

Bachelor of Management Studies(BMS)Programme

Third YearSemester Vand VI Under Choice Based Credit, Grading and Semester System (REV 18-19)

Course : TYBMS

SEM : VI

Group A: Marketing Electives

Paper :BRAND MANAGEMENT

Q. No.	Question	Option A	Option B	Option C	Option D	Correct option	Correct option
1	Industrialization dawned and slowly was mass and homogenous	production	distribution	raw materials	employee	A	production
2	Marketers should evaluate all possible means to create _____ considering not just efficiency and cost but also effectiveness.	understanding	skills	knowledge	opportunities	C	knowledge
3	A strong brand commands	Intense consumer loyalty	Intense employer loyalty	Intense employee loyalty	Intense consumer behaviour	A	Intense consumer loyalty
4	Brand Architecture is an _____ structure of brand portfolio	Assembling	Organising	Ascertaining	Evaluating	B	Organising
5	"Worldwide Leader in Sports" is the tagline of	Star Sports	Ten Sports	ESPN	Aii sports	C	ESPN
6	Brand product matrix guides _____ of several marketing tactics	Preparation	Production	Development	Maintenance	C	Development
7	A _____ can be defined as the marketers vision of brand and what is should do for consumers.	Brand exploration	Brand promise	Brand creation	Brand creation	B	Brand promise
8	As strategy, brand-extension capitalise the	Brand service	Brand Assets	Brand market	Brand firm	A	Brand service
9	In Public Relations, unlike _____, this form of promotion is not paid for by the sponsor.	direct marketing	promotions	sales promotion	advertising	D	advertising
10	Lifebuoy care, Lifebuoy nature Lifebuoy total products extension is an example of	Line extension	Brand extension	Category extension	Camodity extension	A	Line extension
11	_____ becomes an essential part of any business.	Liberalisation	Privatisation	Globalisation	Conceptualisation	C	Globalisation
12	To create a strong customer loyalty, Brands help in building a strong level of	identity	image	recall	trust	D	trust

13	The consistency & cohesiveness of the brand image is imp because the image determines how easily consumers associates & responses to the brand in ..	memory	thought	experience	imagination	A	memory
14	The strategy used by TATA to name its products is known as	Individual names	Blanket family names	Flavored names	Combined names	B	Blanket family names
15	_____ marketing is about using marketing money, techniques and strategies to support worthwhile causes while at the same time building the business	Management	Sales	Profit	Cause	D	Cause
16	Brand recall relates to consumers _____ to identify quality brand into variety.	Age	Ability	Unity	Prestige	B	Ability
17	Brands are bundles of _____ benefits, emotional benefits and self-expressive benefits	functional	systematical	similar	outstanding	A	functional
18	Celebrity endorser should have a & a rich set of potentially useful associations, judgment & feelings.	high level of visibility	low level of visibility	high level of inflecting	low level of influencing	A	high level of visibility
19	Brand elements are sometimes also called as _____.	brand identities	brand recall	brand recognition	brand building	A	brand identities
20	_____ is related to the strength of the brand in memory, as reflected by consumers ability to identify various brand elements	Brand Attitude	Brand recall	Brand Identity	Brand Awareness	D	Brand Awareness
21	The branding is based on deep metaphors that are connected to associations, memories and _____	Narrative branding	Explained branding	Potential branding	Week branding	A	Narrative branding
22	A corporate or _____ can be a source of much brand equity.	co brand	parent brand	collabration brand	family brand	D	family brand
23	_____ is an organizing structure of brand portfolio that specifies the brand roles and relationship among the brands and different product market context.	Brand architecture	Brand hierarchy	Brand Identity	Brand essence	A	Brand architecture
24	Brand differences often relate to attributes or benefits of the _____ itself.	product	brand	company	promoting	A	product
25	A marketer needs to understand that some 'general traits' of a brand name are:	Easy to be competitive	Easy to design	Easy to memorize or recall	Easy to copy	C	Easy to memorize or recall
26	There are _____ criteria for brand elements	four	five	six	seven	C	six

27	Close up, Doordarshan, Frooti, Babool and ujala are the examples of _____	Descriptive brand name	Suggestive brand name	Free standing brand name	Undescriptive brand name	C	Free standing brand name
28	The breadth of a _____ gives information of the quantity and mechanism of many products linked to the brands sold by a company.	Branding strategy	Pricing strategy	Purchase strategy	Corporate strategy	A	Branding strategy
29	A brand if properly managed can be _____	timeless	successful	superior	sophisticated	A	timeless
30	Brand elements can be _____ in imagery and inherently fun and interesting, even if not always directly related to the product.	rich	catchy	superior	creative	A	rich
31	The _____ is a means by which marketers can trace the value creation process for their brands	Brand model	Brand personality model	Brand equity model	Brand value chain model	D	Brand value chain model
32	_____ is a combination of the single brand and branded house strategies.	Individual brand	Multiple brand	Hybrid brand	Product brand	C	Hybrid brand
33	_____ is a useful means of graphically portraying a firm's branding strategy.	Brand architecture	Brand hierarchy	Brand strategy	Corporate strategy	B	Brand hierarchy
34	Even public figures such as politicians, entertainers, and professional athletes are brands in their own way and they are _____ in customer buying behavior	commoners	famous	influencers	followers	C	influencers
35	_____ is sometimes called the "last five seconds of marketing" as well as "permanent media" or "the last salesman	word of mouth	packaging	designing	creativity	B	packaging
36	Conjoint method allows simultaneously study of brand as well as _____ program.	Management	Marketing	Dealer	Sales	B	Marketing
37	_____ is exactly what it sounds like, and it is a very effective method.	Repetition	Claims	Relevance	Reciprocal	A	Repetition
38includes all that is linked up in memory about the brand. It could be specific to attributes, features, benefits or looks of the brand	Brand attitude	Brand Associations	Brand relationship	Brand image	B	Brand Associations
39	Lifebuoy – kills the germs you cannot see, is an example of _____	Emotional benefit related to positioning	Functional benefit related positioning	Usage occasion related to positioning	Health-related positioning	B	Functional benefit related positioning

40	Depth of branding strategy is based on the principle	Cardinal	Ordinal	General	Special	A	Cardinal
41	In the era of _____ revolution, consumers are well aware of various brands available in the market.	Communication	Information	Globalisation	Research	A	Communication
42	Brand management came into being for which of the following reasons:	Companies wanted to achieve scale economies	supplements financial management practices	suits operations & personnel management	companies want to differentiate their products and highlight distinctiveness in competitive world	D	companies want to differentiate their products and highlight distinctiveness in competitive world
43	Brand Management is a series of _____ used to increase the perceived value of a product or service.	functions	process	techniques	series	C	techniques
44	_____ licensing has certainly become big business in recent years.	Films	Fun	Entertainment	Digital	C	Entertainment
45	_____ is used to determine financial value or definite utility value of the brand.	Holistic method	Comparative method	Performance method	Extension method	A	Holistic method
46	Logos & Symbols are often easily recognized & can be a valuable way to _____ products.	recall	imagine	identify	position	C	identify
47	_____ investors consider a host of factors in arriving at their brand valuations and investment decisions.	Financial Analysts	Marketer Analysts	Production Analysts	HR Analysts	A	Financial Analysts
48	Online marketers now realize the realities of brand _____	recall	goodwill	awareness	building	D	building
49	Logos can be easily adapted over time to achieve a more _____ look	temporary	contemporary	functional	systematic	B	contemporary
50	A strong brand refers to which one of the following?	Offers greater potential to charge a premium price	Helps to recover development and launch costs	Provides large base of loyal customers	creating an awareness about sales proposition	A	Offers greater potential to charge a premium price