

Semester V - REGULAR /ATKT Nov/Dec 2020- BRAND BUILDING

Attempt only 40 out of 50 questions .

Each Question 1.5 Mark

Total Marks - 60.

Time - 1 Hour

* Required

1. Email *

2. Student Full Name (surname, first name, middle name) *

3. Student Seat No. *

4. Student ID *

MCQs

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5. Which of the following show the importance of branding?

Mark only one oval.

- ☐ It helps reduce the risk in business
- ☐ It helps reduce the stress
- ☐ It helps in planning accounts
- ☐ It helps raise capital

6. Which of these is a limitation of branding?

Mark only one oval.

- ☐ It requires consistent efforts
- ☐ It helps the company get creative in advertising
- ☐ It increases the demand of the product
- ☐ It leads to constant sales promotion by the company

7. Which of these is a definition of a Brand given by Philip Kotler?

Mark only one oval.

- ☐ A Brand is an idea.
- ☐ A brand is a name, term, sign, symbol, design or a combination of these, that identifies the maker or seller of the product.
- ☐ A brand is a set of associations made with the product.
- ☐ A brand is the intangible sum of a product's attributes.

8. Brands help in increasing the revenue and the _____ of the company.

Mark only one oval.

- ☐ Value
- ☐ Image
- ☐ Publicity
- ☐ Market Share

9. The Identity represents the Timeless Essence of the Brand

Mark only one oval.

- ☐ Core
- ☐ Value proposition
- ☐ Extended
- ☐ Emotional benefit

10. Watches from Switzerland can be an example of

Mark only one oval.

- ☐ Emotional Benefit
- ☐ Country Of Origin
- ☐ Symbols
- ☐ Functional Benefits

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11. It is one of the Brand Identity Structure

Mark only one oval.

- ☐ Brand Association
- ☐ Extended Identity
- ☐ Competences
- ☐ Excitement

12. The Trap Occurs when Brand does not communicate to the other stakeholders like Employees, Shareholders, Suppliers etc

Mark only one oval.

- ☐ Customer Perception Trap
- ☐ Image Trap
- ☐ Position Trap
- ☐ External Perspective Trap

13. Brand Image is Usually passive and looks to the past whereas brand identity should be

Mark only one oval.

- ☐ Obviously Negative or Inappropriate
- ☐ Active and the look to the Future
- ☐ How Customer Perceives the Brand
- ☐ Willing to Create Changes

14. The features & benefits that the brand offers to its customers are called.

Mark only one oval.

- ☐ Price
- ☐ Brand Attributes
- ☐ Consumer expectations
- ☐ Variety

15. The consumers initial perception & expectation of the brands performance is called

Mark only one oval.

- ☐ Brand
- ☐ Product knowledge
- ☐ Consumer expectations
- ☐ Positioning

16. The way the product is defined by consumers on important attributes & the product occupies a distinctive place in the consumers mind is called

Mark only one oval.

- ☐ Marketing.
- ☐ Promotion.
- ☐ Product Positioning
- ☐ Leveraging

17. A specific image or position for a brand is to associate it with a specific use or application is called

Mark only one oval.

- ☐ Positioning by Product attributes.
- ☐ Positioning by Price.
- ☐ Positioning by usage or application
- ☐ Positioning by Product Class.

18. A strategy where in the cultural symbols are used to differentiate the brands.

Mark only one oval.

- ☐ Positioning by Price.
- ☐ Positioning by usage.
- ☐ Positioning by Cultural symbols.
- ☐ Positioning by Product Class

19. Select the non-product related attribute of brand personality

Mark only one oval.

- ☐ Product Category
- ☐ Celebrity Endorser
- ☐ Packing
- ☐ Product Attribute

20. Jeep is a safe and durable car because of its weight and design. This is an example of.

Mark only one oval.

- ☐ Functional Benefit.
- ☐ Emotional Benefit
- ☐ Self Expressive Benefit
- ☐ Value Added Benefit

21. The brand that has a rugged personality.

Mark only one oval.

- ☐ Maza
- ☐ BMW
- ☐ Woodland
- ☐ Apple

22. A brand that showcases a daring, imaginative and high spirited personality

Mark only one oval.

- ☐ Thumbs Up
- ☐ Raymond
- ☐ Haldiram
- ☐ Bata

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23. A model of brand personality that promotes brands as vehicles to express part of their self-identity

Mark only one oval.

- ☐ OptioFunctional Model
- ☐ Relationship Model
- ☐ Self- expressive Benefit
- ☐ Personality Model

24. Intel processors in HP laptop are an example of ____ type of co-branding.

Mark only one oval.

- ☐ composite
- ☐ ingredient
- ☐ vertical
- ☐ brand extension

25. When a new brand is combined with the existing brand, the brand extension can also be called as ____

Mark only one oval.

- ☐ vertical extension
- ☐ ad-hoc
- ☐ sub brand
- ☐ line extension

26. A strategy that a brand adopts for _____ is by introducing 'limited edition'

Mark only one oval.

- ☐ moving the brand down
- ☐ Ad-hoc brand strategy
- ☐ moving the brand up
- ☐ family branding

27. A strategy that makes the brand to turn from prestigious to lower cost brands that allows to deliver acceptable quality and features is known as _____.

Mark only one oval.

- ☐ moving the brand up
- ☐ moving the brand down
- ☐ creating range brand
- ☐ Ad-hoc branding

28. AMUL is known for milk products and hence has launched butter, ghee, cheese, milk. This is _____ type of brand extension strategy.

Mark only one oval.

- ☐ image-related
- ☐ complementary
- ☐ un-related extension
- ☐ co-branding

29. Lifebuoy Original, Lifebuoy silver, Lifebuoy Lemon fresh, Lifebuoy Total10 are all known as :

Mark only one oval.

- ☐ Multi Branding
- ☐ Multi product branding
- ☐ Mix branding
- ☐ Multi strategy

30. The advantage of Multi branding strategy is:

Mark only one oval.

- ☐ To increase shelf presence and retailer dependence in the store
- ☐ To Improve product .
- ☐ To decrease internal competition within the firm
- ☐ To have brand ambassador

31. _____ is a contractual agreement whereby a company allow another firm to use the brand name, patent, trade secret or other property for a royalty or a fee

Mark only one oval.

- ☐ Brand identity
- ☐ Brand licensing
- ☐ Brand equity
- ☐ Brand portfolio

32. In the brand-product matrix all current existing brand are represented in form of rows referred to as:

Mark only one oval.

- ☐ Brand equity
- ☐ Brand Identity
- ☐ Brand portfolio
- ☐ Brand Personality

33. Under brand hierarchy levels ,Dove Shampoo Hair fall rescue is an example of

Mark only one oval.

- ☐ Corporate Brand
- ☐ Range Brand
- ☐ Individual Brand
- ☐ Modifier Brand

34. Parle recently launched PARLE SANITIZER during Covid 19 . The brand building block is

Mark only one oval.

- ☐ Fragmentation of Media and Market
- ☐ Short term pressure
- ☐ Proliferation of competitors
- ☐ Bias towards innovation

35. As per the ten brand guidelines to build strong brands and to achieve financial goals it is necessary to

Mark only one oval.

- ☐ Brand equity
- ☐ Brand identity
- ☐ Invest in Brands
- ☐ Brand ambassador

36. Positioning is done to achieve

Mark only one oval.

- ☐ Customer-focused value proposition
- ☐ Product-focused value proposition
- ☐ Company-focused value proposition
- ☐ Shareholders-focused value proposition

37. Initially Odomos was promoted initially for Indoor and later for outdoors. This repositioning happened in order to

Mark only one oval.

- ☐ Increase occasion for use
- ☐ Help the needy
- ☐ Curb mosquito breeding
- ☐ Reduce dengue

38. Milk maid repositioned itself from dairy whitener to

Mark only one oval.

- ☐ Artificial sweetener
- ☐ Desert Ingredient
- ☐ Cheese Maker
- ☐ Dough Enhancer

39. Brand Repositioning works better in which stages of product life cycle?

Mark only one oval.

- ☐ Growth stage
- ☐ Decline stage
- ☐ Rising stage
- ☐ Steady stage

40. Brand repositioning is when a company changes a brand's status in the

Mark only one oval.

- ☐ Company warehouse
- ☐ Jungle
- ☐ Market place
- ☐ Outhouse

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41. Major brand asset categories of Brand Equity are Brand Loyalty, Brand Awareness, Brand Quality and _____.

Mark only one oval.

- ☐ Brand Recognition
- ☐ Brand Associations
- ☐ Brand Identity
- ☐ Brand Personality

42. Brand _____ is the level of consumer consciousness of a company.

Mark only one oval.

- ☐ Building
- ☐ Quality
- ☐ Sales
- ☐ Awareness

43. _____ recall tests how well a consumer remembers a brand without any external help such as clues, or visuals.

Mark only one oval.

- ☐ Product
- ☐ Aided
- ☐ Unaided
- ☐ Identity

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44. Brand awareness pyramid is comprised of steps _____.

Mark only one oval.

- ☐ Five
- ☐ Three
- ☐ Eight
- ☐ Six

45. _____ are the buyers who are not loyal to the brand.

Mark only one oval.

- ☐ Switchers
- ☐ Satisfied buyers
- ☐ Brand likers
- ☐ Committed buyers

46. As per Brand Equity Ten Model, leadership can be measured by assessing

Mark only one oval.

- ☐ Top of the mind awareness
- ☐ If the brand is a category leader
- ☐ Positioning strategy
- ☐ Has high perceived value

47. Which of the following do not come under Market behaviour measures of Brand Equity Ten Model

Mark only one oval.

- ☐ Market share
- ☐ Distribution coverage
- ☐ Brand loyalty
- ☐ Market Price

48. Brand strength comes from a combination of Differentiation and ____

Mark only one oval.

- ☐ Esteem
- ☐ Knowledge
- ☐ Brand stature
- ☐ Relevance

49. Which of the following statements do not belong to Interbrand Model

Mark only one oval.

- ☐ Consistent investment denote strong brand
- ☐ Sales reflect future prospects
- ☐ Trademark protection is important for brand's strength
- ☐ Benchmarking against the leader reflect strong brand

50. Equi-Trend is based on which of the following measure

Mark only one oval.

- ☐ Salience, Perceived Quality, Leadership
- ☐ Salience, Esteem, Leadership, Market share
- ☐ Salience, Perceived Quality, User satisfaction
- ☐ Salience, Perceived Quality, Leadership, Stability

51. Brand Building Imperatives includes_____

Mark only one oval.

- ☐ Coordination across the Organization
- ☐ Not Coordination across Media
- ☐ Not Coordination across Market
- ☐ Brand manager

52. Which imperative marketer used, when a brand is present in multiple markets?

Mark only one oval.

- ☐ Coordination across the Organization
- ☐ Coordination across Media
- ☐ Coordination across Market
- ☐ Brand portfolio

53. _____ is considered as a basic imperative in place to guide the development and coordination of the tactical programs.

Mark only one oval.

- ☐ Media
- ☐ Brand identity
- ☐ Market
- ☐ Organizational unit

54. Coordinating strategy & tactics across market includes _____

Mark only one oval.

- ☐ Brand positioning
- ☐ Brand leveraging
- ☐ Marketing Research
- ☐ Brand

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