

BRAND MANAGEMENT MOCK EXAM PAPER

SEMESTER VI

TYPE: MCQ

Q1. A customer will choose a brand based on how compelling the _____ was as compared to other brands. (1)

1. **Difference
2. Similarity
3. Sameness
4. Uniqueness

Q2. Good _____ offers various benefits to the brand and the company. (1)

1. Communication
2. Variety
3. **Positioning
4. Placement

Q3. A _____ is a group or set of things that have similar characteristics. (1)

1. Brand
2. **Category
3. Product
4. Service

Q4. If the brand positioning is conceptualized and executed well, it can be used by the company in various _____ activities. (1)

1. **Marketing
2. Commercial
3. Social
4. Promotion

Q5. A good positioning is something that must be _____ to the customer. (1)

1. Visible
2. **Believable
3. Reasonable
4. Invisible

Q6. Brand element is also known as _____. (1)

1. Awareness
2. Recall
3. **Identity
4. Image

Q7. 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)

1. **Logo
2. Slogan
3. Tag line
4. Symbols

Q8. _____ are short phrases that communicate descriptive or persuasive information about a brand. (1)

1. Punch lines
2. Tag lines
3. Messages
4. **Slogans

Q9. _____ are musical messages written around a brand. (1)

1. Logos
2. Symbols
3. **Jingles
4. Tag lines

Q10. Packaging is called as the _____ P of marketing mix. (1)

1. First
2. Third
3. Fourth
4. **Fifth

Q11. Brand awareness consists of brand recognition and brand _____. (2)

1. Growth
2. **Recall
3. Presence

4. Identity

Q12. Achieving the right brand identity means creating brand _____ with customers. (2)

1. **Salience
2. Resonance
3. Awareness
4. Loyalty

Q13. Brand _____ is a customer's personal opinion about a brand. (2)

1. **Judgment
2. Image
3. Identity
4. Personality

Q14. Brand resonance and the relationships that consumers have with brands have two dimensions: intensity and _____. (2)

1. Growth
2. **Activity
3. Judgment
4. Creativity

Q15. The strategic brand management process starts with understanding what the brand represents and how it is _____ with respect to its competitors. (2)

1. **Positioned
2. Targeted
3. Segmented
4. Promoted

Q16. Building brand equity through leveraging secondary brand associations is an _____ approach. (2)

1. Direct
2. Special
3. Procured
4. **Indirect

Q17. In channel of distribution, particularly _____ are able to create an image of their store in the minds of the customer. (2)

1. Whoesaler
2. **Retailer
3. Distributor
4. Dealer

Q18. _____ branding is a type of co-branding. (2)

1. **Ingredient
2. Product
3. Service
4. Personality

Q19. Licensing creates contractual arrangements whereby firms can use the names, logos, characters, etc. to market their own brands for some _____ fee. (3)

1. Variable
2. Monthly
3. Quarterly
4. **Fixed

Q20. The _____ from which brand originates can also be linked to the brand to generate secondary associations. (3)

1. Product
2. Industry
3. **Country
4. Region

Q21. The ability of the marketing programme to affect the customer mind-set will depend on its_____. (3)

1. Salesperson
2. **Quality
3. Technology
4. Customer service

Q22. The customer mindset affects how _____ react in the market place in six main ways. (3)

1. Values
2. Market values
3. **Brand values
4. Organisational values

Q23. Brand personality is a set of _____ characteristics associated with the brand. (3)

1. **Human
2. Computer
3. Product
4. Artificial Intelligence

Q24. Brand knowledge refers to brand _____. (3)

1. **Awareness
2. Recall
3. Personality
4. Persona

Q25. Brand feelings are customers' emotional responses and _____ with respect to the brand. (3)

1. Actions
2. Interaction
3. **Reactions
4. All of the above