

**Sheth T J Education Society's
Sheth NKTT College of Commerce & Sheth JTT College of Arts, Thane (W)**

1. Which of the following is a brand element?
 - a. Logo
 - b. Packaging
 - c. Name
 - d. All of the above.

2. Which of the following brand strategy gives you the benefit of premium pricing?
 - a. Umbrella branding strategy
 - b. Line branding strategy
 - c. Product brand strategy
 - d. Hybrid brand strategy

3. When brand management becomes heart of marketing, then which one becomes the heart of brand management?
 - a. Owner's equity
 - b. Brand equity
 - c. Brand assets
 - d. Brand value

4. Which of the following is created by management for the consumer and for the company through good brands?
 - a. Value
 - b. Price
 - c. Cost
 - d. Rate

6. Brand strategy is the plan to take your brand from where it is to where you want to take it.
 - a. Brand equity
 - b. Brand identity
 - c. Brand strategy
 - d. Brand personalization

6. "intel inside" is a classic example of which one of the following?
 - a. Bundling
 - b. Joint venture
 - c. Co-branding
 - d. Ingredient branding

7. Introducing additional items in the same product category by adding new flavours, forms, colours, ingredients or package sizes under the same brand name is known as:
 - a. Product extension
 - b. Interactive brand
 - c. Line extension
 - d. Service extension

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8. Which of the following pricing model is suggested during the introduction of a luxury good?
- Premium pricing
 - Discount pricing
 - Penetration pricing
 - Psychological pricing
9. The distribution channel's performance depends on all of the following except:
- Customer reach
 - Operating efficiency
 - Service Quality
 - Place of distribution
10. Sale of shampoo in the form of a sachet, big bottle is an example of which of the following Ps of Marketing?
- Product
 - Price
 - Packaging
 - Physical evidence
11. In strategic brand management, the focus is on _____.
- Brand positioning
 - Brand performance
 - Both a and b
 - Neither a nor b
12. Marketers can apply a Branding on
- Physical good
 - Service
 - Store
 - All of the above
13. God's own country is a tagline of which of the following state tourism adverts?
- Madhya Pradesh
 - Uttar Pradesh
 - Kashmir
 - Kerela
14. There are ___ key elements of CBBE.
- 4
 - 5
 - 2
 - 3
15. The representation of consumer perceptions and preferences in visual manner is _____
- Preference map
 - Value map

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- c. Perceptual map
 - d. Visual preference map
16. When a firm designs the product for one of the corners of the market, it is _____
- a. Single niche strategy
 - b. Multiple niche strategy
 - c. Mass Market strategy
 - d. special class strategy
17. At _____ stage, sales rise much faster than promotional expenditures.
- a. introduction
 - b. growth
 - c. maturity
 - d. decline
18. The process of designing the company's image and offering to get a distinctive place in minds of target market is known as:
- a. Targeting
 - b. Segmenting
 - c. Positioning
 - d. branding
19. _____ is an example of generic branding.
- a. Xerox
 - b. Dettol
 - c. Xavier
 - d. Lux
20. _____ includes two aspects of brand- brand association and brand personality.
- a. Brand image
 - b. Brand positioning
 - c. Brand attitude
 - d. brand relevance
21. Brand association is related with:
- a. Attributes
 - b. Benefits
 - c. Look
 - d. All of the above
22. _____ is a strategic alliance between a brand owner and a manufacturer in which the brand owner grants the manufacturer the right to produce and distribute products under the brand name.
- a. Brand recognition
 - b. Brand contracting

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- c. Brand licensing
 - d. Brand leveraging
23. _____ defines what the brand thinks about the customer as per the consumer.
- a. Brand image
 - b. Brand Relationship
 - c. Brand attribute
 - d. Brand attitude
24. The brand association resulting out of distinctive and superior relevance to peers is stated as:
- a. Deliverability
 - b. Differentiability
 - c. Desirability
 - d. distancing
25. A strong brand commands
- a. Intense customer loyalty
 - b. Intense employer loyalty
 - c. Intense employee loyalty
 - d. Intense customer attraction
26. A _____ can be defined as marketers' vision of brand and what it should do for consumers.
- a. Brand exploration
 - b. Brand creation
 - c. Brand promise
 - d. Brand imagery
27. Special characters are _____.
- a. brand ambassadors
 - b. mascots
 - c. logo
 - d. brand identity
28. Which of the following is an example of service branding?
- a. Pepsi
 - b. SBI e-kiosk service
 - c. LG Electronics
 - d. dominos pizza
29. Pepsi and Dominos combo meal offer is an example of:
- a. Ingredient branding
 - b. Co- branding
 - c. Monolithic branding
 - d. Generic branding
30. Which of the following is an example of brand leveraging?

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- a. Co- branding
 - b. monolithic branding
 - c. generic branding
 - d. ingredient branding
31. ____function of the marketing that gives identity or face value to a product.
- a. **Branding**
 - b. Market Research
 - c. Advertising
 - d. Copyright
32. _____is a promise that the product will perform as per customer's expectations.
- a. Product
 - b. Brand
 - c. service
 - d. core ethic
33. _____is a set of functional, emotional and rational associations and benefits which have occupied target market's mind.
- a. Brand
 - b. Product
 - c. idea
 - d. core ethic
34. _____ branding aims at connecting with the consumers.
- a. Rational
 - b. Emotional
 - c. positive
 - d. negative
35. ____ aspects of Brand Management includes the core product, price, packaging, augmented product.
- a. Tangible
 - b. Intangible
 - c. augmented
 - d. indecipherable
36. _____aspects of Brand Management includes product positioning, customer experience, value added services, customer relationship with the brand.
- a. Tangible
 - b. Intangible
 - c. augmented
 - d. indecipherable
37. Brand ____uses mental maps and perceptual mapping for gauging the perceived benefits and advantages from the brand.
- a. Positioning,
 - b. Resonance
 - c. relevance

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- d. identity
38. Brand _____ describes how to create intense, active loyalty relationships with customers.
- Positioning
 - Resonance
 - mapping
 - perception
39. Logo, tagline, colour palette are examples of _____.
- Brand Chain
 - Brand Elements
 - brand value
 - ingredient brand
40. _____ program is a coordinated and well-designed set of activities to achieve marketing objectives.
- Marketing
 - market research
 - Branding
 - selling
41. _____ means linking the brand to some other entity like corporate brand, celebrity, country of origin, event, ingredient, etc.
- Brand Elements
 - Leveraging Secondary Brand associations
 - brand resonance
 - brand loyalty
42. _____ are comprehensive examination of a brand to assess its health and uncover its sources of equity.
- Brand audits
 - Brand study
 - brand analysis
 - brand evaluation
43. _____ is collecting information from consumers on a routine basis over time.
- Brand tracking studies
 - Brand audits
 - branding pretests
 - brand analysis
44. _____ provides general guidelines about branding strategy and the brand elements to be applied across all the different products sold by the firm.
- Brand Architecture
 - Brand equity management system
 - brand designing
 - branding alignment

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45. _____ is a set of different brands that a particular firm offers for sale to buyers in a particular category.
- Brand Architecture
 - brand resonance
 - Brand portfolio
 - brand hierarchy
46. _____ displays the number and nature of common and distinctive brand components across the firm's set of brands.
- Brand hierarchy
 - Brand portfolio
 - brand awareness
 - branding grid
47. Customer-based brand equity has been developed by _____.
- Kevin Keller
 - Philip Kotler
 - Jerome Mccarthy
 - David Aaker
48. _____ is defined as the differential effect that brand knowledge has on consumer response to the marketing of the brand.
- Customer-based brand equity
 - Producer based Brand equity
 - product brand grid study
 - brand hierarchy for product differentiation
49. _____ means what consumers have learnt, felt, seen and heard about the brand.
- Brand Equity
 - Brand Knowledge
 - brand awareness
 - brand resonance
50. _____ is the level of consumer consciousness of a company
- Brand awareness
 - Brand Image
 - Brand recall
 - Brand recognition

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