A brand against whom?

**Question No: 29** (Marks: 1) - Please choose one

Which of the following statements summarizes brand’s commitment or promise to target consumers and actively communicates the advantage over competing brands”?

- Positioning statement
- Vision statement
Question No: 30  (Marks: 1) - Please choose one

A company serves the “50-year old baby boomers” who share common needs in music. The group of “50-year old baby boomers” is reflecting which of the following?

- Market segment
- Target market
- Well-defined market
- Lucrative market

Question No: 31  (Marks: 5)

How many kinds of extensions are there? Briefly describe each kind with examples.

Question No: 32  (Marks: 10)

There are five different criteria to judge if there is need to update the brand positioning and each criteria contain some type of queries which brand manager must consider while updating the positioning. Enlist all five criteria and briefly describe any two criteria with queries.