

# UNIT 1

1. A challenge in marketing of services is that they are \_\_\_\_\_

- a. Tangible
- b. Intangible
- c. Physical
- d. Not Physical

Answer: (b) Intangible

2. Brand proliferation is the \_\_\_\_\_ of brand extension same

- a. opposite
- b. extension
- c. Same
- d. In -Line

Answer: (a) Opposite

3. Brands give an indication to the firm about the level of \_\_\_\_\_ that is required by the customers

- a. Service
- b. Product
- c. Quality
- d. Quantity

Answer: (c) Quality

4. Some \_\_\_\_\_ which have become well-known brands are Sony, Microsoft, Google, BMW etc.

- a. Celebrities
- b. Sportsperson
- c. Organizations
- d. Institute

Answer: (d) Organization

5. Brand names can be registered and this gives \_\_\_\_\_ rights to the firm to take action against any competitor who misuses the brand name.

- a. legal
- b. moral
- c. consumer
- d. user

Answer: (a) Legal

6. When the company's brands compete among themselves, the phenomenon is known as brand \_\_\_\_\_

- a. management
- b. cannibalization
- c. profile
- d. Detailing

Answer: (b) Cannibalization

7. \_\_\_\_\_ is the act of creating a brand.

- a. Branding
- b. Brand management
- c. Brand building
- d. Brand hierarchy

Answer: (a) Branding

8. Achieving the right brand identity means creating brand with customers.

- a. salience
- b. resonance
- c. awareness
- d. Interest

Answer: (a) Salience

9. Brand is customer's personal opinions about and evaluations of the brand.
- a. Judgment
  - b. imagery
  - c. Identity
  - d. equity

Answer: (a) Judgement

10. Brand resonance and the relationships consumers have with brands have two dimensions: intensity and \_\_\_\_\_
- a. Growth
  - b. Judgment
  - c. Activity
  - d. Interest

Answer: (c) Activity

11. The strategic brand management process starts with understanding what the brand represents and how it is \_\_\_\_\_ with respect to its competitors.
- a. Positioned
  - b. Targeted
  - c. Segmented
  - d. Differentiation

Answer: (a) Positioned

12. \_\_\_\_\_ consist of brand recognition and brand recall performance
- a. Brand Association
  - b. Brand Image
  - c. Brand Awareness
  - d. Brand Identity

Answer: (c) Brand Awareness

13. A strong brand commands

- a) Intense consumer loyalty
- b) Intense employer loyalty
- c) Intense employee loyalty
- d) None of the above

Answer: a) Intense consumer loyalty

14. "Worldwide Leader in Sports" is the tagline of

- a) Star Sports
- b) Ten Sports
- c) ESPN
- d) None of the above.

Answer: c) ESPN

15. \_\_\_\_\_ is the added value endowed on services and products.

- a) Brand value
- b) Brand strategy
- c) Brand equity
- d) Brand Awareness

Answer: c) Brand equity

16. There are \_\_\_\_\_ key elements of customer-based brand equity.

- a) Four
- b) Five
- c) Three
- d) Six

Answer: c) Three

17. Differences in response are a result of

- a) Consumers loyalty
- b) Consumers liking
- c) Consumer disliking
- d) Consumer knowledge

Answer: d) Consumer knowledge

18. What is more important in brand equity?

- a) Quality
- b) Quantity
- c) Customer perception
- d) Customer Interest

Answer: a) Quality

19. A \_\_\_\_\_ can be defined as the marketers vision of brand and what is should do for consumers.

- a) Brand exploration
- b) Brand promise
- c) Brand creation
- d) Brand Identity

Answer: b) Brand promise

20. A popular style in a given field is known as

- a) Latest style
- b) Fad
- c) Fashion
- d) trend

Answer: c) Fashion

21. Fads are fashion that

- a) Peak early and decline very fast
- b) Peak late and decline late
- c) Peak late and decline early
- d) Peak late and decline very fast

Answer: a) Peak early and decline very fast

22. "A lot can happen over coffee", is tagline of:

- a) Cafe Coffee Day
- b) Starbucks
- c) Barista
- d) Café Mocha

Answer: a) Cafe Coffee Day

23. A customer will choose a brand based on how compelling the \_\_\_\_\_ was as compared to other brands.

- a) Difference
- b) Similarity
- c) Sameness
- d) Contrast

Answer: a) Difference

24. Good \_\_\_\_\_ offers various benefits to the brand and the company.

- a) communication
- b) variety
- c) positioning
- d) Strategy

Answer: c) positioning

25. A \_\_\_\_\_ is a group or set of things that have similar characteristics.

- a) brand
- b) category
- c) product
- d) Service

Answer: b) Category

26. If the brand positioning is conceptualized and executed well, it can be used by the company in various \_\_\_\_\_ activities.

- a) marketing
- b) commercial
- c) social
- d) Psychological

Answer: a) Marketing

27. A good positioning is something that must be \_\_\_\_\_ to the customer.

- a) visible
- b) believable
- c) reasonable
- d) understandable

Answer: b) Believable

## UNIT II

28. Brand Element is also known as brand \_\_\_\_\_

- a) Awareness
- b) Recall
- c) Identity
- d) Equity

Answer: a) Identity

29. A \_\_\_\_\_ is a graphic mark, emblem or symbol commonly used by commercial enterprises, organization and even individuals to aid and promote instant public recognition

- a) Logo
- b) Slogan
- c) Jingle
- d) Print

Answer: b) Logo

30. \_\_\_\_\_ are short Phrases that communicate descriptive or persuasive information about the brand

- a) symbols
- b) Jingles
- c) Slogans
- d) Print

Answer: c) Slogan

31. Packaging is called as the \_\_\_\_\_ P's of Marketing

- a) Third
- b) Fourth
- c) fifth
- d) Sixth

Answer: c) Fifth

32. Logos and symbols give a \_\_\_\_\_ identity to the brand name

- a) slogan
- b) visual
- c) jingle
- d) print

Answer: b) visual



33. Integrated marketing communication refers to integrating all the methods of \_\_\_\_\_ promotion to promote a particular product or service among target customers.

- a) brand
- b) media
- c) advertising
- d) target

Answer: a) Brand

34. In order to effectively use IMC, a detailed analysis must be done of both the product as well as \_\_\_\_\_ market.

- a) mass
- b) target
- c) niche
- d) segmented

Answer: b) Target

35. \_\_\_\_\_marketing is usually broadly defined as any form of customer-focused marketing activity that has various touch points which creates a sensory-emotional connection with the customers.

- a) one-to-one
- b) Permission
- c) Experiential
- d) experimental

Answer: c) experiential

36. One-to-one marketing is a customer relationship management (CRM) strategy emphasizing \_\_\_\_\_ interactions with customers.

- a) Group
- b) Personalized
- c) Irregular
- d) Regular

Answer: b) Personalized

37. \_\_\_\_\_ marketing aims at selling goods and services to customers only when advance consent is given by the customer to receive marketing information.

- a) experiential
- b) one-to-one
- c) permission
- d) Experimental

Answer: c) permission

38. The process of designing the company's image and offering to get a distinctive place in the minds of the target market is known as

- a) Positioning
- b) Targeting
- c) Segmentation
- d) Differentiation

Answer: a) Positioning

39. Positioning is done to achieve

- a) Customer-focused value proposition
- b) Product-focused value proposition
- c) Company-focused value proposition
- d) None of the above

Answer: a) Customer-focused value proposition

40. The benefits or attributes consumer strongly associate with a brand, positively assess and believe they would be unable to find to the same extent with a competitive brand is known as

- a) Points-of-parity
- b) Points-of-difference
- c) Points-of-equality
- d) Point-of-inequality

Answer: b) Points-of-difference

41. The associations that are not essentially unique to the brand but may be shared with other brands are known as

- a) Points-of-parity
- b) Points-of-difference
- c) Points-of-equality
- d) point-of-inequality

Answer: a) Points-of-parity

42. The groups that consumers view as vital to a credible and legitimate offering within a service or product is known as

- a) Competitive point-of-parity
- b) Competitive points-of-difference
- c) Category points-of-parity
- d) Customer point-of-view

Answer: a) Points-of-parity

43. When BMW made a competitive entrance in the U.S. in the early 1980s, it positioned the brand as that offered \_\_\_\_\_

- a) Luxury
- b) Performance
- c) Both a and b
- d) fad

Answer: c) Both a and b

44. \_\_\_\_\_ refers to a brand's objective attributes in relation to other brands

- a) Brand position
- b) Name position
- c) Brand relationship
- d) Brand Identity

Answer: a) Brand Position

45. \_\_\_\_\_ defines what the brand thinks about the consumer, as per the consumer

- a) Brand attitude
- b) Brand positioning
- c) Brand relationship
- d) Brand manage

Answer: a) Brand Attitude

46. Marketing is a process which aims at \_\_\_\_\_

- a) Production
- b) Profit making
- c) Satisfaction of customer needs
- d) Selling products

Answer: c) Satisfaction of customer needs

47. Marketers often use the term \_\_\_\_\_ to cover various groupings of customers

- a) buying power
- b) demographic segment
- c) people
- d) market

Answer: d) Market

48. Select an appropriate definition of want.

- a) consumer needs
- b) needs backed by buying power
- c) needs directed to the product
- d) basic human requirements

Answer: c) needs directed to the product

49. Diversification is best described as which of the following?

- a) Existing products in new markets
- b) Existing products in existing markets
- c) New products for new markets
- d) New products for existing markets

Answer: c) New products for new markets

50. Key performance indicators, which companies set and measure their progress towards in order to determine whether or not they have improved or maintained their performance over a given period of time, are referred to as:

- a) Marketing implementation
- b) Marketing program
- c) Budgeting
- d) Marketing Metrics

Answer: d) Marketing Metrics

51. Quality is customer's perception of the overall quality or superiority of a product or service as compared to the competitor.

- a) Product
- b) Service
- c) Perceived
- d) Derived

Answer: c) Perceived

52. marketing refers to everything a marketer does to develop strong, lifelong relationships with your customers.

- a) Mass
- b) Online
- c) Relationship
- d) Niche

Answer: c) Relationship

53. Every day low price (EDLP) is the pricing strategy used by

- a) Retailers
- b) Wholesalers
- c) Distributors
- d) Dealer

Answer: a) Retailers

Unit III

54. CBBE refers to the \_\_\_\_\_Based Brand Equity.

- a) Customer
- b) Care
- c) Composite
- d) Cause

Answer: a) Customer

55. \_\_\_\_\_and knowledge both together create brand stature.

- a) Differentiation
- b) Esteem
- c) Relevance
- d) Quality

Answer: b) Esteem

56. Brand Strength is the significant \_\_\_\_\_ of future potential & performance.

- a) indices
- b) inseparable
- c) indicator
- d) regulator

Answer: c) Indicator

57. Brand recall relates to consumers \_\_\_\_\_ to identify quality brand into variety.

- a) Age
- b) Ability
- c) Unity
- d) prestige

Answer: b) Ability

58. Brand give an indication to the firm about the level of \_\_\_\_\_ that is required by the customer

- a) Service
- b) Product
- c) Quality
- d) Quantity

Answer: c) Quality

59. \_\_\_\_\_ is the act of creating a brand.

- a) Branding
- b) Brand management
- c) Brand building
- d) Brand hierarchy

Answer: a) Branding

60. Brand Awareness consists of brand recognition and brand \_\_\_\_\_

- a) Growth
- b) Recall
- c) Presence
- d) Retrenchment

Answer: b) Recall

61. Achieving the right brand identity means creating brand \_\_\_\_\_ with the customer

- a) Salience
- b) Resonance
- c) Awareness
- d) Equity

Answer: a) Salience

62. The strategic brand management process starts with understanding what the brand represents and how it is \_\_\_\_\_ with respect to its competitor

- a) Positioned
- b) Targeted
- c) Segmented
- d) Differentiation

Answer: a) Positioned

63. To create a strong brand image, marketers need to make sure that some strong brand Association are made which are different from the \_\_\_\_\_

- a) Positioned
- b) Competitor
- c) Targeted
- d) Imagery

Answer: b) Competitor



64. Brand Resonance and the relationship consumers have with brands and two dimensions: intensity and \_\_\_\_\_

- a) Judgement
- b) Imagery
- c) Identity
- d) Targeted

Answer: a) Judgement

64. A good positioning is something that must be \_\_\_\_\_ to the customer

- a) Visible
- b) Believable
- c) Reasonable
- d) Accurate

Answer: b) Believable

65. A \_\_\_\_\_ is the group or set of things that have similar characteristics

- a) Brand
- b) Category
- c) Product
- d) Service

Answer: b. Category

66. The ability of the marketing program to affect the customer mind-set will depend on its \_\_\_\_\_

- a) Technology
- b) Salesperson
- c) Quality
- d) Quantity

Answer: c) Quality

67. The customer Mind-set affects how \_\_\_\_\_ react in the market place in six main ways.

- a) Marketers
- b) Customers
- c) Competitors
- d) Dealers

Answer: b) Customer

68. It is \_\_\_\_\_ which are at the heart of successful branding.

- a) Market Values
- b) Values
- c) Brand Values
- d) Customer Values

Answer: c) Brand Values

69. \_\_\_\_\_ techniques involve presentation of ambiguous stimuli to the respondents for interpretation.

- a) Quantitative
- b) Projective
- c) value chain
- d) Qualitative

Answer: b) Projective

70. Brand personality as a set of \_\_\_\_\_ characteristics associated with the brand.

- a) human
- b) computer
- c) product
- d) Service

Answer: a) Human

71. Brand knowledge refers to brand \_\_\_\_\_

- a) Awareness
- b) recall
- c) personality
- d) personal

Answer: a) Awareness

72. Brand feelings are customers' emotional responses and \_\_\_\_\_ with respect to the brand.

- a) actions
- b) reactions
- c) interaction
- d) exception

Answer: b) Reaction

73. The five core dimensions of Big 5 model of brand personality are: Sincerity, Competence, Sophistication, Ruggedness and \_\_\_\_\_

- a) Creativness
- b) Judgemental
- c) Excitement
- d) Traditional

Answer: c) Excitement

74. In Brand Asset Valuator model, Brand Stature results into multiplication of Esteem and \_\_\_\_\_

- a) Differentiation
- b) Relevance
- c) Knowledge
- d) Strength

Answer: c) Knowledge

75. Qualitative research methods are ideal for measuring brand \_\_\_\_\_

- a) Association
- b) Awareness
- c) Recognition
- d) Revival

Answer: a) Association

76. Quantitative research methods are ideal for measuring brand \_\_\_\_\_

- a) Association
- b) Awareness
- c) Recognition
- d) Revival

Answer: b) Awareness

77. \_\_\_\_\_ based method tries to understand consumer response under different marketing promotions.

- a) Marketing
- b) Selling
- c) Distribution
- d) Dealer

Answer: a) Marketing

78. \_\_\_\_\_ analysis aims to find the optimum positioning between low-price-low-quality and high-price-high-quality.

- a) Market
- b) Brand
- c) Conjoint
- d) Disjoint

Answer: c) Conjoint

## Unit IV

79. A clear and concise brand strategy leads to stronger overall \_\_\_\_\_

- a) Brand recognition
- b) Brand Equity
- c) Brand Architecture
- d) Interior

Answer: c) Brand recognition

80. Brand \_\_\_\_\_ is the structure of brands within and organizational identity.

- a) Brand recognition
- b) Brand Equity
- c) Architecture
- d) Interior

Answer: c) Architecture

81. The brand-product matrix is a \_\_\_\_\_ representation of all the products sold by a firm.

- a) graphical
- b) mathematical
- c) statistical
- d) qualitative

Answer: a) Graphical

82. A \_\_\_\_\_ brand is a product that is not marketed and sold under some type of name brand.

- a) Multi
- b) Generic
- c) Corporate
- d) Single

Answer: Generic

83. \_\_\_\_\_ is the structure of brands within an organizational entity.

- a) Brand Architecture
- b) Brand Building
- c) Brand Monitoring
- d) Brand Protection

Answer: a) Brand Architecture

84. Cause related marketing helps to enhance the company's and brand image.

- a) Reputation
- b) Green
- c) Long
- d) Cause Marketing

Answer: a) Reputation

85. \_\_\_\_\_ marketing refers to the promotion or advertising of products with environmental characteristics.

- a) Reputation
- b) Green
- c) Long
- d) Cause Marketing

Answer: b) Green

86. Green product development can reduce operation and production costs in the \_\_\_\_\_ run.

- a) Reputation
- b) Green
- c) Long
- d) Cause Marketing

Answer: c) Long

87. Brand \_\_\_\_\_ is the process of extending into a new product category with the existing company's established brand.

- a) Extension
- b) Line
- c) Parent
- d) Cause Marketing

Answer: a) extension

88. When a brand is extended to the same product category, it is called \_\_\_\_\_ extension.

- a) Extension
- b) Line
- c) Parent
- d) Cause Marketing

Answer: b) line

89. An existing brand that gives birth to a brand extension is the \_\_\_\_\_ brand.

- a) Extension
- b) Line
- c) Parent
- d) Cause Marketing

Answer: c) Parent

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