UNIT 1

BRAND MANAGEMENT (MCQ)

1. Brand are an _______ part of an individual life.
   a) Internal b) external
   c) integral d) individual

2. Brand management is the analysis and _______.
   a) plan b) pattern
   c) planning d) position

3. HUL__________.
   a) Hindustan universal limited
   b) Human Unilever limited
   c) Hindustan unit locator
   d) Hindustan Unilever limited

4. Brand create relationship with _______.
   a) individual b) group
   c) customer d) manufacturer

5. Brand provides valuable service to______.
   a) firm b) legal
   c) locator d) brand

6. Physical good include______ products.
   a) transparent b) Tangible
   c) intangible d) permeant

7. _______ location like people and organizations can also be branded
   a) geographic b) tourism
   c) industry d) organize

8. _______ means some loss of control and visibility for traditional publisher.
   a) proliferation b) fragmentation
   c) control d) management

9. _______ step included brand building process.
   a) four b) seven
   c) eight d) six

10. Brand proliferation is the _______ of brand extension.
    a) opposite b) same
c) extension  d) similar

11. Some _____ which have become well known brands.
   a) celebrities  b) sport person
   c) organization  d) brand

12. Planning and _____ are brand marketing program.
   a) brand  b) process
   c) implementing  d) equity

13. CBBE__________.
   a) consumer based brand equity
   b) customer based brand equity
   c) customer based brand equally
   d) customer broad band equity

14. Brand resonance focus on the _______ relationship and level if identification.
   a) Ultimate  b) mor dent
   b) physical  d) mental

15. _______ can be measured in term of repeat purchase.
   a) Attitudinal attachment
   b) sense of community
   c) behavioral loyalty
   d) active engagement

16. Brand awareness consists of brand recognition and brand ____.
   a) growth  b) manner
   c) recall  d) presence

17. Brand _____ is the customer personal opinion about and evaluation of the brand.
   a) judgement  b) evaluate
   c) imagery  d) identity

18. Brand ________ is at the heart of marketing strategy
   a) recognition  b) positioning
   c) branding  d) judgement

19. POD__________
   a) point-off-difference
   b) part-off-difference
   c) part-off-density
   d) plan-off-decision
20. Good ______ offers various benefits to the brand and company.
   a) branding           b) communication
   c) variety            d) positioning

21. A good positioning is something that must be ______ to the customer
   a) believable           b) difference
   c) visible             d) reasonable

22. Yippee noodles tag line is______.
   a) the-best-noodles
   b) have-good-taste
   c) the-better-taste
   d) good-taste-noodles

23. Brand ______ are made which difference from the computer.
   a) Recall           b) association
   c) refundable       d) awareness

24. Brand_______ depends on the extrinsic properties of the product and service.
   a) recall           b) imagery
   c) aware            d) pattern

25. The_______ of brand awareness to measure the range of the product.
   a) weight          b) breadth
   c) rights          d) depth

26. Building blocks up the left side of the pyramid is known as______.
   a) geographical    b) national
   c) rational        d) emotion

27. Building blocks up the right side of the pyramid is known as______.
   a) emotion          b) national
   c) regular         d) similar

28. Brand_______ are the those descriptive feature.
   a) recall           b) attribute
   c) awareness        d) identities

29. Brand_______ are the personal value and meaning.
   a) benefits          b) recall
   c) identities        d) similarity

30. Brand_______ is the achieving the right brand identity with the customer.
UNIT 2
BRAND MANAGEMENT. (MCQ)

1. Brand element is also known as ____.  
   a) Brand name  b) Brand recall  
   c) Brand awareness  d) Brand identities

2. Brand element need to grab the consumer attention in order to become ______.  
   a) likeable  b) memorable  
   c) transferrable  d) meaningful

3. _______ are short phrases that communicate descriptive or persuasive information about the brand.  
   a) symbols  b) slogans  
   c) logo  d) jingles

4. _______ strategy is towards building brand equity.  
   a) market.  b) relevant  
   c) finance.  d) offensive

5. These non-word mark logo are often called _______.  
   a) symbols  b) logo  
   c) graphic.  d) visual

6. Logos and symbol gives a ___ identity to the brand name.  
   a) slogan  b) visual  
   c) jingles  d) Brand

7. Jingles are the _____ message written around the brand.  
   a) musical  b) word  
   c) logo  d) oral

8. URLs full form _______.  
   a) uniform recollect locators  
   b) universal resource location  
   c) uniformresourcelocators
d) unity resource label

9. _______marketing is a customer relationship management.
   a) onetoone   b) individual
   c) one to none   d) group

10. Brand focus represent the _______ brand identity of the brand.
    a) corporate   b) communication
    c) identity   d) equity

11. Personalized marketing is a new _______ marketing trend.
    a) financial   b) business
    c) digital   d) individual

12. _______marketing is broadly define as any form of costumer focused marketing.
    a) personalized   b) experimental
    c) one to one   d) permission

13. Permission marketing is a term coined by _______.
    a) Seth Godin   b) AMA
    c) David Asker   d) Leo Burnett

14. Everyday low price (EDLP) is the pricing strategy used by_____
    a) wholesaler
    b) distributor
    c) retailer
    d) manufacturer

15. _______is one of the most important element of the marketing mix.
    a) price   b) place
    c) pattern   d) plan

16. _______listening to the consumer is the key in relationship market.
    a) respond   b) request
    c) listening   d) forums

17. A______strategy motivates customer to actively seeking out a specific product.
    a) push   b) pull
    c) push pull   d) past

18. In _____ channels of distribution there are one or more middlemen between the manufacturer and consumer.
    a) direct   b) indirect
    c) pull   d) personal
19. Co-branding also called as brand _______ or called as _______.
   a) bundling, alliances
   b) market, alliances
   c) bundling, market
   d) market, identity

20. _______ branding is a type of co-branding.
   a) product  b) brand
   c) service  d) ingredient

21. Licensing creates market to their own brand for some ____ fee.
   a) fixed  b) variable
   c) monthly  d) saving

22. The____ form which brand originates can also be linked to the brand to generate secondary association.
   a) country  b) brand
   c) product  d) industry

23. Channel of ______ particularly retailers are able to create an image
   a) retailers  b) director
   c) distribution  d) manufacture

24. Licensing create _____ arrangement.
   a) virtual  b) contractual
   c) personal  d) legal

25. The marketer must combine the various element of the ______ mix in the right quantity.
   a) promotion  b) strategy
   c) brand  d) quantity mix

26. Packaging is called as the _____Ps of marketing mix.
   a) one  b) third
   c) fifth  d) fourth

27. A logo and symbol is a ______ mark
   a) graphic  b) label
   c) stick  d) original

28. _______ it is the extent to which the brand element of the existing product use to create new word.
AND Design was founded by in year_____.
   a)1996                b)1976
   c)1995                c)1999

30. Brand______ is an initiative taken by organization to make their product and service to
   the end user.
   a)communication       b)labeling
   c)focus               d)image

UNIT -3
BRAND MANAGEMENT-(MCQ)

1. _____stand at very core of your brand.
   a)value               b) message
   c)plan                d) standard

2. The ability of the marketing program to affect the customer mind set will depend upon
   it’s ______
   a)quality             b) technology
   c)salesperson          d) customers

3. The customer mindset affects how_____react in the market place in six main ways.
   a)marketers           b) customer
   c)competitor          d) value

4. The ability of the marketing program to affect the customer_____.
   a)mindset             b) game
   c)needs               d)wants

5. _______includes the value stage to develop
   a)image               b) publicity
   c)advertising         d) identities

6. It is _____which are at the heart of successful branding.
   a)market              b)market value
   c)brand               d)brandvalue

7. _______value based on all current and forecasted information about a brand.
8. The _______ of the brand lies in the mind of consumer.
   a) power       b) plan
   c) pattern     d) premises

9. Projective techniques are commonly used in _______ market research
   a) quality     b) quantity
   c) qualitative d) quantitative

10. The _______ method of the data collection personal interview attitude etc.
    a) direct      b) indirect
    c) internal    d) external

11. Brand _______ is seeing the brand as a person and defining the traits brand.
    a) personality b) choice
    c) order       d) expensive

12. Big 5 model develop in the year ______.
    a) 1997       b) 1999
    c) 1996       d) 1995

13. Brand _______ refers to brand awareness and brand image.
    a) knowledge   b) equity
    c) identity    d) Rights

14. _______ techniques involves presentation of ambitious stimuli to the respondent for interpretation.
    a) quantitative b) respondent
    c) projective   d) value chain

15. Brand personality as a set of _______ characteristics associated with the brand.
    a) human       b) computer
    c) product     d) material

16. Brand feelings are customer emotional response and ______ with respect to the brand.
    a) reaction     b) action
    c) preaction    d) interaction

17. _______ = differentiation + relevance.
    a) brand equality
b) brand strength
c) brand image
d) brand identity

18. Brand stature = Esteem + _______.  
   a) knowledge  
   b) goals  
   c) strength.  
   d) value

19. Life of a brand begins at in the _______ hand of the quadrant.  
   a) right.  
   b) lower right  
   c) left  
   d) lower left

20. Brand strength is the combination of differentiation and______.  
   a) relevance  
   b) strength  
   c) revenge  
   d) combine

21. There are_____ key component or pillars of the brand equity in the brand assets valuator.  
   a) four  
   b) five  
   c) two  
   d) eight

22. _______method tends to analyze affect of consumer perception towards brand.  
   a) supportive  
   b) creative  
   c) comparative  
   d) directive

23. _______method is used to determine financial value of definite unity value of a brand.  
   a) lactic  
   b) holistic  
   c) residual  
   d) financial

24. _______ analysis is an advance market research technique.  
   a) conjoint  
   b) Holistic  
   c) optimizing  
   d) data

25. Qualitative research methods are ideal for measuring brand______.  
   a) awareness  
   b) association  
   c) recognition  
   d) market

26. Quantitative research methods are ideal for measuring brand______.  
   a) awareness  
   b) association  
   c) recognition  
   d) market

27. _______ is based method tries to understand consumer response.
a) marketing  b) selling
c) distributor  d) director

28. Every customer make choice between product and service in face with_____.
   a) hats-off  b) mat-off
c) trade-off  d) cut-off

29. Comparative method and holistic method are designed to____analysis brand equity.
   a) directly  b) indirectly
c) right  d) left

30. There are_____ types of method employed to measure brand equity at source.
   a) one  b) two
c) three  d) four

UNIT -4

BRAND MANAGEMENT (MCQ)

1. Individual shows interest in a brand which is consistent with their ______ and personalities.
   (a) Self-image  (b) social image
   (c) self-concept  (d) lifestyle

2. ______ involves releasing multiple products with the same brand name.
   (a) Multiproductbranding  (b) co-branding
   (c) Ingredient branding  (d) mixed branding

3. Marketers can use the _____ to determine whether and where to make connections across
   products and brands.
   (a) Branding strategy  (b) Brandproductmatrix
4. ______ implies using a renowned brand as an element in the products of another renowned brand.
   (a) Ingredient co-branding   (b) Composite co-branding
   (c) Branding product matrix   (d) Brand strategy

5. Summarizing the branding strategy by displaying the brand elements across the forms products, revealing the explicit ordering of brand elements is called _____.
   (a) Generic branding   b) Brand architecture
   (c) Brand building blocks   (d) Brand hierarchy

6. A clear and concise brand strategy leads to stronger overall _____.
   (a) Brand equity   (b) Brand recognition
   (c) Brand marketing   (d) Brand architecture

7. _____ is derived from the awareness and image a brand with its customers.
   (a) Brand image   (b) Brand equity
   (c) Brand recognition   (d) Brand building

8. In the attempts to build up a strong brand image marketers are using _____ as a strategic option.
   (a) Co-branding   (b) Generic branding
   (c) Unique branding   (d) Multi branding

9. The brand product matrix is a _____ representation of all the products sold by a firm.
   (a) Statistical   (b) Theoretical
   (c) Graphical   (d) Mathematical
10. Concept of cause related marketing (CRM) was firstly introduced in _____.
   (a) 1998  (b) 1992  
   (c) 1989  (d) 1972

11. ______ marketing deals with strategies like eco-friendly goods.
   (a) Green   (b) Cause-related  
   (c) Eco- label   (d) Environmental

12. ______ is the process of extending into a new product category with the existing company’s established brand.
   (a) Multi-product branding  (b) Co-branding  
   (c) Product extension   (d) Brandextension

13. A ______ is a new version of the product within the same product class.
   (a) Lineextension   (b) Brand extension  
   (c) Brand stretching   (d) Co-branding

14. An existing brand that gives birth to a brand extension is the _________.
   (a) Sub-brand   (b) Vertical extension  
   (c) Parentbrand   (d) Co-branding

15. Extensions which do not fulfil the criteria of brand extension is termed as ______ extension.
   (a) Vertical   (b) Ad-hoc  
   (c) Component   (d) Line

16. When a brand is launched in different form it is called as _______ extension.
   (a) Line   (b) Vertical  
   (c) Ad-hoc   (d) Brand
17. _______ is extending a single brand across several related categories.
   (a) Rangebranding  (b) Brand extension
   (c) Line extension  (d) Co-branding

18. The use of two renowned brand names in a way that they can collectively after a distinct product/service that could not be possible individually is called as _______.
   (a) Ingredient branding  (b) Co-branding
   (c) Brand extension  (d) Compositeco-branding

19. _______ related associations are potentially easier to change.
   (a) Product  (b) Market
   (c) Non-product  (d) Customer

20. _______ strategy is implied when a brand has reached maturity and profit begins to decline.
   (a) Brand reinforcing  (b) Brand revitalization
   (c) Product modification  (d) Customer awareness

21. _____ is critical to maintaining the strength and favorability of brand associations.
   (a) Brand consistency  (b) Brand reinforcing
   (c) Brand revitalization  (d) Brand repositioning

22. Brand consistency is about creating _____.
   (a) Market  (b) Opportunities
   (c) Satisfaction  (d) Trust
23. Approaches to brand _____ may include market expansion, product modification or brand repositioning.

(a) Revitalization  (b) Reinforcing
(c) Consistency    (d) Innovation

24. Effective _____ requires upbeat strategies designed to maintain and enhance customer based brand equity.

(a) Market     (b) Branding
(c) Brand management  (d) Brand identity