

Brand Management

1. _____ 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

View answer

Correct answer: (A)
Telemarketing

2. _____ 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

View answer

Correct answer: (A)
Chief Branding Officer

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
- B. Brand share
- C. Product share
- D. Customer share

View answer

Correct answer: (A)
Market share

4. _____ 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

[View answer](#)

Correct answer: (A)
Lifetime value of a customer

5. _____ of ad means how many times you should expose your target customers to your message.

- A. Frequency
- B. Copy
- C. Copy strategy
- D. Media

[View answer](#)

Correct answer: (A)
Frequency

6. _____ 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

[View answer](#)

Correct answer: (D)
All of the given options

7. _____ 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

[View answer](#)

Correct
Customer loyalty

answer:

(A)

8. _____ 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

View answer

Correct
Skim Pricing

answer:

(B)

9. 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

View answer

Correct
All of the given options

answer:

(D)

10. 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

View answer

Correct
Customer pull

answer:

(A)

11. An effective advertising campaign:

- A. Revolves around a strong single idea
- B. Should appeal to self interest of customer

- C. Must not wander off
- D. All of the given options

View answer

Correct answer: (D)
All of the given options

12. Brand assets include:

- A. The name of the brand
- B. Reputation, relevance, and loyalty
- C. Less quality complaints
- D. All of the given options

View answer

Correct answer: (B)
Reputation, relevance, and loyalty

13. Brand picture is based on which one of the following?

- A. Brand value
- B. Brand mission
- C. Brand vision
- D. Brand image

View answer

Correct answer: (D)
Brand image

14. 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

View answer

Correct answer: (B)
Direct marketing

15. Duration of _____ should be short and should not be repeated too often.

- A. Sales promos
- B. Market promos
- C. Brand promos
- D. Product promos

View answer

Correct answer: (A)
Sales promos

16. 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

View answer

Correct answer: (A)
Premium price

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

- A. Desirable benefit
- B. Good packaging
- C. Strong beliefs and values
- D. Service inseparability

View answer

Correct answer: (C)
Strong beliefs and values

18. Mostly, the major source of power throughout the distribution channel is:

- A. The company
- B. The brand
- C. The distributor
- D. The customer

View answer

Correct answer: (B)
The brand

19. 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

View answer

Correct answer: (C)
PIA employees

20. 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

View answer

Correct answer: (A)
Esteem multiplied by knowledge

21. 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

View answer

Correct answer: (D)
Positioning

22. The term "story board" is specifically related to:

- A. TV commercial

- B. Newspaper Editorial
- C. Magazine ad
- D. Press release

View answer

Correct answer: (A)
TV commercial

23. 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

View answer

Correct answer: (A)
Segment pricing

24. 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

View answer

Correct answer: (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

25. 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

View answer

Correct answer: (D)
All of the given options

26. Which of the following strategy give the benefit of premium pricing?

- A. Umbrella strategy
- B. Line brand strategy
- C. Product brand strategy
- D. Branding strategy

View answer

Correct answer: (A)
Umbrella strategy

27. "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

View answer

Correct answer: (B)
Implementing strategy

28. _____ advertising affords the marketer the ability to engage the consumer in a direct and personal way.

- A. Interactive
- B. Contextual
- C. Traditional
- D. Website.

View answer

Correct answer: (A)
Interactive

29. _____ are about organizations seeking gaps in broad market segments or finding gaps in competitors' product ranges.

- A. Market niche strategies
- B. Differentiation
- C. Cost leadership
- D. Focus Strategies

View answer

Correct answer: (D)
Focus Strategies

30. _____ 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

View answer

Correct answer: (B)
Brand liabilities

31. _____ 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

View answer

Correct answer: (B)
Brand liabilities

32. _____ are musical messages written around a brand.

- A. Logos
- B. Symbols
- C. Jingles
- D. Tag lines

View answer

Correct
Jingles

answer:

(C)

33. _____ are short phrases that communicate descriptive or persuasive information about a brand.

- A. Punch lines
- B. Tag lines
- C. Messages
- D. Slogans

View answer

Correct
Slogans

answer:

(D)

34. _____ branding is a type of co-branding.

- A. Ingredient
- B. Product
- C. Service
- D. Personality

View answer

Correct
Ingredient

answer:

(A)

35. _____ buy products & _____ use product

- A. consumer & customers
- B. buyers & sellers
- C. buyers & customers
- D. customers & consumer

View answer

Correct
buyers & sellers

answer:

(B)

36. _____ customers can themselves become publishers, choosing to share what they have received with their social networks.

- A. Publish - subscribe
- B. Instant sharing

- C. Multi - model viewing
- D. Mobile invertising

View answer

Correct answer: (B)
Instant sharing

37. _____ defines what the the brand thinks about the consumer, as per the consumer

- A. Brand attitude
- B. Brand positioning
- C. Brand relationship
- D. Brand manage

View answer

Correct answer: (A)
Brand attitude

38. _____ has been the first to launch an innovative media buying / selling technique, through its lastminute inventory.com, which auctions unsold media space online.

- A. Madison media
- B. Mudra Max
- C. Dentsu India
- D. JWT India

View answer

Correct answer: (C)
Dentsu India

39. _____ is a way of describing audience based on factors such as age, gender, education level, town class, income etc.

- A. Demographic
- B. Psychographic
- C. Socio-economic
- D. Infographics

View answer

Correct
Demographic

answer:

(A)

40. _____ is a way of describing audience based on the their life style, attitudes, aspirations, habits etc.

- A. Demographics
- B. Psychographics
- C. Socio-economic
- D. Infographics

View answer

Correct
Psychographics

answer:

(B)

41. _____ is the acquisition of goods and services by the seller or industrial user for the purpose of resale

- A. selling
- B. assembling
- C. buying
- D. transportation

View answer

Correct
assembling

answer:

(B)

42. _____ is the process that helps managers understand the nature of the industry, the way firms behave competitively within the industry, and how competition is generally undertaken.

- A. Market needs analysis
- B. Portfolio analysis
- C. Strategic market analysis
- D. Organizational analysis

View answer

Correct
Strategic market analysis

answer:

(C)

43. _____ is the single factor that best indicates social class

- A. Time
- B. Money
- C. Occupation

D. Fashion

View answer

Correct answer: (C)
Occupation

44. _____ is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.

- A. Target marketing
- B. Psychographic segmentation
- C. Product Differentiation
- D. Consumer behavior

View answer

Correct answer: (D)
Consumer behavior

45. _____ markets are made up of members of the distribution chain

- A. Consumer
- B. Business-to-business (industrial
- C. Institutional
- D. Channel

View answer

Correct answer: (D)
Channel

46. _____ markets include a wide variety of profit and nonprofit organizations, such as hospitals, government agencies, and schools, which provide goods and services for the benefit of society.

- A. Consumer
- B. Business-to-business (Industrial
- C. Reseller
- D. Institutional

View answer

Correct answer: (D)
Institutional

47. _____ occurs by maintaining the brand contract while undergoing innovations and modifications to stay current.

- A. Sustainability

- B. Fit
- C. Uniqueness
- D. Credibility

View answer

Correct answer: (D)
Credibility

48. _____ pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share.

- A. Market-skimming
- B. Value-based
- C. Market-penetration
- D. .Leader

View answer

Correct answer: (C)
Market-penetration

49. _____ refers to a brands objective attributes in relation to other brands

- A. Brand position
- B. Product position
- C. Brand relationship
- D. Both A&B

View answer

Correct answer: (C)
Brand relationship

50. _____ refers to the information a consumer has stored in their memory about a product or service.

- A. Cognitive dissonance
- B. Product knowledge
- C. Product research
- D. Marketing research

View answer

Correct answer: (B)
Product knowledge

[Previous](#)

51. _____ technology is changing the way consumers relate to products and markets.

- A. Information
- B. New
- C. Digital
- D. Cyber

View answer

Correct answer: (C)
Digital

52. _____ the appropriate market segment has become ever more important when carrying out e-branding campaigns.

- A. Segmenting
- B. Positioning
- C. Targeting
- D. Implementing

View answer

Correct answer: (C)
Targeting

53. _____ is now a significant part of every global corporations marketing arsenal.

- A. Internet
- B. Web
- C. Mobile
- D. e - marketing

View answer

Correct answer: (D)
e - marketing

54. _____ reflects the sum of the perceived tangible & intangible benefits & costs to cutomers

- A. customer satisfaction
- B. customer value
- C. customer delight
- D. none of the above

View answer

Correct answer: (B)
customer value

55.0 _____ evokes a hierarchical set of customer response effects – i.e. building awareness, comprehension, intentions, and actions.

- A. Distribution
- B. Communication
- C. Merchandizing
- D. Branding

View answer

Correct answer: (B)
Communication

56.0 The image of brand is the _____ with customer.

- A. Actual association
- B. Vision
- C. Positioning
- D. Personality traits

View answer

Correct answer: (A)
Actual association

57.1 To keep your brand into recognition, it is important to _____ according to an effective through plan.

- A. Advertise
- B. Position
- C. Place
- D. Market

View answer

Correct answer: (A)
Advertise

58.2 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

View answer

Correct answer: (A)
Brand chartering

59. 3 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

View answer

Correct answer: (A)
Physical evidence

60. 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

View answer

Correct answer: (A)
Brand-based

61. 5 According to researches, the highest brand loyalty of customers is among:

- A. Coffee
- B. Shampoo
- C. Cigarette
- D. Tea

View answer

Correct
Cigarette

answer:

(C)

62. 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

View answer

Correct
Brand picture

answer:

(B)

63. A _____ is a detailed version of the idea stated in meaningful consumer terms

- A. product concept
- B. product idea
- C. product feature
- D. product image

View answer

Correct
product concept

answer:

(A)

64. A _____ is a graphic mark, emblem or symbol commonly used by commercial enterprises, organisations and even individuals to aid and promote instant public recognition.(1)

- A. Logo
- B. Slogan
- C. Tag line
- D. Symbols

View answer

Correct
Logo

answer:

(A)

65. A _____ is a group or set of things that have similar characteristics.

- A. Brand

- B. Category
- C. Product
- D. Service

View answer

Correct answer: (B)
Category

66. A _____ is an elaborated version of the idea expressed in consumer terms

- A. new idea
- B. product concept
- C. product idea
- D. test brand

View answer

Correct answer: (B)
product concept

67. A _____ is someone seeking a response (attention, a purchase, a vote, a donation) from another party, called the _____

- A. salesperson, customer
- B. politician, voter
- C. marketer, prospect
- D. celebrity, audience

View answer

Correct answer: (C)
marketer, prospect

68. 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

View answer

Correct answer: (A)
Brand based

69. 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

View answer

Correct answer: (D)
All of the given options

70. 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

View answer

Correct answer: (D)
All of the given options

71. A change in an individual's behavior prompted by information and experience refers to which one of the following concept?

- A. learning
- B. role selection
- C. perception
- D. motivation

View answer

Correct answer: (A)
learning

72. 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

View answer

Correct answer: (C)
Both of the given options

73. A cluster of complementary goods and services across diverse set of industries is called as

- A. market place
- B. meta market
- C. market space
- D. resource market

View answer

Correct answer: (B)
meta market

74. A company's own retail outlets are meant:

- A. To avoid the threat of distributors' power
- B. To own and better control the distribution channel
- C. Distribution, itself, is a good business
- D. All of the given options

View answer

Correct answer: (B)
To own and better control the distribution channel

75. A customer will choose a brand based on how compelling the _____ was as compared to other brands.

- A. Difference
- B. Similarity
- C. Sameness
- D. Uniqueness

View answer

Correct answer: (A)
Difference

76. 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

View answer

Correct answer: (A)
If it satisfies customers' needs

77. A futuristic innovations (media planning) involves creating satellite imagery of the monogram or message to reach the desired geographic location and _____.

- A. programme
- B. action
- C. audience
- D. media

View answer

Correct answer: (C)
audience

78. 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

View answer

Correct answer: (D)
All of the given options

79. A good channel system must automatically offer _____ to the customers.

- A. Transaction services
- B. After-sales services
- C. Both of the given options
- D. None of the given options

View answer

Correct answer: (C)
Both of the given options

80. A good positioning is something that must be _____ to the customer.

- A. Visible
- B. Believable
- C. Reasonable
- D. Invisible

View answer

Correct answer: (B)
Believable

81. 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
- D. Promotion

View answer

Correct answer: (A)
Growth

82. A large amount of _____ advertising is for retailers, local businesses and for promotions.

- A. news paper
- B. magazines
- C. radio
- D. television

View answer

Correct answer: (C)
radio

83. A marketer need to understand that some general traits of a brand name are

- A. Easy to recognize

- B. Easy to pronounce
- C. Easy to memorize
- D. None of the above

View answer

Correct answer: (D)
None of the above

84. A mix of different communication tools has a better chance of achieving

- A. Objectives
- B. Synergy
- C. Efficiency
- D. Effectiveness

View answer

Correct answer: (B)
Synergy

85. Word "brand" is frequently used as a

- A. customers
- B. marketing
- C. advertising
- D. metonym

View answer

Correct answer: (D)
metonym

86. A personal computer with features relating processor's specifications, the size of the hard disk and capacity of RAM is an example of:

- A. Explicit promise
- B. Implicit promise
- C. Positive promise
- D. Negative promise

View answer

Correct answer: (A)
Explicit promise

87. A social and managerial process by which individuals and organizations obtain what they need and want through value creation refers to which one of the following concepts?

- A. Selling
- B. Advertising
- C. Barter
- D. Marketing

View answer

Correct answer: (D)
Marketing

88. A sound mission and value statement must have all the attributes EXCEPT:

- A. Memorable
- B. Pragmatic
- C. Lengthy
- D. Inspiring

View answer

Correct answer: (C)
Lengthy

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

- A. Two to five years
- B. Three to six years
- C. Two to six years
- D. Three to five years

View answer

Correct answer: (D)
Three to five years

90. Achieving the right brand identity means creating brand _____ with customers.

- A. Salience
- B. Resonance
- C. Awareness
- D. Loyalty

View answer

Correct answer: (A)
Salience

91. Advertising _____ is capable to attract consumers only if it is based on their needs.

- A. Reach
- B. Copy
- C. Frequency
- D. Media

View answer

Correct answer: (B)
Copy

92. Advertising to todays consumers, we need to look beyond the _____ media of print, radio, and television.

- A. traditional
- B. non - traditional
- C. social
- D. new

View answer

Correct answer: (A)
traditional

93. All of the following statements would be considered to be TRUE regarding company vision statements EXCEPT:

- A. Vision statements are never presented with an organization's mission statement
- B. Vision statements are often combined with the mission statement
- C. Vision statements are often designed to be memorable, one-line statements
- D. Vision statements reflect an organization's strategic intent

View answer

Correct answer: (A)
Vision statements are never presented with an organization's mission statement

94. An apparel marketer is planning to launch an existing brand name into a new product category. Which brand development strategy is being implemented?

- A. Line extension
- B. Multibrand
- C. Brand extension
- D. Rebranding

View answer

Correct answer: (C)
Brand extension

95. 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:

- A. Customer service
- B. Consistent performance
- C. Price value relationship
- D. Accessibility

View answer

Correct answer: (B)
Consistent performance

96. An effective advertising campaign:

- A. Revolves around a strong single idea
- B. Should appeal to self interest of customer
- C. Must not wander off
- D. All of the given options

View answer

Correct answer: (D)
All of the given options

97. Anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need is called a(n):

- A. idea
- B. demand
- C. product.
- D. service.

View answer

Correct answer: (C)
product.

98. At the center of a brand's characteristics is the following:

- A. Identity
- B. Image
- C. Value
- D. None of the given options

View answer

Correct answer: (C)
Value

99. Attack the market and defend the position are the prime strategies pursued by a firm with _____ positioning.

- A. Market challenger
- B. Market Leader
- C. Market Follower
- D. Market Nicher

View answer

Correct answer: (B)
Market Leader

100. 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

View answer

Correct answer: (D)
Fill all the gaps in market

Brand Management

101. Brand _____ is a customer's personal opinion about a brand.

- A. Judgment
- B. Image
- C. Identity
- D. Personality

View answer

Correct answer: (A)
Judgment

102. Brand assets include:

- A. The name of the brand
- B. Reputation, relevance, and loyalty
- C. Less quality complaints
- D. All of the given options

View answer

Correct answer: (B)
Reputation, relevance, and loyalty

103. Brand awareness consists of brand recognition and brand _____.

- A. Growth
- B. Recall
- C. Presence
- D. Identity

View answer

Correct answer: (B)
Recall

104. Brand element is also known as _____.

- A. Awareness
- B. Recall
- C. Identity
- D. Image

View answer

Correct answer: (C)
Identity

105. Brand feelings are customers' emotional responses and _____ with respect to the brand.

- A. Actions
- B. Interaction
- C. Reactions
- D. All of the above

View answer

Correct answer: (C)
Reactions

106. Brand identity is followed by _____, which is a reflection of what marketers planed to send to the public.

- A. Brand value
- B. Brand image
- C. Advertising
- D. Brand personality

View answer

Correct answer: (B)
Brand image

107. With the effort of team of professionals in a company, produce end product which isrelated to the _____

- A. Brand creation
- B. Idea creation
- C. Brand management
- D. Marketing management

View answer

Correct answer: (D)
Marketing management

108. Brand knowledge refers to brand _____.

- A. Awareness
- B. Recall
- C. Personality
- D. Persona

View answer

Correct answer: (A)
Awareness

109. 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.

View answer

Correct answer: (D)
Companies wanted to differentiate their products and highlight distinctions in a competitive environment.

110. Brand personality is a set of _____ characteristics associated with the brand.

- A. Human
- B. Computer
- C. Product
- D. Artificial Intelligence

View answer

Correct answer: (A)
Human

111. Brand resonance and the relationships that consumers have with brands have two dimensions: intensity and _____.

- A. Growth
- B. Activity
- C. Judgment
- D. Creativity

View answer

Correct answer: (B)
Activity

112. Brand which is result of extension in brand or sub-brand is classified as

- A. brand extension
- B. sub-brand
- C. parent brand
- D. product extension

[View answer](#)

Correct answer: (C)
parent brand

113. Branding strategy is also called

- A. brand architecture
- B. branding rate
- C. brand earnings
- D. brand responsiveness

[View answer](#)

Correct answer: (A)
brand architecture

114. 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

[View answer](#)

Correct answer: (A)
Segmentation and differentiation strategies

115. 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

[View answer](#)

Correct answer: (D)
All of the given options

116. Brands like to stay contemporary because of:

- A. Others do it
- B. Staying attractive
- C. Upholding the contract
- D. None of the given options

View answer

Correct answer: (C)
Upholding the contract

117. Building brand equity through leveraging secondary brand associations is an _____ approach.

- A. Direct
- B. Special
- C. Procured
- D. Indirect

View answer

Correct answer: (C)
Procured

118. Building the brand vision is very serious matter and cannot be decided by just one manager because of the issue of:

- A. Marketing
- B. Finance
- C. Production
- D. Promotion

View answer

Correct answer: (B)
Finance

119. Building the brand vision is very serious matter and cannot be decided by just onemanager because of the issue of:

- A. Marketing

- B. Finance
- C. Production
- D. Visual display

View answer

Correct answer: (B)
Finance

120. Buying goods and services for further processing or for use in the production process refers to which of the following markets?

- A. Consumer markets
- B. Government markets
- C. Business markets
- D. International markets

View answer

Correct answer: (C)
Business markets

121. Careful brand management look for to build product or services related to the

- A. target audience
- B. cost
- C. profit
- D. all of answers are correct

View answer

Correct answer: (A)
target audience

122. 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

View answer

Correct answer: (D)
The brand name must be modern and contemporary

123. 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

View answer

Correct answer: (C)
Both of the given options

124. 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

View answer

Correct answer: (C)
Both of the given options

125. Clearness regarding proportions of brands is clarity in

- A. functions of brand
- B. aspects of differentiation
- C. both of given options
- D. none of given options

View answer

Correct answer: (C)
both of given options

126. Companies are exploring the _____ for communicating their advertising message because of its several attractive features and advantages.

- A. television
- B. newspaper

- C. radio
- D. new media

View answer

Correct answer: (D)
new media

127. Companies employ the elements of the _____ (product concept, target audience, advertising message, and communications media) to devise strategies to achieve advertising objectives.

- A. Synergistic approach
- B. Creative mix
- C. Advertising impression
- D. Advertising response curve

View answer

Correct answer: (B)
Creative mix

128. Complete the following definition of advertising media. The advertising media is a marketing communications umbrella concept that covers _____ to the prospective consumer.

- A. Media vehicles
- B. Advertising messages
- C. Brand
- D. Channels

View answer

Correct answer: (B)
Advertising messages

129. 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

View answer

Correct answer: (D)
Conforming to the changing behavior and beliefs of customers

130. 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

View answer

Correct answer: (D)
Conforming to the changing behavior and beliefs of customers