

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

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

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

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

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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