



## **Dr.G.R.Damodaran College of Science**

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II MIB [2016 - 2018]

SEMESTER III

CORE : GLOBAL BRAND MANAGEMENT - 353D

Multiple Choice Questions.

1. Which of the following is the characteristic of personality of a brand?

- A. Logo.
- B. Packaging.
- C. Color.
- D. Durability.

ANSWER: B

2. A strong brand.

- A. offers greater potential to charge a premium price.
- B. Helps to recover development and launch costs.
- C. Provides large base of loyal customers.
- D. All of the above.

ANSWER: A

3. A fashion clothing company getting into perfumes is an example of

- A. perceived difficulty to manufacture.
- B. know-how transferability
- C. Complementary.
- D. awareness and reputation of parent

ANSWER: C

4. Which of the following brand strategy gives you the benefit of premium pricing?

- A. Umbrella brand strategy.
- B. line brand strategy
- C. Product brand strategy
- D. Family brand strategy

ANSWER: A

5. Which of the following is a set of promises that the brand makes to customers?

- A. Brand contract.
- B. Brand persona.
- C. Brand equity
- D. Brand association.

ANSWER: A

6. When Brand management becomes the heart of marketing then which one becomes the heart of brand management?

- A. Owner equity.
- B. Brand equity
- C. Brand assets.
- D. Brand value.

ANSWER: B

7. To be successful, the company must have all its \_\_\_\_\_ at work to deliver superior value.

- A. resources.
- B. brands.
- C. employees.
- D. communication.

ANSWER: A

8. . 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.

ANSWER: A

9. When two brands join hands to create one brand by using strong expression. This is known as:

- A. Bundling.
- B. Branding.
- C. Brand management.
- D. Brand equity.

ANSWER: A

10. Intel Inside is a classic example of which one of the following?

- A. Bundling.
- B. Ingredient co-branding.
- C. Joint venture.
- D. . Effective packaging.

ANSWER: B

11. The prices of luxury products fall under:

- A. plus-one pricing.
- B. Skim pricing
- C. Strategic account pricing.
- D. segment pricing.

ANSWER: B

12. . Introducing additional items in the same product category by adding new flavors, forms, colors, ingredients or package size under the same brand name is known as:

- A. Line extensions.

- B. Product mix.
- C. Interactive marketing.
- D. service intangibility.

ANSWER: A

13. A brand manager usually reports to:

- A. a marketing manager.
- B. a category manager.
- C. a venture team.
- D. a committee of marketing executives.

ANSWER: A

14. Which of the following is an example of a functional modification?

- A. stronger pain relief pills.
- B. blue Smarties .
- C. screw-top beer bottles .
- D. multicoloured computers .

ANSWER: C

15. The length of each phase of the product life cycle is:

- A. six months.
- B. two years.
- C. one year.
- D. variable.

ANSWER: D

16. The growth stage is characterized by:

- A. rapid sales growth and low marketing expenditures.
- B. rapid sales growth and increased competition.
- C. growing sales and declining profits.
- D. lower prices and decreased competition .

ANSWER: B

17. Which of the following is not a good strategy to use when selling a product in the maturity stage?

- A. lower prices and develop more sales promotions .
- B. make changes in style, features, or quality .
- C. invest heavily in advertising .
- D. tap into new markets.

ANSWER: C

18. Which of the following is a false statement regarding the product life cycle theory?

- A. It encourages new product development.
- B. It is very helpful in decision making.
- C. There is no way to extend the life of a product once it hits the maturity stage.
- D. It accurately reflects today's markets.

ANSWER: C

19. Firms develop new products through:

- A. mergers.
- B. acquisitions.
- C. research and development.
- D. all of the above .

ANSWER: D

20. At the screening stage of product development:

- A. a complete marketing plan is developed.
- B. consumer reaction is solicited.
- C. a prototype is developed.
- D. different ideas are compared using a rating checklist.

ANSWER: D

21. The major disadvantage of test marketing a product is that it:

- A. is not reliable.
- B. lets competitors know about a product .
- C. is costly.
- D. is time consuming .

ANSWER: B

22. According to research, innovators make up \_\_\_\_ % of the population.

- A. 7.5.
- B. 2.5.
- C. 10.
- D. 5

ANSWER: B

23. At which stage of the product life cycle will an early adopter be most likely to begin purchasing a product?

- A. maturity .
- B. saturation.
- C. growth.
- D. decline.

ANSWER: C

24. . Combining both early- and late-majority consumers represents \_\_\_\_% of the population.

- A. 50.
- B. 33.
- C. 68.
- D. 40.

ANSWER: C

25. Which of the following statements about new product ideas is true?

- A. It can take many ideas to generate one successful product.
- B. Many new products are suggested by consumers.
- C. Good ideas come from highly trained individuals.
- D. All of the above statements are true.

ANSWER: D

26. Which of the following statements about concept development and testing is true?
- A. is basically the same as test marketing.
  - B. A concept test requires the development of an actual working model of the product.
  - C. This process only measures consumer acceptance of new product idea.
  - D. None of the above statements are true.

ANSWER: C

27. When Procter & Gamble introduced Crest with tartar control, with whiteners, with sparkles, and so on, it was practicing:
- A. Line Extensions.
  - B. Brand extension
  - C. Branding.
  - D. co-branding.

ANSWER: A

28. Companies producing a variety of products and brands often establish a \_\_\_\_\_ organization.
- A. geographic.
  - B. functional.
  - C. product-or-brand management .
  - D. hub-and-spoke .

ANSWER: C

29. Canon sells its fax machine to consumer, business, and government markets. In this case, where customers fall into different user groups, a \_\_\_\_\_ is desirable.
- A. geographic.
  - B. functional.
  - C. product-brand management.
  - D. market-management.

ANSWER: D

30. Companies that produce many products flowing into many markets, such as DuPont, may adopt a \_\_\_\_\_ organization.
- A. a. market management.
  - B. b. matrix management.
  - C. c. corporate-divisional.
  - D. d. geographical.

ANSWER: B

31. Rising customer expectations, changing employee expectations, government legislation, and pressure are all forces driving companies to practise \_\_\_\_\_.
- A. a. total quality management.
  - B. b. competitive cooperation.
  - C. c. consumer partnerships.
  - D. d. corporate social responsibility.

ANSWER: D

32. Some companies are blending their corporate social responsibility initiatives with their marketing activities in what is called \_\_\_\_\_ marketing.

- A. socially responsible.
- B. corporate responsible .
- C. cause-related.
- D. special events.

ANSWER: B

33. 33. The "say no to drugs" campaign sponsored by an organization is an example of \_\_\_\_\_ marketing.

- A. a. cause-related.
- B. b. social.
- C. c. campaign.
- D. d. political.

ANSWER: B

34. \_\_\_\_\_ addresses the what and why of marketing activities; \_\_\_\_\_ addresses the who, where, when, and how.

- A. .Audit; control
- B. Control; audit.
- C. Evaluation; control.
- D. . Strategy; implementation.

ANSWER: D

35. . \_\_\_\_\_ software provides a set of Web-based applications that automate and integrate such activities as project management, campaign management, etc.

- A. Efficiency control.
- B. Marketing resource management
- C. Evaluation and control
- D. Enterprise marketing management

ANSWER: B

36. The heart of \_\_\_\_\_ control is management by objectives.

- A. profitability.
- B. annual-plan
- C. efficiency.
- D. strategic

ANSWER: B

37. . \_\_\_\_\_ control aims to ensure that the company achieves the sales, profits, and other goals established in its annual plan.

- A. Annual-plan
- B. Profitability
- C. Efficiency
- D. Strategic.

ANSWER: A

38. Which of the following tasks would not be performed by product or brand manager?

- A. . Arranging for the financing of the new product launch
- B. Preparing for an annual marketing plan
- C. Developing a long-range strategy for the product
- D. Initiating product improvements

ANSWER: A

39. What is the part of the brand that can be spoken?

- A. logo.
- B. brand name.
- C. . trademark.
- D. wordmark

ANSWER: B

40. The Duracell brand stands for dependability. This is an example of branding allowing for the creation and development of

- A. equity.
- B. an image.
- C. loyalty
- D. a price positioning

ANSWER: B

41. The brand's position in the marketplace and the hearts and minds of consumers is reflected by

- A. . the brand name
- B. . brand equity.
- C. brand recognition.
- D. sales alone

ANSWER: B

42. Who is responsible, in the marketing organization, for building a brand?

- A. the media buyer.
- B. the equity expert.
- C. the account manager
- D. the brand manager

ANSWER: D

43. What is the first step in the process of building a brand?

- A. . plan and implement brand marketing programs
- B. manage the brand through its lifecycle
- C. calculate existing brand equity
- D. identify and establish brand values and positioning strategy. Answer: D

ANSWER: D

44. The value that consumers attach to a brand attribute is known as the

- A. equity
- B. image .
- C. core value
- D. benefit.

ANSWER: D

45. Which of the following brands ranked in the world's top 10 in Business Week's "The 100 Top Brands"?

- A. Dell
- B. Budweiser
- C. . Ford.
- D. Nokia.

ANSWER: D

46. The selling concept that motivates purchase or the image that marketers desire a brand to have in the minds of consumers, is known as

- A. . positioning.
- B. brand equity
- C. core values
- D. marketing communications

ANSWER: A

47. Here's what the product is. Here's what the product does", is the straightforward explanation of this type of positioning strategy

- A. innovation.
- B. price.
- C. comparative.
- D. product differentiation

ANSWER: D

48. Diesel successfully competes with other fashion labels because of the image it represents to a youthful, stylish audience. What type of positioning strategy does this represent?

- A. channel
- B. head-on
- C. innovation.
- D. lifestyle.

ANSWER: D

49. Characters are a common brand element. Which of the following character icons is considered one of the top 10 advertising icons of the 20th century?

- A. The man from Glad
- B. The Trix bunny
- C. Colonel Sanders
- D. Betty Crocker

ANSWER: D

50. Which two change factors are creating a dramatic shift, causing packaging to play a more significant role in product differentiation?

- A. merger rates and private labels
- B. brand responsibilities and salaries
- C. production methods and advertising vehicles
- D. media and consumer lifestyles

ANSWER: D

51. Studies have shown that package changes in colours, graphics, or configuration can dramatically alter

- A. acceptance by retailers.
- B. consumers' perception of the same product
- C. annual sales figures.
- D. marketing communications strategies

ANSWER: B

52. What is a key influencer in the buying decision for durable goods like cars and computers is becoming increasingly important for unpackaged goods?

- A. convenience.
- B. design.
- C. . function
- D. technology.

ANSWER: B

53. Many marketers now offer re-sealable bags as part of their packaging. This feature is an example of which packaging function?

- A. . providing convenience
- B. eliminating the need for advertising
- C. marketing the product
- D. building brand equity

ANSWER: A

54. According to Aaker, which of the following is not one of the six levels of meaning a brand can convey?

- A. Attributes
- B. Benefits.
- C. Price
- D. Values.

ANSWER: C

55. A brand is a \_\_\_\_\_.

- A. Name.
- B. Term
- C. Sign
- D. . A combination of all of the above.

ANSWER: D

56. A corporate umbrella brand is:

- A. A way of branding groups of a nonprofits services
- B. . A way of branding groups of fundraising activities
- C. A way of branding the organization itself
- D. A way of branding individual products or services

ANSWER: C

57. . Brand personality is:

- A. A set of physical benefits the brand can offer.
- B. A set of emotional benefits the brand can offer
- C. A way of communicating the authority of the brand
- D. A set of human attributes the brand possesses

ANSWER: D

58. A brand book

- A. Describes the journey that the brand will take a supporter on
- B. Offers the opportunity for stakeholder consultation and buy-in
- C. Maps a year in the life of specific groups of stakeholders
- D. Provides the detail of what the brand is, what it stands for and how it will be communicated.

ANSWER: B

59. Brand essence is:

- A. The core of what the brand will stand for
- B. . The benefits to the donor or user
- C. The human attributes of the brand.
- D. . How it makes an individual feel

ANSWER: A

60. A possible downside of branding a nonprofit is that

- A. The organization can spend large sums building up the brand
- B. It diverts money that could be spent on service provision
- C. It can act as a barrier to collaboration
- D. All of the above

ANSWER: D

61. Why is it especially important to fundraisers that a brand be differentiated

- A. It increases awareness of the organization
- B. It increases the efficiency of fundraising
- C. It increases word of mouth advertising
- D. . It increases donor attrition

ANSWER: B

62. This gives added value to products (is part of the product in an attempt to augment their products with values and associations that are recognised by and are meaningful to their customers:

- A. Promotion
- B. Brand
- C. Product
- D. Price

ANSWER: B

63. Which of the following is not a component of the visual expression of a brand?

- A. Typography.
- B. Tone of Voice
- C. Design Elements.
- D. Logo.

ANSWER: B

64. . Is the brand value 'caring'

- A. . A value perceived as being shared by various charities
- B. . A value perceived as being shared by charities serving a specific category of cause.
- C. A value specific to only a small number of charities
- D. None of the above

ANSWER: A

65. In marketing, the term product:

- A. . Refers only to tangible items that can be seen, tasted, or touched
- B. Is a broad concept that encompasses the satisfaction of consumer needs
- C. . Is limited in meaning to goods, services, and ideas only
- D. Never refers to such things as package design, brand name, or warranty

ANSWER: B

66. This is a measure of the value of a brand. It is an assessment of a brand's physical assets plus a sum that represents their reputation or goodwill:

- A. . Brand awareness
- B. Brand equity.
- C. Brand attitude
- D. Brand personality

ANSWER: B

67. This is a term used to refer to the process when a successful brand is used to launch a new product into a new market:

- A. Brand leader
- B. Brand follower
- C. Brand equity
- D. Brand extension

ANSWER: D

68. Buildings, heavy plant and factory equipment necessary to build or assemble products are examples of:

- A. Accessory equipment.
- B. . Fast moving consumer goods
- C. Capital equipment goods
- D. Manufacturer goods.

ANSWER: C

69. This is the process by which two established brands work together, either on one product or service:

- A. . Brand awareness
- B. Co-branding
- C. . Parent brand
- D. Child-brand.

ANSWER: B

70. These are non-durable goods or services, often bought with little pre-purchase thought or

consideration:

- A. . Impulse products
- B. Manufacturer products
- C. Convenience products
- D. Luxury products

ANSWER: C

71. These are brands developed by the wholesalers, distributors, dealers and retailers who make up the distribution channel. Sometimes referred to as own-label brands

- A. . Distributor brands
- B. Generic brands
- C. . Co-branding
- D. . Manufacturer brands

ANSWER: A

72. These goods bought infrequently, which are used repeatably and which involve a reasonably high level of consumer risk:

- A. Impulse goods
- B. Luxury goods
- C. Non-durable goods
- D. Durable goods

ANSWER: D

73. These are a group of people in the process of diffusion who enjoy being at the leading edge of innovation and buy into new products at an early stage:

- A. Late majority
- B. Early adopters
- C. Early majority
- D. Laggards.

ANSWER: B

74. These are brands sold without any promotional materials or any means of identifying the company:

- A. . Distributor brands.
- B. Generic brands
- C. Co-branding
- D. Manufacturer brands.

ANSWER: B

75. This is a commercial process whereby the trademark of an established brand is used by another organisation over a defined period of time, in a defined area, in return for a fee, to develop another brand:

- A. Co-branding
- B. . Licensing
- C. . Generic branding
- D. Brand extension

ANSWER: B

76. These are brands created and sustained by producers who seek widespread awareness and distribution because there is high demand for these brands:

- A. Distributor brands
- B. . Generic brands
- C. Co-branding
- D. Manufacturer brands.

ANSWER: D

77. These are products, other than raw materials, that are necessary to ensure that the organisation is able to continue functioning. Often referred to as consumables:

- A. Fast moving consumer goods
- B. . Capital equipment goods.
- C. Maintenance, Repair and Operating (MRO. Products.
- D. Durable goods

ANSWER: C

78. These goods are low priced products which are bought frequently, are used just once and which incur low levels of purchase risk:

- A. Non-durable.
- B. Durable.
- C. Generic.
- D. Luxury

ANSWER: A

79. Which of the following are a type of consumer product that are bought relatively infrequently and which requires consumers to update their knowledge prior to purchase?

- A. . Luxury product
- B. Shopping product.
- C. Generic products
- D. Branded products

ANSWER: B

80. Which of the following are bought very infrequently, are very expensive and represent very high risk?

- A. Speciality products
- B. Shopping product
- C. . Generic products
- D. . Branded products

ANSWER: A

81. Which of the following is a stage in the new product development process, undertaken when a new product is tested with a sample of customers, or is launched in a specified geographical area, to judge customers' reactions prior to a national launch?

- A. Test marketing
- B. . Focused marketing
- C. Live marketing
- D. Generic marketing.

ANSWER: A

82. . Which of the following is a form of purchase behaviour which occurs when consumers have suitable product and purchase experience and where they perceive low risk?

- A. Systematic Response Behaviour.
- B. Generic Regional Behaviour
- C. Habitual Regional Behaviour
- D. Routinised Response Behaviour

ANSWER: D

83. Which of the following is the rate at which a market adopts an innovation?

- A. Process of diffusion
- B. Process of differentiation
- C. Adoption process
- D. Adoption lifecycle

ANSWER: A

84. \_\_\_\_\_ is endowing products and services with the power of a brand. Trademarking

- A. Branding.
- B. Brand equity.
- C. Differentiation.
- D. Brand marking

ANSWER: A

85. \_\_\_\_\_ is the added value endowed to products and services.

- A. Trademarking.
- B. Branding
- C. . Brand equity
- D. Differentiation.

ANSWER: C

86. \_\_\_\_\_ are those trademarked devices that serve to identify and differentiate the brand.

- A. Brand elements
- B. Brand equity
- C. Brand mark.
- D. . Brand differentiation

ANSWER: A

87. . \_\_\_\_\_ marketing is about mixing and matching marketing activities to maximize their individual and collective effects.

- A. Personalizing.
- B. Customizing.
- C. Integrating.
- D. Complimentary.

ANSWER: C

88. \_\_\_\_\_ is consumers' ability to identify the brand under different conditions as reflected by their brand recognition or recall performance

- A. Brand identity

- B. Brand image
- C. Brand preference
- D. Brand awareness

ANSWER: D

89. \_\_\_\_\_ occurs when customers experience the company as delivering on its brand promise.

- A. Brand bonding
- B. Internal branding
- C. Brand promising
- D. Brand experience

ANSWER: A

90. A \_\_\_\_\_ is a consumer-focused exercise that involves a series of procedures to assess the health of the brand, uncover its sources of brand equity, and suggest ways to improve and leverage its equity

- A. brand check-up
- B. brand audit.
- C. brand assessment.
- D. brand systems analysis

ANSWER: B

91. When a firm uses an established brand to introduce a new product it is called a \_\_\_\_\_.

- A. sub-brand
- B. parent brand.
- C. family brand.
- D. brand extension

ANSWER: D

92. A \_\_\_\_\_ product is one whose brand name has been licensed to other manufacturers who actually make the product

- A. licensed.
- B. trademarked.
- C. branded
- D. corporate.

ANSWER: A

93. \_\_\_\_\_ occurs when consumers no longer associate a brand with a specific product or highly similar products and start thinking less about the brand

- A. Brand apathy.
- B. Brand neglect
- C. Brand ignorance
- D. Brand dilution

ANSWER: D

94. \_\_\_\_\_ is the set of all brands and brand lines which a particular firm offers for sale to buyers in a particular category

- A. Brand equity
- B. Generic brand

- C. Brand portfolio.
- D. Mixed branding

ANSWER: C

95. Segmentation provides a means of:

A. measuring and hence building an understanding of the market and thereby facilitating the positioning of a consumer group and the subsequent targeting of the retailer with respect to the competition.

B. measuring and hence building an understanding of the market and thereby facilitating the targeting of a consumer group and the subsequent positioning of the retailer with respect to the competition.

C. measuring and hence building an understanding of the market and thereby facilitating the targeting of a consumer group and the subsequent positioning of the retailer with respect to the competition.

D. estimating and hence building an understanding of the market and thereby facilitating the targeting of a consumer group and the subsequent positioning of the retailer with respect to the competition.

ANSWER: C

96. Kotler (1988: 308. defines positioning as:

A. the act of designing the company's image and value offer so that the segment's customers understand and appreciate what competitors represent in relation to each other.

B. the act of changing the company's image and value offer so that certain customers understand and appreciate what the company stands for in relation to its competitors.

C. the act of designing the company's image and value offer so that the segment's customers understand and appreciate what the company stands for in relation to its competitors.

D. the act of image building on the basis of the chief executive's understanding and belief in what the company stands for in relation to its competitors.

ANSWER: C

97. The criteria of Davies (199b. for retail brand status are well established as a benchmark. The retail brand must

A. be differentiated within the competitive environment; have an image of quality that commands a price premium; never have a separate existence to the corporation that would facilitate licensing; provide a symbolic value to the customer.

B. be differentiated within the competitive environment; have an image of quality that commands a price premium; have a separate existence to the corporation that would facilitate licensing; provide a symbolic value to the customer

C. be undifferentiated within the competitive environment; have an image of quality that commands a price premium; have a separate existence to the corporation that would facilitate licensing; provide a symbolic value to the customer

D. be differentiated within the company's merchandise range; have an image of quality that commands a price premium; have a separate existence to the corporation that would facilitate licensing; provide a symbolic value to the customer

ANSWER: B

98. Bridson and Evans (200d. suggest that when building brands fashion retailers can particularly benefit from focusing on four key advantages

- A. Merchandise advantage; customer service advantage; customer communication advantage; location advantage.
- B. Merchandise advantage; price advantage; customer communication advantage; trading
- C. Merchandise advantage; customer service advantage; customer communication advantage; trading format advantage.
- D. Location advantage; customer service advantage; customer communication advantage; trading format advantage.

ANSWER: C

99. Balmer and Greyser (2006. outline corporate branding with reference to six 'C's:

- A. . Character, culture, communication, commonalities, constituencies, and covenants.
- B. . Character, culture, communication, conceptualizations, constituencies, and covenants.
- C. Character, corporate, communication, conceptualizations, constituencies, and covenants.
- D. Charisma, culture, communication, conceptualizations.

ANSWER: A

100. The main motive for co-branding is

- A. lack of financial resources on the part of either partner
- B. the consumer does not get confused over the brand values of the two participant firms.
- C. the expectations for synergies that create value for both participants, above the value that they would expect to generate on their own.
- D. none of the above.

ANSWER: C

101. Global branding is a branding alternative that bears great advantages such as:

- A. reduction of advertising costs
- B. uniform world-wide image.
- C. . elimination of brand confusion, easy identification and recognition.
- D. all the above.

ANSWER: D

102. The strategy involving the introduction of a standardized product with the same promotion strategy throughout the world market is known as:

- A. dual adaptation
- B. promotion adaptation
- C. product adaptation
- D. straight extension

ANSWER: D

103. Compared to the high share of private labelling in northern Europe, the share in southern Europe is no higher than:

- A. 50%.
- B. 25%
- C. 10%.
- D. 2%

ANSWER: B

104. \_\_\_\_\_ are fashions adopted quickly by the public but which peak early and decline very fast.

- A. Sporting products
- B. Fads.
- C. Generic products
- D. Arts

ANSWER: B

105. In international marketing it is much easier to:

- A. standardize the core product benefits across markets rather than to standardize the support services.
- B. standardize the quality of a product across markets than it is to standardize its image.
- C. standardize the brand across markets rather than to standardize the core product benefits.
- D. standardize the after-sales service of a product across markets than it is to standardize staff behaviour.

ANSWER: A

106. The strategy consisting of adapting both product and promotion for each market is known as:

- A. promotion adaptation
- B. product adaptation
- C. dual adaptation
- D. straight extension

ANSWER: C

107. Which of the following does not contribute to price escalation in foreign markets?

- A. VAT.
- B. Shipping charges
- C. Insurance charges
- D. Product image

ANSWER: D

108. \_\_\_\_\_ implies that the export price quote includes the cost of delivery to the importer's premises.

- A. Ex-works
- B. Delivery duty paid
- C. Free on board.
- D. Delivered ex-quay.

ANSWER: B

109. 'Cost and freight' is a popular term of sale which implies that:

- A. the seller must provide for delivery of the goods free alongside, but not on board, the transportation carrier at the point of shipment and export.
- B. the exporter's price quote includes coverage of all charges up to the point when goods have been loaded on to the designated transport vehicle.
- C. the price quoted by the seller applies at the specified point of origin, usually the factory, warehouse, mine or plantation, and the buyer is responsible for all charges from this point.
- D. the seller's liability ends when the goods are loaded on board a carrier or are in custody of the carrier at the export dock

ANSWER: D

110. \_\_\_\_\_ involves charging a high price to achieve the highest possible contribution in a short period of time.

- A. Penetration pricing
- B. Transfer pricing
- C. Skimming.
- D. Psychological pricing

ANSWER: C

111. \_\_\_\_\_ implies that the prices in the individual countries may only vary within a set range.

- A. Transfer pricing
- B. A price corridor
- C. Standardized pricing
- D. Barter.

ANSWER: B

112. The main differences between the gray and the black markets are:

- A. that black markets may be the subject of illegal product dealings, such as weapons and illegal drugs.
- B. that black markets are the parts of an economic activity involving illegal deals while gray markets refer to the flow of goods through unauthorized distribution channels.
- C. that gray market goods are not illegal while black market goods may be illegal.
- D. all of the above

ANSWER: D

113. Tariff levels from country to country affect an organization's \_\_\_\_\_ strategies.

- A. processes.
- B. sales management
- C. pricing
- D. product

ANSWER: C

114. The most restrictive type of counter trade is

- A. barter.
- B. counter purchase.
- C. switch trading
- D. offset.

ANSWER: A

115. In terms of the 'anatomy of a product', there are three aspects to any product or service. These are the core benefit or service, actual product and \_\_\_\_\_ product.

- A. augmented. .
- B. ancillary.
- C. auxiliary.
- D. probable.

ANSWER: A

116. Consumer products are purchased for personal consumption and classification is based upon consumer shopping habits. Which of the following is not defined as a consumer product?

- A. Unsought goods
- B. Convenience products
- C. Shopping products.
- D. Supplies and services.

ANSWER: D

117. Which of the following benefits is not communicated and delivered by tangible product attributes?

- A. Quality.
- B. Design.
- C. Style.
- D. Effectiveness of product

ANSWER: D

118. Branding assists buyers in numerous ways. Which of the following is not a direct consumer benefit derived from branding?

- A. Branding enables suppliers to attract loyal and profitable set of customers.
- B. Brand names convey product quality
- C. Brand names raise awareness and increase consumer interest.
- D. Brand names increase shopper efficiency.

ANSWER: A

119. What is defined as the product mix width?

- A. Defined by the number of product lines offered
- B. Total number of product items
- C. Number of different variants of a product
- D. None of the above.

ANSWER: A

120. What elements constitute a brand?

- A. Name, words or symbols, singly or collectively that distinguish one product from another.
- B. Name, design, style, words or symbols, that distinguish one product from another.
- C. Name, design, style, words or symbols, singly or collectively that distinguish one product from another.
- D. Design, style, or symbols, singly or collectively that distinguish one product from another.

ANSWER: C

121. What is the brand mark?

- A. Specifically the visual brand identity, consisting of design and symbols.
- B. The visual brand identity, consisting of design and symbols protected for the owner's sole use.
- C. The legal name of an organisation.
- D. Brand name or logo registered and protected for the owner's sole use.

ANSWER: D

122. What are the benefits of branding from the consumer perspective?

- A. Easier product identification Communicates features and benefits Creates differential advantage Allows premium pricing Helps targeting/positioning Increases power over the retailer
- B. Establishes product's position in the market Reduces risk in purchasing Helps

targeting/positioning Increases power over the retailer Easier product identification Communicates features and benefits

C. Easier product identification Communicates features and benefits Helps product evaluation Establishes product's position in the market Reduces risk in purchasing Creates interest.

D. Helps create loyalty Defends against competition Creates differential advantage Allows premium pricing Helps targeting/positioning Increases power over the retailer

ANSWER: D

123. The following are the four golden rules for good brand naming: Supportive Acceptable Available \_\_\_\_\_

A. Diagnostic.

B. Disparate.

C. Differentiating.

D. Distinctive.

ANSWER: D

124. To create and sustain the longevity of brands the product range needs to be managed in sympathy with changes in which of the following environments?

A. Customer and competitive environments

B. Client and customer environments

C. European and international environments

D. Customer and European environments

ANSWER: A

125. The management of the changes to create and sustain the longevity of brands in relation to changes in the customer and competitive environment is achieved through which of the following two concepts?

A. Positioning and repositioning

B. Placing and replacing

C. Staging and re-staging

D. Forging and re-forging

ANSWER: A

126. At the introduction stage of the Product Life Cycle (PLC), which of the following are the marketers' two main priorities?

A. Stimulating responses and stimulating trial

B. Creating shelf space and generating awareness

C. Generating awareness and stimulating responses

D. Launch planning and creating shelf space.

ANSWER: C

127. Which of the following is the best explanation of 'primary demand' for a product?

A. Demand for the consumer

B. Demand for a specific brand

C. Demand for the class of product

D. Demand for the choice of product

ANSWER: C

128. In the growth stage of a product life cycle which of the following statements are applicable?

- A. There is a rapid increase in sales
- B. Effects of repeat purchasing are seen
- C. Increased competitor activity is found
- D. Profits begin to rise.

ANSWER: A

129. In the maturity stage of the product life cycle which of the following are true?

- A. The market is saturated and stable Distribution is easy to handle Decreased marketing communications.
- B. Minor product improvements may be seen The market is saturated and stable Distribution is easy to handle.
- C. Heavy price competition Minor product improvements may be seen The market is saturated and stable
- D. Heavy price competition The market is saturated and stable Distribution is easy to handle.

ANSWER: C

130. The product mix is comprised of a number of product lines to form an assortment of products. The product mix length refers to which of the following?

- A. Refers to how closely related the product lines are in their end use applications, production requirements or distribution channels.
- B. Product assortment
- C. Refers to the number of 'versions' offered of each product within the line.
- D. The total number of items that is contained within the product lines.

ANSWER: D

131. Which global segment has traditional values, are the least involved with media and the least likely to want Western brands

- A. Creatives.
- B. Fun seekers.
- C. Devouts.
- D. Intimates.

ANSWER: C

132. Multinational companies that market goods and services in Indonesia and Singapore are most affected by which trade association

- A. NAFTA.
- B. the European Community
- C. ASEAN.
- D. Asian community

ANSWER: D

133. Which of the following are necessary to generate international demand for Australian goods and services

- A. people travel to different cultures
- B. media from one culture is broadcast in another.
- C. marketers deliberately provide one country's goods and services in another country
- D. all of the above.

ANSWER: D

134. Which of the following situations illustrates country-of-origin effects?

- A. consumers associate specific goods with specific countries.
- B. consumers in country A reject products from country B because of hostility between the two cultures
- C. . consumers evaluate product quality based on where it is manufactured.
- D. . all of the above.

ANSWER: D

135. When a company adapts their advertising messages to the specific values of particular cultures, the company may be referred to as a \_\_\_\_\_ company?

- A. World brand.
- B. global.
- C. standardised.
- D. local.

ANSWER: D

136. Which of the following statements about cross-cultural psychographic segmentation is NOT true?

- A. Differences amongst international consumers are important in determining their satisfaction with products
- B. Consumer values give international marketers insight into how consumers think, why they behave in certain ways and appropriate communication forms
- C. consumers are the same, whether they are in Australia or foreign markets.
- D. Psychographics can be used to segment international markets.

ANSWER: C

137. An agribusiness begins marketing a hybrid wheat seed to subsistence farmers in a developing country. Sluggish sales reveal that, although the seed is geographically appropriate, the people don't eat wheat products. This is an example of which type of marketing mistake

- A. failing to adapt a product to local expectations.
- B. failing to adapt a promotion to local expectations.
- C. . failing to act on feedback
- D. failing to adapt a distribution system

ANSWER: A

138. Which of the following represent challenges to marketers conducting cross-cultural analysis?

- A. . differences in the perceived benefits of products or services.
- B. differences in market structure and conditions.
- C. different rates of adoption
- D. all of the above.

ANSWER: D

139. Which of the following are common mistakes made by international marketers?

- A. failure to understand the local meanings attached to colours.
- B. failure to modify products to appeal to local customs and tastes.
- C. failure to take into consideration language issues such as local usage/slang .

D. all of the above.

ANSWER: D

140. A company chooses the lowest cost mode of transportation to deliver products. Unfortunately, the time taken means that the products arrive in the host country part way through the annual rainy season and cannot be distributed to local retailers. This is an example of which type of marketing mistake?

- A. failing to adapt a product to local expectations
- B. failing to take local economic conditions into consideration
- C. when setting price
- D. failing to take local infrastructure and distribution systems

ANSWER: D

141. A culture supporting openness to change emphasises \_\_\_\_\_ thought while a culture supporting conservation values \_\_\_\_\_ and \_\_\_\_\_ practices.

- A. individual; self-expression; traditional.
- B. individual; self-restriction; traditional.
- C. individual; self-restriction; non-conventional.
- D. into consideration

ANSWER: B

142. A company that uses a standardised product and standardised message would adopt what type of strategy?

- A. Mixed strategy.
- B. Global strategy.
- C. Local strategy
- D. . Main strategy

ANSWER: B

143. A company that produces MP3 players decides to sell the same MP3 player in all markets but to change the advertising message for each particular country served. This company is pursuing what type of strategy

- A. Mixed strategy
- B. Local strategy
- C. Global strategy.
- D. main strategy.

ANSWER: A

144. A company decides that it must make specific variations to both its product features and advertising messages for each country in which they operate to better serve consumers. This company is adopting which type of strategy?

- A. Mixed strategy
- B. Global strategy
- C. Local strategy
- D. main strategy

ANSWER: C

145. Which global segment values wealth, status, ambition and power and would make an attractive

target for products like mobile phones and computers.

- A. Creatives.
- B. Fun seekers.
- C. Strivers.
- D. Intimates

ANSWER: C

146. Creating the image of a "delivered pizza" rather than a "frozen pizza" category for McCain's pizza is an example of \_\_\_\_\_.

- A. point of parity
- B. positioning .
- C. imaging
- D. competitive framing

ANSWER: B

147. Attributes or benefits consumers strongly associate with a brand, such as FedEx-guaranteed overnight delivery-are called \_\_\_\_\_.

- A. points-of-difference
- B. points-of-parity.
- C. competitive framing.
- D. image parity

ANSWER: A

148. Associations that are not necessarily unique to the brand are called \_\_\_\_\_.

- A. points-of-difference
- B. points-of-parity
- C. competitive framing.
- D. image parity

ANSWER: B

149. A \_\_\_\_\_ is a basic and distinctive mode of expression appearing in a field of human endeavor.

- A. style.
- B. fashion.
- C. fad.
- D. cycle.

ANSWER: A

150. During the \_\_\_\_\_ stage prices remain where they are or fall slightly.

- A. introduction.
- B. growth.
- C. maturity.
- D. decline.

ANSWER: B

151. The \_\_\_\_\_ stage divides into three phases: growth, stable, and decaying maturity.

- A. product life cycle.
- B. introduction.
- C. growth.

D. maturity  
ANSWER: D

152. During the \_\_\_\_\_ stage product managers try to stimulate sales by modifying other marketing program elements

- A. end.
- B. introduction.
- C. growth.
- D. maturity

ANSWER: D

153. In a \_\_\_\_\_ strategy a new product can be designed to meet the preferences of one of the corners of the market.

- A. Single niche.
- B. multiple-niche.
- C. mass market.
- D. diffused preference.

ANSWER: A

154. \_\_\_\_\_ is used to milk the firm's investments to recover cash quickly in the decline stage.

- A. Reinvestment.
- B. Divestment.
- C. Harvesting.
- D. Maintaining.

ANSWER: C

155. Which of the following is not a key desirability for PODs?

- A. Relevance.
- B. Distinctiveness.
- C. Believability.
- D. Feasibility

ANSWER: A

156. Which of the following is not a key desirability for PODs?

- A. Relevance. b. c. . d.
- B. Distinctiveness.
- C. Believability
- D. Feasibility

ANSWER: D

157. What is the part of the brand that can be spoken?

- A. brand name.
- B. brand equity.
- C. wordmark.
- D. logo.

ANSWER: D

158. The Maytag brand stands for dependability. This is an example of branding allowing for the

creation and development of

- A. equity.
- B. loyalty.
- C. a trademark.
- D. an image

ANSWER: D

159. The brand's position in the marketplace and the hearts and minds of consumers is reflected by

- A. core values. .
- B. brand recognition
- C. brand equity.
- D. the brand name

ANSWER: C

160. Who in the marketing organization is responsible for building a brand?

- A. the brand manager.
- B. the media buyer.
- C. the account manager.
- D. the CEO.

ANSWER: A

161. What is the first step in the process of building a brand?

- A. identify and establish brand values and positioning strategy.
- B. measure and interpret brand performance.
- C. calculate existing brand equity.
- D. manage the brand through its lifecycle.

ANSWER: A

162. The value that consumers attach to a brand attribute is known as the

- A. . image.
- B. equity.
- C. attribute.
- D. benefit.

ANSWER: D

163. Core values are the primary attributes and benefits a brand delivers. An attribute is a

- A. drawback.
- B. packaging detail.
- C. trademark.
- D. descriptive feature

ANSWER: D

164. The selling concept that motivates purchase, or the image that marketers desire a brand to have in the minds of consumers, is known as

- A. brand equity
- B. trademark.
- C. core values.
- D. positioning.

ANSWER: B

165. "Here's what the product is. Here's what the product does" is the straightforward explanation of this type of positioning strategy

- A. leadership.
- B. innovation.
- C. . product differentiation
- D. price

ANSWER: C

166. Diesel successfully competes with other fashion labels because of the image it represents to a youthful, stylish audience. What type of positioning strategy does this represent?

- A. channel.
- B. lifestyle
- C. innovation.
- D. head-on.

ANSWER: B

167. The content of most advertising in any medium usually includes

- A. leadership positioning
- B. brand elements
- C. celebrities.
- D. disclaimers.

ANSWER: B

168. Which two change factors are creating a dramatic shift, causing packaging to play a more significant role in product differentiation?

- A. merger rates and private labels
- B. media and consumer lifestyles
- C. technology and distribution practices.
- D. production methods and advertising vehicles

ANSWER: B

169. Studies have shown that package changes in colours, graphics, or configuration can dramatically alter

- A. consumers' perception of the same product
- B. annual sales figures
- C. acceptance by retailers
- D. product practicality and performance

ANSWER: A

170. Not all products are sold in a package. For durable goods like cars and computers, the key influencer in the buying decision could be

- A. convenience.
- B. price
- C. technology
- D. . design.

ANSWER: D

171. Many marketers now offer resealable bags as part of their packaging. This feature is an example of which packaging function?

- A. building brand equity.
- B. eliminating the need for advertising
- C. providing convenience
- D. marketing the product.

ANSWER: C

172. of the following products is most commonly sold on the basis of the emotional attributes of its brand name?

- A. . Industrial printing equipment
- B. Soft drinks.
- C. . Fresh milk
- D. Cheese.

ANSWER: B

173. Palmolive soap, shampoo and moisturizer brands belong to a brand:

- A. Spectrum.
- B. Segment.
- C. Market.
- D. Family.

ANSWER: D

174. \_\_\_\_\_ is the process of establishing and maintaining a distinctive place in the market for an organisation or its specific product offers

- A. Profiling.
- B. Targeting.
- C. Segmentation.
- D. . Positioning.

ANSWER: D

175. A differentiated product may be unique in the marketplace but it will only be successful in which of the following circumstances?

- A. If it satisfies customers' needs
- B. . If the price differential is minimal
- C. . If the brand can be classed as aspirational
- D. Differentiated products will always be successful.

ANSWER: A

176. In developing a marketing strategy, why might an organisation use a positioning map?

- A. To discover what position new entrants might move into in the market.
- B. To see whether the company has a competitive advantage over its competitors.
- C. To understand more about the dimensions of customer value.
- D. To see how many competitors there are in the market.

ANSWER: A

177. Owners of brands frequently suffer when rivals make a rival product to resemble their own

product. A common law remedy against this is based on the law of:

- A. Equity.
- B. Product proliferation
- C. Passing off.
- D. Pairing off.

ANSWER: C

178. A brand is a shorthand method which a manufacturer can use to identify its product as being distinctive. However, to be of value to a customer, and long term value to the company, this particularly depends on which of the following brand characteristics being present?

- A. A snappy brand slogan
- B. Adverts that are liked by consumers
- C. An emotional attribute
- D. Consistency.

ANSWER: D

179. Colours have often come to be associated with certain product features. In western countries, the combination of red and yellow is often used to signify:

- A. . A product with a lot of features
- B. Advanced technology
- C. High price.
- D. Speed.

ANSWER: D

180. Logos are an important part of corporate visual identity. Which of the following statements about the attributes of a good logo is UNTRUE?

- A. It should encapsulate the values of the brand and provide an immediate reminder of the brand each time it is seen by customers and potential customers.
- B. It should not be over complicated.
- C. It stresses particular advantages of a product or organization.
- D. It is a classic design that does not need to be updated to keep it in tune with styles and fashions

ANSWER: D

181. Which of the following is NOT generally recognised as an element of the marketing mix?

- A. Profitability.
- B. Promotion.
- C. Product.
- D. Price.

ANSWER: A

182. All marketing activities that attempt to stimulate quick buyer action or immediate sales of a product are known as \_\_\_\_\_.

- A. Sponsorship.
- B. Advertising.
- C. personal selling.
- D. sales promotion.

ANSWER: D

183. . In general, the single-voice, or synergy principle, involves selecting a specific \_\_\_\_\_ for a brand.

- A. positioning statement
- B. marketing mix.
- C. pricing strategy
- D. advertising budget.

ANSWER: A

184. Which one of the following is the greatest obstacle to implementing integrated marketing communications

- A. Few providers of marketing communications services have the skills to execute IMC programs
- B. There is a lack of interest in IMC by top management.
- C. The cost for implementing an IMC program is difficult to justify.
- D. Little can be gained by coordinating the various marketing communications elements.

ANSWER: A

185. The premise underlying geodemographic targeting is that people who \_\_\_\_\_ also share demographic and lifestyle similarities

- A. are in the same income category.
- B. reside in similar areas.
- C. . are of the same age.
- D. are of the same gender

ANSWER: B

186. A detergent that advertises how clean it gets clothes is appealing to the \_\_\_\_\_ consumer need

- A. Functional.
- B. Symbolic.
- C. Biological.
- D. Utilitarian.

ANSWER: A

187. The process of translating thought into a symbolic form is known as \_\_\_\_\_.

- A. Encoding.
- B. Feedback
- C. Noise
- D. Decoding.

ANSWER: A

188. . According to the HEM, consumer behavior is seen as \_\_\_\_\_.

- A. . Rational.
- B. highly cognitive
- C. Emotional.
- D. Systematic.

ANSWER: C

189. By definition, \_\_\_\_\_ simply means that consumers come in contact with the marketer's message

- A. Perception.
- B. Exposure.
- C. Attention
- D. Comprehension.

ANSWER: B

190. The \_\_\_\_\_ component of attitudes focuses on behavioral tendencies.

- A. . Affective.
- B. Instrumental.
- C. Conative.
- D. Cognitive.

ANSWER: C

191. Marketers can enhance the consumers' ability to access knowledge structures by \_\_\_\_\_.

- A. using loud music
- B. using colorful ads
- C. employing verbal framing
- D. repeating brand information

ANSWER: C

192. Margaret Stephens notices the television commercial because of the loud sounds. This is an example of \_\_\_\_\_.

- A. exposure.
- B. Involuntary attention.
- C. nonvoluntary attention.
- D. voluntary attention.

ANSWER: B

193. Attitudes toward a brand result from a combination of \_\_\_\_\_ attitude-formation processes.

- A. benefit.
- B. linear and non-linear.
- C. associative and non-associative
- D. central- and peripheral-route

ANSWER: D

194. Marketers can enhance the consumers' ability to access knowledge structures by \_\_\_\_\_.

- A. using loud music
- B. using colorful ads.
- C. employing verbal framing.
- D. repeating brand information.

ANSWER: C

195. A(n. \_\_\_\_\_ advertising objective is aimed at achieving communication outcomes that precede behavior

- A. precise.

- B. planned.
  - C. indirect.
  - D. direct.
- ANSWER: C

196. The first step of the objective-and-task method is \_\_\_\_\_.

- A. . assessing the communications functions.
- B. establishing specific marketing objectives that need to be accomplished.
- C. determining advertising's role in the total communication mix.
- D. establishing specific advertising goals in terms of the levels of measurable communication response required to achieve marketing objectives

ANSWER: B

197. . A clothing store that sets their advertising budget by following the major competitor and adding an additional 15 percent is using the \_\_\_\_\_ method.

- A. percentage-of-sales.
- B. arbitrary allocation.
- C. objective-and-task
- D. competitive parity

ANSWER: D

198. The advertising budget procedure used most frequently is the \_\_\_\_\_ method.

- A. . percentage-of-sales.
- B. arbitrary allocation
- C. marginal cost.
- D. None of the above.

ANSWER: D

199. Which value is derived from the need for variety and achieving an exciting life?

- A. self-direction
- B. hedonism.
- C. achievement
- D. stimulation.

ANSWER: D

200. Laddering is a marketing research technique that has been developed to identify links between \_\_\_\_\_.

- A. attributes, consumers, and values
- B. . attitudes, consumers, and values
- C. attributes, consequences, and variables
- D. attributes, consequences, and values.

ANSWER: D

201. Which of the following cannot be used as a trademark?

- A. a word.
- B. a name.
- C. a symbol.
- D. all of them can be used as a trademark.

ANSWER: D

202. This marketing component is most likely to be standardized.

- A. brand.
- B. advertising.
- C. price
- D. distribution.

ANSWER: A

203. Which of the following is not a brand's function?

- A. creating identification
- B. guaranteeing quality level.
- C. helping with promotion.
- D. .lowering production cost.

ANSWER: D

204. This item offers "added value."

- A. commodity.
- B. product.
- C. unbranded good.
- D. branded product.

ANSWER: B

205. Which of the following is an advantage of a brand less product?

- A. product differentiation.
- B. repeat sales.
- C. quality flexibility
- D. premium pricing.

ANSWER: C

206. Compared to a brand less product, a branded product has this advantage.

- A. production cost.
- B. legal cost.
- C. product differentiation
- D. quantity flexibility

ANSWER: C

207. Compared to a manufacturer's brand, a private brand has this advantage (from manufacturer's perspective)

- A. control of product features
- B. better price.
- C. . promotional expenses.
- D. bargaining power

ANSWER: C

208. Compared to a private brand, a manufacturer's brand has this advantage (from manufacturer's perspective)

- A. brand loyalty.

- B. gaining dealers' acceptance
- C. promotional expenditures.
- D. market share

ANSWER: A

209. This company does not offer private branding.

- A. Michelin.
- B. Heinz.
- C. Mitsubishi.
- D. all of them offer private brands .

ANSWER: D

210. A private brand makes it possible for a retailer to offer a product at

- A. higher price and higher margin.
- B. . lower price and higher margin.
- C. lower price and lower margin.
- D. higher price and lower margin.

ANSWER: B

211. This party has more bargaining power.

- A. least dependent person
- B. least independent person
- C. less dependent person
- D. equally dependent person.

ANSWER: A

212. Compared to a single brand in a single market, multiple brands in a single market are inferior in terms of

- A. economies of scale.
- B. market segmentation
- C. retail shelf space.
- D. trading up/down.

ANSWER: A

213. Compared to multiple brands in a single market, a single brand in a single market is inferior in terms of

- A. marketing impact
- B. . overall advertising costs.
- C. retail shelf space.
- D. economies of scale.

ANSWER: C

214. Compared to local brands, a worldwide brand has this advantage.

- A. pronunciation.
- B. marketing impact.
- C. connotations.
- D. quality variations.

ANSWER: B

215. Compared to a worldwide brand, local brands have this advantage.

- A. marketing impact
- B. brand taxation.
- C. . travellersbrand recognition
- D. advertising costs

ANSWER: B

216. This branding strategy assumes that the market is heterogeneous.

- A. no brand
- B. single brand in single market
- C. worldwide brand.
- D. local brands.

ANSWER: D

217. This international arrangement establishes reciprocity which allows a foreign trademark owner to obtain the same protection in other convention member countries as in the owner's home country

- A. Paris Convention
- B. Madrid Arrangement
- C. Trademark Registration Treaty
- D. Arrangement of Nice

ANSWER: A

218. This international arrangement allows nationals of the participating countries, with prior home registration, to have simultaneous trademark filing among all member countries.

- A. Paris Convention
- B. Madrid Arrangement
- C. Trademark Registration Treaty.
- D. Arrangement of Nice.

ANSWER: B

219. This register provides federal protection to trademark owners

- A. Principal Register
- B. Universal Register
- C. Conditional Register.
- D. Supplemental Register.

ANSWER: A

220. Based on the hierarchy of trademark registration eligibility, this type of trademark offers the lowest degree of legal protection.

- A. fanciful.
- B. descriptive.
- C. arbitrary.
- D. suggestive.

ANSWER: B

221. Based on the hierarchy of trademark registration eligibility, the highly protectable is

- A. fanciful.

- B. descriptive.
  - C. arbitrary.
  - D. suggestive.
- ANSWER: A

222. This mark has no legal protection.

- A. fanciful.
- B. descriptive.
- C. arbitrary.
- D. generic.

ANSWER: D

223. Which of the following can be renewed indefinitely?

- A. patent.
- B. trademark.
- C. copyright.
- D. all of the above.

ANSWER: B

224. The U.S. government can seize articles which

- A. are colorable imitations
- B. bear counterfeit trademark.
- C. are gray market goods.
- D. are black market goods.

ANSWER: B

225. The most important packaging criterion is

- A. promotional.
- B. functional.
- C. attractive.
- D. versatile.

ANSWER: B

226. Which of the following is the best example of a core product?

- A. . A plane journey.
- B. Transportation
- C. First class
- D. Airline frequent flier program.

ANSWER: B

227. The new product development process involves a number of stages. The best estimate of the new product's likely profitability is likely to be made at which of these stages?

- A. Idea generation
- B. Idea evaluation
- C. Market testing
- D. Brainstorming.

ANSWER: C

228. Why may some consumers of a service be dissatisfied even though the supplier offers a relatively high standard of service?

- A. Because the price is too low.
- B. Because there are too few tangible cues to assess the service.
- C. Because the consumer had a lower level of expectations
- D. Because the consumer had a higher level of expectations

ANSWER: D

229. . An organization embarks on an international product strategy depending on a decision on a number of factors, which include:

- A. the overall market objectives
- B. market and customer expectations.
- C. marketing mix support
- D. all of the above .

ANSWER: D

230. Which stage of the product lifecycle is marked by falling costs and rising revenues?

- A. Introduction stage.
- B. Growth stage.
- C. Maturity stage
- D. Saturation stage .

ANSWER: B

231. . At which stage in the International Trade Cycle does a country usually import foreign goods?

- A. . Introduction stage
- B. Growth stage
- C. Maturity stage
- D. Saturation stage.

ANSWER: A

232. To have value, a brand must offer which one of the following?

- A. A simple product range with a defined set of features.
- B. A complex product range with a defined set of features
- C. Consistency, a reduced level of perceived risk for the buyer, and a range of functional and emotional attributes which are of value to buyers.
- D. An identity through which the customer can trace the party responsible for supplying the product.

ANSWER: C

233. Choosing a suitable international brand name is an important, but often difficult, part of the process that creates a strong and distinctive brand. Which of the following statements about choosing a name for a new soft drink is UNTRUE?

- A. The name should be memorable and easy to pronounce
- B. The name must be checked by experts to ensure it doesn't infringe on another company's brand name
- C. The name should have positive associations with the benefits
- D. The brand name must be modern and contemporary

ANSWER: D

234. The usual source for new products is:

- A. marketing research.
- B. R&D.
- C. accidental discoveries
- D. a variety of sources including customers, competitors, serendipity and formal processes.

ANSWER: A

235. One approach to branding is to use the same brand name for everything a company produces. However there are several drawbacks to this approach. Which of the following is not an identified drawback to this approach?

- A. It is more expensive as the company has to spend money promoting all its product and also itself.
- B. It can confuse the values of the brand where products within the branded range are too diverse
- C. One poorly performing product can tarnish all products carrying the name.
- D. It can make it difficult for a company to dispose of a division or product line . Answer: A

ANSWER: A

236. \_\_\_\_\_ measures the degree to which a brand is seen as different from others.

- A. Relevance.
- B. . Differentiation
- C. Esteem.
- D. . Knowledge

ANSWER: B

237. \_\_\_\_\_ measures the breadth of a brands appeal.

- A. Relevance.
- B. Differentiation.
- C. Brand equity.
- D. Knowledge.

ANSWER: A

238. Nike has the distinctive Swoosh logo, the Just Do it slogan and the Nike name based on a mythological goddess. These items are called \_\_\_\_\_.

- A. Brand equities
- B. Brand identities.
- C. Brand resonance
- D. Brand elements.

ANSWER: D

239. Honda uses the company name to cover different products such as automobiles, motor cycles, snow blowers and snowmobiles. This is an example of a \_\_\_\_\_.

- A. Sub-brand.
- B. products.
- C. brand variant
- D. Category extension.

ANSWER: D

240. All the products marketed by Heinz carry the brand name Heinz. This is an example of \_\_\_\_\_.

- A. individual names.
- B. blanket family names.
- C. separate family name for all products.
- D. corporate name combined with individual product names.

ANSWER: B

241. Associations that are not necessarily unique to the brand are called \_\_\_\_\_.

- A. points of-difference.
- B. points-of-parity
- C. competitive framing.
- D. positioning.

ANSWER: B

242. The main benefit of branding to consumers is

- A. They save money.
- B. they become more efficient shoppers.
- C. they have more product choices.
- D. they like new designs.

ANSWER: B

243. An organization using a name, phrase, design, symbols or combination of these to identify its products is

- A. repositioning product lines.
- B. trade marking product.
- C. patenting products
- D. branding products

ANSWER: D

244. No brand products is known as

- A. generic brands
- B. private brands.
- C. mixed brands.
- D. multi-brands.

ANSWER: A

245. Which of the following is a trade name?

- A. Wheaties.
- B. Campbell soup company.
- C. Diet Dr. pepper
- D. Golden Grahms

ANSWER: B

246. \_\_\_\_\_ is an example for a global brand.

- A. Indica.
- B. TVS50.
- C. Thumbsup.

D. Coke.  
ANSWER: D

247. Which of the following tasks would not be performed by a product or brand manager.
- A. Arranging for the financing of the new product launch
  - B. preparing for an annual marketing plan.
  - C. Developing a long-range strategy for the product.
  - D. Preparing sales forecast

ANSWER: A

248. Companies producing a variety of products and brands often establish a \_\_\_\_\_ organization.

- A. geographic.
- B. functional.
- C. product or brand management.
- D. vertical product management.

ANSWER: C

249. Product manager are sometimes called as

- A. manager of goods
- B. consumer specialist
- C. brand manager
- D. sales rep

ANSWER: C

250. A brand manager usually reports to

- A. a committee of marketing executives
- B. a category manager
- C. a venture team
- D. a marketing manager.

ANSWER: D

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