

BRAND MANAGEMENT

1) **The task of any business is to deliver _____ at a profit.**

- A) customer needs
- B) customer value
- C) products and services
- D) improved quality

ANSWER: B

2) **The solution to price competition is to develop a differentiated:_____**

- A) Product, price, and promotion.
- B) Offer, delivery, and image.
- C) Package and label.
- D) International Web site.

ANSWER: B

3) **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

ANSWER: C

4) **Marketing managers should adapt the marketing mix to _____ and constantly monitor value changes and differences in both domestic and global markets.**

- A) Sales strategies
- B) Marketing concepts
- C) Cultural values
- D) Brand images

ANSWER: C

5) **The _____ refers to the various companies that are involved in moving a product from its manufacturer into the hands of its buyer.**

- A) distribution chain
- B) network chain
- C) supply chain
- D) promotion network

ANSWER: A

6) **_____ 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 behaviour

ANSWER: D

7) **The Word "brand" is frequently used as a_____**

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

ANSWER: D

8) Advertising to today's consumers, we need to look beyond the _____ media of print, radio, and television.

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

ANSWER: A

9) The cost of an advertisement or a schedule of ads is often based on _____.

- A) CPP
- B) CPR
- C) CPI
- D) CPM

ANSWER: D

10) 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

ANSWER: B

11) Mainly, chief resource of authority throughout allocation channel is _____.

- A) company
- B) brand
- C) distributor
- D) customer

ANSWER: B

12) Clearness regarding proportions of brands is clarity in

- A) functions of brand
- B) aspects of differentiation
- C) Function & aspect of given options
- D) disadvantages of given options

ANSWER: C

13) Media strategy is making media decisions based on _____.

- A) Understanding customers wants and needs
- B) The clients wishes
- C) Whims of the market
- D) Brand awareness

ANSWER: A

14) Careful brand management look for to build product or services related to the _____

- A) target audience
- B) cost
- C) profit
- D) Nature

ANSWER: A

15) Branding strategy is also called _____

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

ANSWER: A

16) When companies combine existing brand with new brands, brands are called _____

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

ANSWER: D

17) 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

ANSWER: C

18) Interactive media can be best described as _____

- A) Customized Marketing Messages
- B) Marketing Communications Mix
- C) Marketing Mix
- D) Media that allow two-way messages between company and consumer

ANSWER: D

19) Product choice is greatly affected by economic circumstances. All of the following would be among those circumstances EXCEPT

- A) spendable income
- B) savings and assets
- C) debts
- D) occupation

ANSWER: D

20) The mental act, condition or habit of placing trust or confidence in another

shows which of the following options?

- A) Motive
- B) Belief
- C) Behavior
- D) Attitude

ANSWER: D

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

- 22) _____
- A) salesperson, customer
 - B) politician, voter
 - C) marketer, prospect
 - D) celebrity, audience

ANSWER: C

23) **The** _____ is practiced most aggressively with unsought goods, goods that buyers normally do not think of buying, such as insurance, encyclopedias, and funeral plots.

- A) marketing concept
- B) selling concept
- C) production concept
- D) product concept

ANSWER: B

24) **The** _____ concept holds that consumers will favor those products that offer the most quality, performance, or innovative features.

- A) product
- B) marketing
- C) production
- D) selling

ANSWER: A

25) **One traditional depiction of marketing activities is in terms of the marketing mix or four Ps. The four Ps are characterized as being** _____

- A) product, positioning, place, and price
- B) product, production, price, and place
- C) promotion, place, positioning, and price
- D) product, price, promotion, and place

ANSWER: D

26) **The traditional view of marketing is that the firm makes something and then** _____ **it.**

- A) sells
- B) distributes
- C) prices
- D) services

ANSWER: A

1.refers to a brands objective (functional) attributes in relation to other brands.

- a. Brand position
- b. Product position
- c. Brand relationship
- d. Brand position and Product position

Answer:d

2.defines what the brand thinks about the consumer, as per the consumer.

- a. Brand attitude
- b. Brand positioning
- c. Brand relationship
- d. Brand image

Answer: a

3.includes two aspects of a brand – its associations and its personality.

- a. Brand attitude
- b. Brand positioning
- c. Brand relationship
- d. Brand image

Answer: d

4.includes all that is linked up in memory about the brand. It could be specific to attributes, features, benefits or looks of the brand.

- a. Brand attitude
- b. Brand Associations
- c. Brand relationship
- d. Brand image

Answer:b

5.includes two visual signals of a brand – its character (e.g. Amul girl, Pillsbury doughboy) and its logo. Both are elements of brand identity.

- a. Brand attitude
- b. Brand Image
- c. Brand Symbol
- d. Brand Positioning

Answer: c

6.....can be thought of as a perceptual map of in which like products of the same company (say, toothpaste) are positioned very close to one another and compete more with one another than with brands of other companies.

- a. Brand Comparison
- b. Cannibalization
- c. Positioning
- d. Brand Associations

Answer: b

7. A marketer needs to understand that some 'general traits' of a brand name are:

- a. Easy to recognize
- b. Easy to pronounce
- c. Easy to memorize or recall
- d. East to recognise, pronounce, recalls

Answer: d

8. Close up, Doordarshan, Frooti, Babool, Fair and Lovely, Band-aid and Ujala are the examples of.....

- a. Descriptive Brand Name
- b. Suggestive brand name
- c. Free Standing brand name
- d. Position

Answer: a

9. Kadak, Xerox, Exxon, Fidji are examples of _____

- a. Free Standing brand name
- b. Descriptive Brand Name
- c. Suggestive brand name
- d. Suggestive and descriptive name

Answer: a

10. Whisper, Visa, Tropicana, Surf, Limca, Crush, Denim are examples of _____

- a. Descriptive Brand Name
- b. Suggestive brand name
- c. Free Standing brand name
- d. None of the above

Answer: b

11. Watches sold as a Jewellery is related to _____

- a. Titan Raga
- b. Tanishq
- c. Swatch
- d. GoldPlus

Answer: b

12. Vaseline- petroleum jelly sold as lip salve and moisturizer, is an example of _____

- a. Benefit related positioning
- b. Positioning by usage occasion and time of use
- c. Category related positioning
- d. Price Quality positioning

Answer: c

13. "Jod jo tootega nahin" tagline is related with brand.....

- a. M-Seal
- b. Fevikwik
- c. Fevicol
- d. Ambuja cement

Answer: c

14. Lifebuoy – kills the germs you cannot see, is an example of _____

- a. Emotional benefit related to positioning
- b. Functional benefit related positioning
- c. Usage occasion related to positioning
- d. Health-related positioning

Answer: b

15. Match the correct

- 1. Close up i. Fresh
- 2. JK Tyres ii. Caring
- 3. J&J iii. In control
- 4. Liril iv. Confident

Options:

- a. 1(ii), 2(iii), 3(i), 4(iv)
- b. 1(ii), 2(iv), 3(i), 4(iii)
- c. 1(iv), 2(iii), 3(ii), 4(i)
- d. 1(ii), 2(iii), 3(iv), 4(i)

Answer: c

16. Which is not an example of Positioning by usage occasion and time of use?

- a. Listerine – night time rinse
- b. Nescafe – Great start to the morning
- c. NIIT (Inspired.....life begins at NIIT)
- d. Domino's (When families are having fun)

Answer: c

17. marketing is a process which aims at _____

- A) production
- B) profit making
- C) satisfaction of customer needs
- C) selling products

ANSWER: C

18. Marketers often use the term _____ to cover various groupings of customers

- A) buying power
- B) demographic segment
- C) people
- D) market

ANSWER: D

19. 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

20. The key customer markets consists of _____

- A) Government markets
- B) Business markets
- C) Consumer markets
- D) All of the above

ANSWER: D

21.buy products & _____ use product

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

ANSWER: B

22. _____ reflects the sum of the perceived tangible & intangible benefits & costs to customers.

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

ANSWER: B

23. Testing before launching a product launching a product is known as,.....

- A) Acid test
- B) Concept testing
- C) Market test
- D) test marketing

ANSWER: D

24. _____ 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

ANSWER: A

25. _____ 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

ANSWER: B

1) _____ 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

ANSWER: B

2) **A _____ is an elaborated version of the idea expressed in consumer terms**

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

ANSWER: B

3) **NPD Stands for _____**

- A) national production division
- B) new product department
- C) new product design
- D) new product development

ANSWER: D

4) **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

ANSWER: A

5) **Marketing myopia related first paper published in 1960 in the**

- A) international business review
- B) forbes magazine
- C) harvard business review
- D) oxford university press

ANSWER: C

6) **A large amount of _____ advertising is for retailers, local businesses and for promotions.**

- A) news paper
- B) magazines
- C) radio
- D) Television

ANSWER: C

7) **marketing buzz means means.....**

- A) Demarketing
- B) Pricing
- C) Product Development

D) Promotion
ANSWER: C

8) **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
- ANSWER: D**

9) **The advertising industry is passing through a transition phase with the emergence of the _____ media.**

- A) television
 - B) online
 - C) interactive
 - D) information
- ANSWER: B**

10) **New media is very cost-effective when compared to the traditional media and is highly _____.**

- A) reliable
 - B) reputed
 - C) resourceful
 - D) result-oriented
- ANSWER: D**

11) **The _____ is the biggest possible medium and has the quickest and the deepest reach throughout the globe.**

- A) web
 - B) TV
 - C) radio
 - D) Outdoor
- ANSWER: A**

12) **Digital technology is changing the way _____ relate to products and markets.**

- A) manufactures
 - B) consumer
 - C) Dealers
 - D) Industry
- ANSWER: B**

13) **Cyber consumers are not _____**

- A) active
 - B) passive
 - C) homogeneous
 - D) Heterogeneous
- ANSWER: C**

14) Marketers often use the term _____ to cover various groupings of customers.

- A) people
- B) buying power
- C) demographic
- D) Segment market

ANSWER: D

15) Inside sales is known as _____

- A) Direct marketing
- B) social marketing
- C) tele-marketing
- D) viral marketing

ANSWER: C

16) which is the future of direct marketing

- A) one to one communication
- B) open dialogue
- C) personal relationship
- D) Personal relation, open dialogue and one to one communication

ANSWER: D

17) Tele marketing is a part of

- A) direct marketing
- B) relationship marketing
- C) social marketing
- D) viral marketing

ANSWER: A

18) Selectivity is related to _____

- A) portrayal
- B) relevance
- C) support
- D) Coverage

ANSWER: D

19) 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

ANSWER: B

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

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

ANSWER: A

21) One of the key tasks of marketers is and to create consumer perceptions that the product is worth purchasing_____.

- A) To make products easily visible and available
- B) To promote sales of products
- C) To differentiate their products from those of competitors
- D) To do marketing surveys

ANSWER: C

22) technology is changing the way consumers relate to products and markets_____

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

ANSWER: C

23) Cyber consumers are not_____

- A) Heterogeneous
- B) segmented
- C) mass
- D) Homogeneous

ANSWER: D

24) e-Tailing will have to co-exist with _____retailing.

- A) e-Commerce
- B) traditional
- C) mobile
- D) integrated

ANSWER: B

25) _____the appropriate market segment has become ever more important when carrying out e-branding campaigns.

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

ANSWER: C

1) Creating and securing a brand name in the physical world requires extensive marketing_____.

- A) Research
- B) strategy
- C) effort
- D) media

ANSWER: A

2) Online marketing of all types offers superior measurability and trackability in comparison to traditional_____

- A) media
- B) tactics
- C) research
- D) information

ANSWER: B

3) Digital branding, in general need to have the consumer- specific orientation addressed to consumers in a _____ context.

- A) geographic
- B) natural
- C) confined
- D) cultural

ANSWER: D

4) What is the last stage of the consumer decision process?

- A) problem recognition
- B) post purchase behaviour
- C) alternative evaluation
- D) Purchase

ANSWER: B

5) Media are the bridges that carry messages back and forth between companies and _____

- A) consumers
- B) customers
- C) prospects
- D) influencers.

ANSWER: B

6) The challenge of media planning is becoming greater because the number of ways to send brand messages is_____.

- A) decreasing
- B) complicated
- C) increasing
- D) competitive

ANSWER: C

7) Media planners begin their work by doing media_____

- A) research
- B) message
- C) buying
- D) selling

ANSWER: A

8) markets are made up of members of the distribution chain_____

- A) Consumer
- B) Business-to-business (industrial

- C) Institutional
- D) Channel

ANSWER: D

9) Vehicles dealing with particular areas of interest, such as sports, hobbies or finance, are the ones most likely to have lifestyle and product - usage data in addition to _____ profiles.

- A) media
- B) demographic
- C) audience
- D) brand

ANSWER: B

10) When a company distributes its products through a channel structure that includes one or more resellers, this is known as _____

- A) Indirect marketing
- B) direct marketing
- C) multi-level marketing
- D) integrated marketing

ANSWER: A

11) In marketing theory, every contribution from the supply chain adds _____ to the product

- A) value
- B) cost
- C) convenience
- D) ingredients

ANSWER: A

12) The act of trading a desired product or service to receive something of value in return is known as which key concept in marketing?

- A) product
- B) exchange
- C) production
- D) customer

ANSWER: B

13) The most basic level of a product is called the:

- A) core product.
- B) central product
- C) fundamental product.
- D) augmented product.

ANSWER: A

14) 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.

ANSWER: C

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

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

ANSWER: C

16) A change in an individual's behaviour prompted by information and experience refers to which one of the following concept?

- A) learning
- B) role selection
- C) perception
- D) Motivation

ANSWER: A

17) A futuristic innovation (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

ANSWER: C

18) Customers' _____ have become the order of the day.

- A) endorsement
- B) information
- C) awareness
- D) knowledge

ANSWER: A

19) Holistic marketers achieve profitable growth by expanding customer share, _____, and capturing customer lifetime value.

- A) undermining competitive competencies
- B) building customer loyalty
- C) milking the market for product desires
- D) renewing a customer base

ANSWER: B

20) _____ 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

ANSWER: C

21) _____ 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

ANSWER: D

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

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

ANSWER: D

23) 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

ANSWER: B

24) Whether to sell via intermediaries or directly to consumers, how many outlets to sell through, and whether to control or cooperate with other channel members are examples of decisions marketers must make about_____.

- A) Promotion
- B) Price
- C) Distribution
- D) Product

ANSWER: C

25) 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

ANSWER: D