



Dr.G.R.Damodaran College of Science

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CRISL rated 'A' (TN) for MBA and MIB Programmes

III MBA(PART TIME)[2015-2018]
SEMESTER-V
ELECTIVE:BRAND MANAGEMENT
Multiple Choice Questions.

1. At the center of a brand s characteristics is the following _____.
- A. a. Identity
 - B. b. Image.
 - C. c. Value.
 - D. d. None of the given options.

ANSWER: C

2. Brand management came into being for which of the following reasons _____.
- A. a. Companies wanted to achieve scale economies.
 - B. b. It supplemented financial management practices
 - C. c. It suited production and operations personnel.
 - D. d. Companies wanted to differentiate their products and highlight distinctions in a Competitive environment.

ANSWER: D

3. . Brands like to stay contemporary because of _____.
- A. a. Others do it.
 - B. b. Staying attractive.
 - C. c. Upholding the contract
 - D. d. None of the given options.

ANSWER: C

4. . Features and attributes of brands translate into benefits and _____ are also fulfilled along with these benefits.
- A. a. Customer values.
 - B. b. Brand values.
 - C. c. Organizational goals
 - D. d. Brand associations.

ANSWER: A

5. A good brand contract _____.
- A. a. Keeps customer perspective in view.
 - B. b. Delivers promises made with customers.
 - C. c. Unearths negative promises.
 - D. d. All of the given options.

ANSWER: D

6. . Continuously renewing the difference makes your product _____.
- A. a. Look superior.
 - B. b. Highly unacceptable.
 - C. c. Not conforming with market standards of evolving changes.

D. d. Conforming to the changing behavior and beliefs of customers
ANSWER: D

7. . A brand-based model reveals the following _____.
- A. a. Why customers buy the brands they buy?
 - B. b. What are the underlying motives for their purchasing brands of their preference?
 - C. c. Why companies keep their brands contemporary?
 - D. d. All of the given options.

ANSWER: D

8. The most important factor in brand management is to ensure that your _____ must be matching with consumers perceptions.
- A. a. Brand pinnacle.
 - B. b. Brand s persona.
 - C. c. Brand associations.
 - D. d. Brand value.

ANSWER: B

9. While developing the brand picture, first of all, you envision _____.
- A. a. Attributes.
 - B. b. Obsessions
 - C. c. Benefits
 - D. d. All of the given options.

ANSWER: D

10. . To have value, a brand must offer which one of the following?
- A. a. A simple product range with a defined set of features.
 - B. b. A complex product range with a defined set of features.
 - C. 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. d. An identity through which the customer can trace the party responsible for supplying the product.

ANSWER: C

11. If two different brands are distributed by one company, it is considered under _____.
- A. a. Wholesale.
 - B. b. Co-branding.
 - C. c. Joint venture.
 - D. d. Merger.

ANSWER: B

12. For communication to be effective it should be _____.
- A. a. Repetitive.
 - B. b. Reinforcing.
 - C. c. Both of the given options.
 - D. d. None of the given options.

ANSWER: C

13. . Advertising _____ is capable to attract consumers only if it is based on their needs.
- A. a. Reach.
 - B. b. Copy.
 - C. c. Frequency
 - D. d. Media.

ANSWER: B

14. . Marketing communication is done to achieve the objective of _____.

- A. a. Building awareness.
- B. b. Stimulate action.
- C. c. Both of the given options.
- D. d. None of the given options.

ANSWER: C

15. A great effort in terms of time and money is required for _____; and despite the effort, results are not guarantee

- A. a. Growth.
- B. b. Profitability.
- C. c. Branding.
- D. d. Promotion.

ANSWER: A

16. Brands are born out of the following strategies _____.

- A. a. Segmentation and differentiation strategies.
- B. b. Promotion strategies
- C. c. Good purchasing and supply chain strategies.
- D. d. All of the given options.

ANSWER: A

17. Brand identity is followed by _____, which is a reflection of what marketers planned to send to the public.

- A. a. Brand value.
- B. b. Brand image
- C. c. Advertising
- D. d. Brand personality

ANSWER: B

18. . Right branding increases _____ of the product, which should be more than that of the generic product.

- A. a. Consumer revolt.
- B. b. Market share.
- C. c. Profit.
- D. d. Value

ANSWER: D

19. _____ are incurred by brands because of failures and questionable business practices that may increase costs and liabilities.

- A. a. Brand assets.
- B. b. Brand liabilities.
- C. b. Brand liabilities.
- D. d. Market failures.

ANSWER: C

20. . Introduction of more brands and extensions leads to _____ with no new benefits to consumers.

- A. a. Higher cost.
- B. Greater revenue
- C. . Brand proliferation
- D. Increased competition

ANSWER: C

21. While defining the industry during the analysis, brand managers must consider _____.
- A. The range of products and services offered by the industry.
 - B. A picture of the geographic scope of the industry
 - C. Both of the given options.
 - D. None of the given options.

ANSWER: C

22. The difference between companys present financial position and the financial objectives is known as _____.
- A. . Contribution gap
 - B. Contribution margin
 - C. Financial objectives failure
 - D. . Low demand in market.

ANSWER: A

23. . A _____ has to answer the questions like what would be the short of market if our brand is not there.
- A. Brand image.
 - B. . Brand picture.
 - C. Brand manager.
 - D. . Brand association.

ANSWER: B

24. Brand assets include _____.
- A. . The name of the brand.
 - B. Reputation, relevance, and loyalty
 - C. Less quality complaints
 - D. . All of the given options

ANSWER: B

25. A change in positioning may cause _____ in price.
- A. . An upward change
 - B. . A downward change
 - C. . Both of the given options.
 - D. None of the given options.

ANSWER: C

26. _____ occurs by maintaining the brand contract while undergoing Innovations and modifications to stay current
- A. . Sustainability
 - B. Fit.
 - C. Uniqueness.
 - D. . Credibility.

ANSWER: D

27. When we keep the same brand name of new offerings so that customers may develop an immediate familiarity, the resultant phenomenon is known as _____.
- A. Leveraging.
 - B. Extension.
 - C. Diversification.
 - D. Stretching.

ANSWER: A

28. . Introduction of another strength of a medicine by a pharmaceutical company is an example of

- _____.
- A. . Brand extension
 - B. . Line extension
 - C. Brand diversification.
 - D. . All of the given options

ANSWER: B

29. Brands are diversified because _____.

- A. is essential for brand survival.
- B. Some brands have such a high awareness that those are perceived by customers to be in categories where they are not present
- C. Some brands have such a high awareness that those are perceived by customers to be in categories where they are not present
- D. Cost-cutting is possible by advertising products with the same brand name. d. All of the given options.

ANSWER: D

30. The _____ relates to extra benefits that a brand offers to its customers.

- A. . Entire positioning
- B. . Point of difference
- C. . Definition of business
- D. . Inn vation.o

ANSWER: B

31. . Benefits of having different brands include all of the following except _____.

- A. Quickly respond to retailers need
- B. . Effectively compete in market
- C. Save the actual brand image
- D. . Fill all the gaps in market

ANSWER: D

32. When the same brand name holds several products in different markets, it is known as the _____.

- A. Umbrella brand.
- B. Source brand.
- C. Multi-brand.
- D. Range brand.

ANSWER: A

33. Factors affecting the choice of distribution channel include _____.

- A. . Customer value.
- B. Sales revenues
- C. c. Both of the given options.
- D. None of the given options.

ANSWER: C

34. _____ provides a good quality of service because of a direct interface with the customers, but it is expensive.

- A. Direct sales.
- B. Telemarketing.
- C. E-marketing
- D. All of the given options

ANSWER: D

35. . In a specific strategic market plan, a profit centre that is self-supporting in terms of sales, markets, production, and other resources is known as _____.

- A. Profit unit.
- B. Strategic business unit
- C. Marketing unit.
- D. Small business unit.

ANSWER: B

36. Clarity about dimensions of brands means the clarity in _____.

- A. The functions of brand.
- B. The aspects of differentiation
- C. . Both of the given options
- D. None of the given options

ANSWER: C

37. . The drivers of change include all of the following except _____.

- A. Downfall in industry
- B. . Consumer behavior.
- C. . Market analysis.
- D. An investment by a foreign firm in local market.

ANSWER: C

38. . Shan Foods is involved in selecting and analyzing a target market and developing a marketing mix to gain long-run competitive advantages. Based on this example, Shan Foods is creating a _____.

- A. . Corporate strategy
- B. Target design.
- C. Mix strategy.
- D. Marketing strategy

ANSWER: D

39. . Which of the following is not a reason of selling a service is difficult?

- A. Competitors can copy services very easily
- B. . It is hard to summarize and communicate services.
- C. Standardization among services is difficult.
- D. . Customer can never be satisfied with a service.

ANSWER: D

40. . Often, the direct consumers of a nonprofit organization are its _____.

- A. . Consumer public
- B. Member public.
- C. Client public.
- D. Nonbusiness public.

ANSWER: C

41. A _____ organization is customer-centric, and all the decisions it makes are based on involvement of all in the organization

- A. . Brand based.
- B. Consumer based
- C. . Marketing.
- D. Competition based

ANSWER: A

42. . Measuring your brand s performance means you are _____.

- A. Managing your brand right.. Maintaining your brand position

- B. Measuring your strategies.
- C. Maintaining your brand position.
- D. Maintaining your brand picture.

ANSWER: A

43. Critical success factors for a firm include _____.

- A. Changing lifestyles and attitudes
- B. . Low-cost production efficiency.of the given options.
- C. . Both of the given options.
- D. . None of the given options

ANSWER: B

44. . PIA runs a series of television commercials that show its staff going out of their way to help customers. An important secondary audience for these ads is _____.

- A. . The civil aviation authority.
- B. . Competitors.
- C. PIA employees.
- D. All air travelers.

ANSWER: C

45. Which one of the following form of asset the brand has _____?

- A. Tangible assets
- B. Intangible assets.
- C. Current assets.
- D. Fixed assets

ANSWER: B

46. The functional risk of brand is related to _____.

- A. Price.
- B. b. Performance.
- C. . Social image.
- D. Our self concept.

ANSWER: B

47. With the effort of team of professionals in a company, produce end product which is related to the _____.

- A. Brand creation
- B. . Idea creation.
- C. Brand management
- D. Marketing management

ANSWER: A

48. A differentiated product may be unique in the marketplace but it will only be successful under 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

49. 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 and features of the product.

D. The brand name must be modern and contemporary.

ANSWER: D

50. . Which of the following is the indicator of brand strength?

A. Brand reputation

B. . Patents and rights.

C. Perceived brand value

D. Growth rate.

ANSWER: D

51. There are lot of customers have the knowledge of branThey are inclined to be bound into a contract.

A customer bound by a contract is known as _____.

A. . Loyal customer.

B. . Difficult customer

C. . Potential customer

D. Finicky customer

ANSWER: A

52. Which one of the following is the best example of implicit promise?

A. Personal computer.

B. Furniture.

C. Green tea.

D. Crockery.

ANSWER: C

53. Developing budgets and steering resources into strategy are critical areas of Success Correlates which of the following strategy.

A. . Crafting strategy.

B. Implementing strategy.

C. Evaluating strategy

D. Performing strategy

ANSWER: B

54. The process of establishing and maintaining a distinctive place in the market for an organization or its specific product offers is known as _____.

A. Profiling.

B. Profiling Segmentation

C. . Segmentation.

D. Positioning.

ANSWER: D

55. _____ is ether the head of marketing department or a major brand and is responsible for the brand strategy and its implementation, important for complete performance of the brand.

A. Chief Branding Offic.

B. Chief Executive officerer

C. President of company.

D. Director of Company.

ANSWER: A

56. _____ shows how consistent customers are in buying your brand, how long they have been buying and how long they may buy?

- A. Customer loyalty.
- B. Brand loyalty.
- C. Product loyalty.
- D. Company loyalty.

ANSWER: A

57. The brand stature construct is equivalent to _____.

- A. Esteem multiplied by knowledge.
- B. . Differentiation multiplied by knowledge.
- C. . Knowledge multiplied by relevance
- D. Esteem multiplied by differentiation.

ANSWER: A

58. . This pricing model offers opportunity to set different levels of pricing for different needs is known as _____.

- A. Segment pricing.
- B. Skim pricing
- C. Value-in-use pricing.
- D. Strategic account pricing.

ANSWER: A

59. . If a company introducing a new brand under the source brand or endorsing brand strategy to gain the benefits of brand power, you again are in a position to charge a ___.

- A. Premium price.
- B. Skimming price.
- C. Market based price.
- D. . Retail price.

ANSWER: A

60. _____ of ad means how many times you should expose your target customers to your message.

- A. . Frequency.
- B. Copy.
- C. Copy strategy.
- D. Media.

ANSWER: A

61. What purpose does an advertising copy serves?

- A. Provides a degree of continuity in a brand s advertising
- B. . Help a brand achieve distinctiveness.
- C. Provides a common benchmark on which all concerned in the company and theagency can evaluate the merits of advertising submissions.
- D. All of the given options.

ANSWER: A

62. The image of brand is the _____ with customer.

- A. Actual association.
- B. Vision.
- C. Positioning.
- D. . Personality traits.

ANSWER: A

63. A brand based organization provides which of the following benefits?

- A. Clarity of role.
- B. Commitment to brand growth.

- C. A collective responsibility.
- D. All of the given options.

ANSWER: A

64. _____ lets you to have your loyal customer s lifetime worth in terms of your Brand s purchasing.
- A. Lifetime value of a customer.
 - B. Lifetime value of a brand.
 - C. Lifetime value of a company.
 - D. Lifetime value of a market.

ANSWER: A

65. _____ lets you to have a clear picture of the number of customers or usage of your brand in comparison with competition.
- A. Market share.
 - B. Brand share.
 - C. Product share.
 - D. Customer share.

ANSWER: A

66. _____ works best under the circumstances of high differentiation that gives you a sustainable advantage in a quality conscious market.
- A. Value-in-use Pricing.
 - B. Skim Pricing.
 - C. Segment pricing.
 - D. Strategic account pricing.

ANSWER: B

67. . Which of the following strategy give the benefit of premium pricing?
- A. Umbrella strategy.
 - B. . Line brand strategy.
 - C. Product brand strategy.
 - D. Branding strategy.

ANSWER: A

68. Delivery services offered by restaurants and other food chains in our market on phone calls are examples of _____.
- A. Sales promotion.
 - B. Direct marketing.
 - C. Publicity.
 - D. Personal selling.

ANSWER: B

69. Duration of _____ should be short and should not be repeated too often. a. Sales promos.
- A. Sales promos.
 - B. Market promos.
 - C. Brand promos.
 - D. Product promos.

ANSWER: A

70. An effective advertising campaign _____.
- A. Revolves around a strong single idea.
 - B. Should appeal to self interest of customer.
 - C. Must not wander off.
 - D. All of the given options.

ANSWER: D

71. The term story board is specifically related to _____.

- A. TV commercial.
- B. Newspaper Editorial.
- C. Magazine ad.
- D. Press release.

ANSWER: A

72. _____. TV commercial. Newspaper Editorial. Magazine ad. Press re

- A. Distribution.
- B. Communication.
- C. Merchandizing.
- D. Branding.

ANSWER: B

73. To keep your brand into recognition, it is important to __ according to an effective through plan.

- A. Advertise
- B. . Position.
- C. PlacePlace..
- D. Market.

ANSWER: A

74. _____ internal workshop consisting of important aspects of detailed strategic definition and objectives of the brand is arranged.

- A. . Brand chartering.
- B. Brand planning.
- C. Brand extension.
- D. Brand equity.

ANSWER: A

75. . Apart from the four Ps of marketing mix the three additional elements of service brands are people process and_____.

- A. Physical evidence
- B. . Physiological evidence
- C. Psychological evidence.
- D. Packaging.

ANSWER: A

76. A _____ organization is customer-centric and all the decisions it makes are based on involvement of all in the organization.

- A. Brand-based.
- B. Customer-based.
- C. Product-based.
- D. None of the given options.

ANSWER: A

77. . According to researches the highest brand loyalty of customers is among _____.

- A. Coffee.
- B. Shampoo.
- C. Cigarette.
- D. Tea

ANSWER: C

78. A personal computer with features relating processor s specifications the size of the hard disk and capacity of RAM is an example of _____.

- A. Explicit promise.
- B. . Implicit promise.
- C. . Positive promise.
- D. Negative promise.

ANSWER: A

79. All of the following statements would be considered to be TRUE regarding company vision statements EXCEPT _____.

- A. Vision statements are never Vision statements are often designed to be memorable one-line statements presented with an organization s mission statement.
- B. Vision statements are often combined with the mission t.
- C. Vision statements are often designed to be memorable one-line statements
- D. Vision statements reflect an organization's strategic intent.

ANSWER: A

80. Market is divided into groups on the basis of age family size gender income occupation, education religion race generation nationalit or social class is the best description of which of the following?

- A. Demographics.
- B. . Psychographics
- C. Behavioral.
- D. Geographic.

ANSWER: A

81. . Building the brand vision is very serious matter and cannot be decided by just one manager because of the issue of _____.

- A. . Marketing
- B. . Finance
- C. Production.
- D. Promotion.

ANSWER: B

82. Which of the following is considered the first step of the strategic brand management process?

- A. Building brand mission.
- B. . Building brand vision.
- C. Building brand objectives.
- D. Building brand picture.

ANSWER: B

83. . Which of the following author states that benefits are weak unless they relate to the customers central values and beliefs?

- A. Jean-Noel Kapferer
- B. Scot M. Davis.
- C. Philip Kotler.
- D. Geoffrey Randall.

ANSWER: B

84. What approach should a brand manager adopt to know the status of a brand stands in terms of consumer perceptions?

- A. Compare two or three brands.
- B. Analyze the market segmentations
- C. Select the potential target markets.
- D. Understanding customers needs.

ANSWER: A

85. While determining levels of preferences of consumers in relation to the criterion, researchers come to know that mostly consumers give priority to the brand due to its _____
- A. Customer service.
 - B. Consistent performance
 - C. Price value relationship
 - D. Accessibility.

ANSWER: B

86. A sound mission and value statement must have all the attributes EXCEPT _____.
- A. Memorable.
 - B. Pragmatic.
 - C. Lengthy.
 - D. Inspiring.

ANSWER: C

87. Brand picture is based on which one of the following?
- A. Brand value
 - B. Brand mission.
 - C. Brand vision.
 - D. Brand image.

ANSWER: D

88. The unique selling proposition (USP) was started in _____.
- A. Advertising era.
 - B. Image era.
 - C. Product era.
 - D. The positioning era.

ANSWER: C

89. An apparel marketer is planning to launch an existing brand name into a new product category. Which brand development strategy is being implemented?
- A. Line extension.
 - B. Multibrand.
 - C. Brand extension.
 - D. Rebranding.

ANSWER: C

90. Which of the following is one of the marketers major positioning tools, which has a direct impact on product or service performance; thus, it is closely linked to customer value and satisfaction.
- A. Social marketing.
 - B. Product quality.
 - C. Specialty marketing.
 - D. Position marketing.

ANSWER: B

91. Opportunities for growth and expansion are identified by finding _____.
- A. Customers beliefs about the segment.
 - B. Customers believe about our competitors.
 - C. Customers perceptions about the brand.
 - D. Customers response about the products.

ANSWER: A

92. According to Scot Davis, how many years are required to change the brand positioning?

- A. Two to five years.
- B. Three to six years.
- C. Two to six years.
- D. Three to five years.

ANSWER: D

93. Which of the following is basically getting into different versions of the same base product on the same market?

- A. Product extension
- B. Brand diversification.
- C. Market extension.
- D. Line extension.

ANSWER: D

94. Which of the following is a concise statement that summarizes brands commitment or promise to target consumers and actively communicates the advantage over competing brands?

- A. Vision statement.
- B. Mission statement.
- C. Positioning statement.
- D. Value statement.

ANSWER: C

95. Whichever positioning you may like to choose, it has to stem from which one of the following point of view so that they can own it?

- A. Customers.
- B. Competitors.
- C. General Managers.
- D. Brand owners.

ANSWER: A

96. Which one of the following is NOT considered as competitive differentiation?

- A. Product.
- B. Sales.
- C. . Service.
- D. . Image.

ANSWER: B

97. . Marketers need to position their brands clearly in target customers minds. The strongest brands go beyond attributes or benefit positioning. They are positioned on the basis of which of the following?

- A. Desirable benefit.
- B. Good packaging.
- C. Strong beliefs and values.
- D. Service inseparability.

ANSWER: C

98. The business growth that takes place because of the internal working of the different parts within an organization is known as which of the following?

- A. Acquisition.
- B. Organic growth.
- C. Rapid growth.
- D. Licensing.

ANSWER: B

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

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

ANSWER: D

100. A strong brand refers to which one of the following?

- 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 given options.

ANSWER: A

101. A fashion clothing company getting into perfumes refers to the example of _____.

- A. Perceived difficulty of manufacture.
- B. Know how transferability.
- C. Complementarity.
- D. Awareness and reputation of the parent.

ANSWER: C

102. If a company's customers are concentrated in a small geographic area and the company sells technical products, which promotion method will it most likely use?

- A. Advertising.
- B. Publicity.
- C. Personal selling.
- D. Sales promotion.

ANSWER: A

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

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

ANSWER: A

104. When brand management becomes the heart of marketing then which one becomes the heart of brand management.

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

ANSWER: B

105. 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

106. 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

107. When two brands join hands to create one brand by using the strong expressions of both, this is known as _____.

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

ANSWER: A

108. CRE stands for what?

- A. Customer response effect.
- B. Customer relationship effect.
- C. Customer responsibility effect.
- D. Customer resource effect.

ANSWER: A

109. . Intel insid is a classic example of which one of the following

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

ANSWER: B

110. The prices of luxury product fall under _____.

- A. Plus-one pricing.
- B. Skim pricing.
- C. Strategic account pricing.
- D. Segment pricing.

ANSWER: B

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

- A. . Line extensions.
- B. Product mix.
- C. . Interactive marketing
- D. Service intangibility.

ANSWER: A

112. . Advertising is a major promotion mix ingredient that is a _____.

- A. Paid form of personal communication.
- B. Paid form of non personal communication.
- C. Non paid form of personal communication.
- D. Non paid form of non personal communication.

ANSWER: B

113. Which of the following statements about Place/Distribution decisions is CORRECT

- A. Product classes are not related to Place objectives.
- B. The product life cycle is not related to Place objectives.
- C. Place decisions are short-term decisions that are easy to change.
- D. Different market segments may require separate Place arrangements.

ANSWER: D

114. . Which one of the following is indicator of a company s desire to better meet the demands of the market, not only through differentiated products but also through different brands and there fore different identities?

- A. . Brand portfolio
- B. Brand extension.
- C. Line extension.
- D. Brand diversification.

ANSWER: A

115. Which one of the following pricing model is suggested during the decline stage of brand?

- A. Harvest pricing.
- B. Penetration pricing.
- C. Cost based pricing.
- D. Market based pricing.

ANSWER: D

116. Which one of the following brand layer is slightly wider than line brands?

- A. . Family brands
- B. Range brands.
- C. . Umbrella brands.
- D. Product brands.

ANSWER: C

117. . Based on various researches, which of the following is NOT TRUE about brand perception

- A. People perceive the brand as a whole
- B. Perception is comprehensive.
- C. Consumers perception is the reality.
- D. The brand has a personality.

ANSWER: B

118. Whichever positioning you may like to choose, it has to stem from the point of view of which one of the following so that they can own it?

- A. . Customers
- B. Competitors.
- C. General Managers.
- D. . Brand owners

ANSWER: A

119. . Which of the following is one of the marketer s major positioning tools, that has a direct impact on product or service performance thus, it is closely linked to customer value and satisfaction?

- A. Product quality.
- B. . Social marketing.
- C. Specialty marketing
- D. Production quality.

ANSWER: A

120. To update brand position is very necessary and there are different criteria to update it. How many criteria are adapted to judge if there is need for updating?

- A. Four.
- B. Three.
- C. Six.
- D. Five.

ANSWER: D

121. The distribution channel s performance depends on all of the following EXCEPT _____.
- A. Customer reach.
 - B. Operating efficiency.
 - C. Service quality.
 - D. Place of distribution.

ANSWER: C

122. Addition of b.25 liter bottle by Coca Cola will cause to _____.
- A. Increase customer base and usage
 - B. Enhance customer loyalty.
 - C. Generate more profit.
 - D. Develop brand image.

ANSWER: A

123. If a company introduce same brand name for several product in different markets then company is applying which one of the following brand strategy?
- A. Product brand strategy.
 - B. Line brand strategy.
 - C. Range brand strategy.
 - D. Umbrella brand strategy.

ANSWER: D

124. Communication through a news story regarding an organization and/or its products that is transmitted through a mass medium at no charge is which one of the following?
- A. Advertising.
 - B. Sales promotion
 - C. Personal selling.
 - D. Publicity.

ANSWER: D

125. Which of the following leads us to determine why customers buy what they buy?
- A. Customer need analysis.
 - B. .Brand-based customer model.
 - C. Good brand promise.
 - D. Brand management process.

ANSWER: A

126. One member of an organization has the ability to control resources and change behavior of the other. It is an exercise of which one of the following?
- A. Coercive power.
 - B. Reward power.
 - C. Legitimate power.
 - D. Expert power

ANSWER: A

127. The more the customers are knowledgeable of a brand s promises, the more they are inclined to be bound into a _____.
- A. Contract.
 - B. Agreement.
 - C. Settlement.
 - D. Negotiation.

ANSWER: A

128. . When any brand of cooking oil is launched with new formula (for more safety of health), it is the example of which of the following?

- A. Extending your target market.
- B. Extending the definition of business.
- C. Extending your point of difference.
- D. Extending the entire positioning.

ANSWER: C

129. You do not give the same treatment to a fake brand even if it carries the label that may look genuine because _____.

- A. The actual brand is not there
- B. The actual product is not there
- C. The actual brand is there.
- D. Actual product is there

ANSWER: C

130. When we say that brands are staying contemporary than it means _____.

- A. Bringing about innovations
- B. Living up to consumers likes and expectations
- C. Engaging into a brand contract.
- D. All of the given options.

ANSWER: D

131. Which of the following has to generate revenues, profits and net earning, whether establish through organic growth or acquisition.

- A. Brand management
- B. Brand.
- C. Category.
- D. Brand equity.

ANSWER: B

132. Which one of the following is the part of brand management process?

- A. Manage product
- B. Manage categories.
- C. . Manage brand.
- D. Manage customer.

ANSWER: C

133. All of the following are the primary component of positioning, EXCEPT _____.

- A. Company busiPoint of difference and key benefitness.
- B. Target market
- C. Point of difference and key benefits.
- D. Customer s analysis.

ANSWER: A

134. Which of the following can be defined in terms of needs, segmentation and geography?

- A. Markets.
- B. Production.
- C. . Promotion.
- D. Management.

ANSWER: A

135. In uncover bad promise one must convert the shortcomings into _____.

- A. Strengths.
- B. Weaknesses.
- C. Opportunities.
- D. Threats.

ANSWER: C

136. A brand contract may also contain _____ but it must be eradicated from the contract?

- A. Negative promises.
- B. Positive promises.
- C. Doubtful promises.
- D. Implicit promises.

ANSWER: D

137. The whole exercise of creating the right picture is to create meaningful parallels between the brand s identity and its _____.

- A. Image.
- B. Attribute.
- C. . Features.
- D. Value.

ANSWER: A

138. Which one of the following is NOT the basic determinant of the consumer s buying action?

- A. . Inferiority.
- B. Affordability.
- C. Quality.
- D. Accessibility.

ANSWER: A

139. When two brand in the same product line, offered by same player target same market segment and compete with each other by eating away the market share without adding any value to the marketer is called

- A. Brand Cannibalism.
- B. . Brand Proliferation.
- C. Brand featuring.
- D. Brand pruning.

ANSWER: A

140. Which of the following is driving force for customers focal point?

- A. Brand picture.
- B. Brand image.
- C. Brand value.
- D. Brand persona.

ANSWER: B

141. . _____ is basically getting into different versions of the same base product on the same market.

- A. Line extension.
- B. . Product extension.
- C. Brand diversification.
- D. Market extension.

ANSWER: A

142. Strong brand positioning is driven by which one of the following sources?

- A. Customer.

- B. Employee.
- C. Company.
- D. . Market.

ANSWER: A

143. . If a market is very mature, the challenges are _____.

- A. Intense.
- B. Weak.
- C. Concentrated.
- D. Deep.

ANSWER: A

144. Which of the following is one of the marketer s major positioning tools, which has a direct impact on product or service performance thus, it is closely linked to customer value and satisfaction.

- A. Social marketing
- B. Product quality.
- C. Specialty marketing.
- D. Position marketing.

ANSWER: B

145. Opportunities for growth and expansion are identified by finding _____.

- A. .Customers beliefs about the segment.
- B. Customers believe about our competitors.
- C. Customer s perceptions about the brand.
- D. Customer s response about the products.

ANSWER: D

146. According to Scot Davis, how many years are required to change the brand positioning?

- A. Two to five years.
- B. Three to six years.
- C. Two to six years.
- D. Three to five years.

ANSWER: D

147. Which of the following is basically getting into different versions of the same base product on the same market?

- A. Product extension.
- B. Brand diversification
- C. Market extension.
- D. Line extension

ANSWER: D

148. Which one of the following is NOT considered as competitive differentiation?

- A. . Product.
- B. . Sales
- C. Service.
- D. Image.

ANSWER: D

149. Marketers need to position their brands clearly in target customers minds. The strongest brands go beyond attributes or benefit positioning. They are positioned on the basis of which of the following?

- A. Desirable benefit.
- B. Good packaging.
- C. Strong beliefs and values.

D. Service inseparability.

ANSWER: C

150. When a company upgrade its brand with more signs and appearance under the same price for capturing more target customers, is best under the

- A. Cost leadership strategy.
- B. Differentiation strategy.
- C. Promotional strategy.
- D. Scenario planning.

ANSWER: B

151. The _____ identifies the product or brand

- A. Container.
- B. Label.
- C. Advertisement.
- D. Warranty.

ANSWER: B

152. _____ is a system of promoting the sales of a product.

- A. . Brand management.
- B. Strategic management.
- C. Sales management.
- D. Product management.

ANSWER: A

153. What does Brand means and signifies to a Consumer view point?

- A. Basis of competitive advantage.
- B. Lower risk.
- C. . Way of identification to easy handling.
- D. Sign of quality to satisfied customer.

ANSWER: B

154. What does Brand Identity specifies?

- A. Brand s self image.
- B. Brand s products.
- C. . Brand s services.
- D. Brand s communications.

ANSWER: A

155. What does Brand means and signifies to a Seller view point?

- A. Source of product.
- B. Less search cost.
- C. Means of financial returns
- D. Quality symbol.

ANSWER: D

156. What does Brand Image specifies?

- A. Brand s meaning.
- B. Brand s self image.
- C. Brand s aim.
- D. Brand s services.

ANSWER: D

157. . How an organization wants to be perceived in the market is called?

- A. Brand Image.
- B. Brand Identity.
- C. Brand value.
- D. Brand name.

ANSWER: B

158. The symbol of LG symbolize _____.
- A. The country, future, young and technology.
 - B. The world, future, youth, humanity, and technology.
 - C. The world, present, humanity and youth.
 - D. The world, future, young, knowledge and humanity.

ANSWER: B

159. What does denote?
- A. Unregistered trademark.
 - B. Unregistered service mark.
 - C. Registered trademark
 - D. Registered service mark.

ANSWER: C

160. An item characterized by plain label, with no advertising and no brand name is called _____.
- A. Family brand.
 - B. Individual brand.
 - C. Generic product.
 - D. National Brand

ANSWER: C

161. Brand name placed on products marketed by wholesalers and retailers _____.
- A. Private brands.
 - B. Captive brands
 - C. . Family brand.
 - D. Individual brand.

ANSWER: A

162. Logo made up of the text of the company s name is called _____.
- A. Text logo.
 - B. Mascot.
 - C. Symbol logo.
 - D. Combination logo.

ANSWER: A

163. Which is not a Feature of a Good Brand Name?
- A. Unique.
 - B. Complex.
 - C. Protectable.
 - D. Flexible.

ANSWER: B

164. The probability that consumers are familiar about the life and availability of the product is called _____.
- A. Brand recall.
 - B. Brand awareness.
 - C. Brand recognition.
 - D. Brand name.

ANSWER: B

165. When marketers identifies that the decline stage for a brand has come and the concerned brand is going to die. Marketer injects new life in brand by adding new product features, packaging or by changing STP strategies is called _____.

- A. Brand Cannibalism
- B. Brand Rejuvenation.
- C. Brand featuring.
- D. Brand pruning.

ANSWER: B

166. When launching new brand, brand is assaulted by several competitors at _____.

- A. Brand Introduction.
- B. Brand Growth.
- C. Brand Maturity.
- D. Brand Decline.

ANSWER: C

167. . The _____ act as a benchmark to measure behaviors and performance.

- A. Brand Position
- B. Brand Vision.
- C. Brand Mission.
- D. Brand Values.

ANSWER: D

168. Select a feature which is not a brand attribute _____.

- A. . Relevancy.
- B. . Inconsistent.
- C. . Sustainable.
- D. Credible.

ANSWER: B

169. Which is not a Brand Elements choice criteria _____.

- A. . Memorable.
- B. Permanent.
- C. Meaningful.
- D. Likable.

ANSWER: B

170. Brand Elements general considerations which caters within & Across Product Categories.

- A. Adaptable.
- B. Protectable.
- C. Appealing.
- D. . Transferable.

ANSWER: D

171. Which is the Consumer reason for not choosing a Brand?

- A. Future experience.
- B. Quality.
- C. Ratings.
- D. . Environmental performance.

ANSWER: A

172. . It bestow a single brand name and promote through a single promise a range of products

belonging to the same area of competence _____.

- A. The Line Brand Strategy.
- B. The Range Brand Strategy.
- C. Product Brand Strategy.
- D. Source Brand Strategy.

ANSWER: B

173. Competitive disadvantage of Brand Equity is _____.

- A. Reduced marketing costs
- B. Increased marketing costs.
- C. Can easily launch brand extensions.
- D. Can charge a higher price.

ANSWER: B

174. Which is not a key element of Consumer Based Brand Equity _____.

- A. Differential effect.
- B. Brand knowledge.
- C. Consumer response to marketing.
- D. Advertisement.

ANSWER: D

175. Which is the Emotional and Intellectual influence in CBBE Pyramid?

- A. Consumer Brand Resonance.
- B. Consumer Judgment.
- C. Brand Imagery.
- D. Brand Salience.

ANSWER: B

176. Brand Characteristics, Product Reliability, Durability, Service Effectiveness, Efficiency relate to _____ in Sub-dimensions of brand building blocks

- A. Brand Relationship.
- B. . Brand Performance.
- C. Brand Imagery.
- D. Brand Salience.

ANSWER: B

177. Public relations is an important activity not because of one of the reason _____.

- A. Awareness & desire about product is created.
- B. It helps to build brand image.
- C. It deals only with competitor.
- D. It deals with involving many people & public.

ANSWER: C

178. . A private label, created to divert clientele from a particular big brand, placed just next to the national brand on the shelf is called _____.

- A. . Own brand.
- B. Private label.
- C. Counter brand.
- D. Positioning brand.

ANSWER: C

179. One which is not a challenge to the Brand is _____.

- A. Identity.
- B. Differentiation.

- C. Producer.
 - D. Loyalty.
- ANSWER: C

180. Maintaining brand consistency, protecting sources of brand equity, fine-tuning the supporting marketing program is called _____.

- A. Enforcing brand.
- B. . Reinforcing brand.
- C. Vitalizing brand.
- D. Revitalizing brand.

ANSWER: B

181. One of the features in Revitalizing brand on managing brands over time is _____.

- A. Maintaining brand consistency.
- B. Protecting sources of brand equity.
- C. Entering new markets.
- D. Fine-tuning the supporting marketing program.

ANSWER: C

182. Reducing the number of levels by suppressing the one in the middle and raising the one at the bottom is called _____.

- A. Bottom down crunch.
- B. Top up crunch.
- C. Bottom up crunch.
- D. Top down crunch.

ANSWER: C

183. Values related to novelty seeking, curiosity arousal, knowledge seeking, innovation drive, variety is _____.

- A. Social Values.
- B. Emotional Values.
- C. Epistemic Values.
- D. Conditional Values

ANSWER: C

184. New brands in the same product category is called _____.

- A. Brand extension
- B. Multibrands.
- C. New brands.
- D. Cobrands.

ANSWER: B

185. . Brands bearing two or more well known brand names is called _____.

- A. Brand extension.
- B. . Multibrands.
- C. New brands.
- D. Cobrands

ANSWER: D

186. Brand name extended to new product categories is called _____.

- A. Line extension.
- B. Brand extension.
- C. Multibrands.
- D. . Cobrands.

ANSWER: B

187. Measure and interpreting brand performance in Strategic Brand Management Process is

- _____.
- A. Mixing and matching of brand elements
 - B. Leveraging of secondary associations.
 - C. Brand equity management system.
 - D. Brand-product matrix.

ANSWER: C

188. . Mental maps, Competitive frame of reference, Points of parity and points of difference, Core brand values, Brand mantra is the _____ steps in Strategic Brand Management Process.

- A. Identify and establish brand positioning, value.
- B. Planning and implementing brand marketing programs.
- C. Measuring brand performance.
- D. Growing and sustaining brand equity. Answer: A

ANSWER: A

189. What the brand should stand for in the future is called _____.

- A. Brand mission.
- B. Brand vision
- C. Brand Positioning.
- D. Core brand values.

ANSWER: B

190. A _____ is a short 3 5 words expression of the most important aspect of a brand and its core brand values.

- A. Brand mission.
- B. Brand mantra.
- C. Brand Positioning.
- D. Core brand values.

ANSWER: B

191. Transfer of brand values on the new market is called _____.

- A. Line extension
- B. Brand stretching.
- C. Brand extension.
- D. . Multibrands.

ANSWER: B

192. One of the Advantage of Brand Extensions are _____.

- A. Dilute brand meaning.
- B. Clarify brand meaning.
- C. Frustrate consumers.
- D. . Encounter retailer resistance.

ANSWER: B

193. Practice allowing other companies to use a brand name in exchange for a payment.

- A. Brand purchase.
- B. Brand licensing.
- C. Brand equity
- D. . Brand value.

ANSWER: B

194. How closely the product lines are related in usage is called _____.

- A. Width.
- B. Length.
- C. Depth.
- D. Consistency.

ANSWER: D

195. The no. Of variants offered in a product line is called _____.

- A. Width.
- B. Length.
- C. Depth.
- D. Consistency.

ANSWER: C

196. An expertise that a firm develops in a specialized area of activity is called _____.

- A. Product Brand
- B. Know how brand
- C. Formula Brand.
- D. Interest brand.

ANSWER: B

197. When a brand is used to brand a new product that targets a new market segment within a product category currently served by the parent brand is called _____.

- A. Brand stretching strategy.
- B. Brand extension strategy.
- C. Line extension strategy.
- D. Category extension strategy.

ANSWER: C

198. It takes place when the company finds a particular segment which is un-attended by the existing product and introduces a product to cater that lower segment. It is _____.

- A. Upward Stretch.
- B. Downward Stretch.
- C. Vertical stretch.
- D. Horizontal Bstretch.

ANSWER: B

199. . Offering same product in different and price combinations to tap diverse market opportunities is _____.

- A. Price flanking.
- B. Product flanking.
- C. Promotion flanking.
- D. Place flanking.

ANSWER: B

200. Which product items to be used as show piece to attract consumers for the whole product range is _____.

- A. Line modernization
- B. Line featuring
- C. Line pruning.
- D. . Line filling.

ANSWER: B

201. Brand's _____ is a measure of its reliability of its future earnings.

- A. Power.
- B. Positioning.
- C. Presence.
- D. Strength.

ANSWER: D

202. It means emphasising the distinctive characteristics that make it different from its competitors and appealing to the public.

- A. Product.
- B. Positioning.
- C. . Strategy.
- D. Strength.

ANSWER: B

203. . Which of the following concepts questions how time will affect the unique and permanent quality of the sender or the brand?

- A. . Brand value.
- B. Brand identity.
- C. Brand communication.
- D. Brand message.

ANSWER: A

204. _____ is the potential of customer to recover a brand from his memory.

- A. Brand recall.
- B. Brand awareness.
- C. Brand recognition.
- D. Strong brand.

ANSWER: A

205. It is a unique symbolic shape of a character like any animal, thing which exists in real life.

- A. Trademark.
- B. Symbol.
- C. Mascot.
- D. Logo.

ANSWER: C

206. Exhibiting admirable human qualities is especially important for brands during _____.

- A. Introduction.
- B. Growth.
- C. Crisis.
- D. Maturity.

ANSWER: C

207. . Disadvantages of Endorsing brand strategy are

- A. Greater freedom of movement.
- B. Responsible for the guarantee.
- C. Most expensive way of giving substance to the company name.
- D. Least expensive way of giving substance to the company name.

ANSWER: C

208. _____ is both the brand's backbone and its tangible added value

- A. . Reflection.
- B. Culture.
- C. . Personality.

D. . Physique.
ANSWER: D

209. Which of the features are NOT on the left side of the hexagonal brand identity prism?

- A. Physique.
- B. . Personality
- C. . Relationship
- D. Reflection.

ANSWER: B

210. _____ can be effective in generating awareness and interest

- A. Sample sachet.
- B. Advertising.
- C. Direct selling.
- D. Sales promotion.

ANSWER: B

211. A brand must correspond to only one product. This is called

- A. Single product.
- B. Stand alone.
- C. Association.
- D. Procterian dogma.

ANSWER: D

212. The verbal part of the brand is called

- A. Name.
- B. . Caption.
- C. Brand name.
- D. Punch line.

ANSWER: C

213. . _____ are the customers who tell others not to buy the brand from the company.

- A. Terrorists.
- B. Competitors.
- C. Dealers.
- D. Satisfiers.

ANSWER: A

214. _____ is derived when customers are continuously satisfied over the time

- A. Interest.
- B. . Attraction.
- C. Loyalty.
- D. Purchase.

ANSWER: C

215. Who the people who produce revenue and build customer relationships for the company?

- A. . Front line employees.
- B. Advertisement.
- C. Manager.
- D. Dealer.

ANSWER: A

216. Which is not a social facet of brand identity prism?

- A. Relationship.

- B. Place.
- C. Reflection.
- D. Physique.

ANSWER: B

217. The problem with umbrella brand strategy stems from the failure to appreciate its _____.

- A. Supply.
- B. Competition.
- C. Risk.
- D. Demand.

ANSWER: D

218. A brand name or company name written in a distinctive way is called _____.

- A. Design.
- B. Caption.
- C. . Emblem.
- D. Logo.

ANSWER: D

219. As part of the strategic brand management process, each company and offering must represent

- A. Promotion.
- B. Cell.
- C. Big idea.
- D. Organizational concept.

ANSWER: C

220. . All marketing strategy is built on STP segmentation, targeting, and _____.

- A. Positioning.
- B. Product.
- C. Promotion.
- D. Performance.

ANSWER: A

221. _____ is the act of designing the company s offering and image to occupy a distinctive place in the minds of the target market.

- A. Positioning.
- B. Product conceptualization.
- C. Promotion presentation.
- D. Performance imaging.

ANSWER: A

222. Which of the following best describes Volvo s value proposition?

- A. We charge a 20% premium on our cars.
- B. We target safety-conscious upscale families.
- C. We sell the safest, most durable wagon in which your family can ride.
- D. We make cars.

ANSWER: C

223. The result of positioning is the successful creation of _____, a cogent reason why the target market should buy the product.

- A. . An award winning promotional campaign
- B. A customer focused value proposition.
- C. A demand channel.
- D. . Everyday low pricing.

ANSWER: B

224. . A starting point in defining a competitive frame of reference for a brand positioning is to determine _____ the products or sets of products with which a brand competes and which function as close substitutes.

- A. Competitive field.
- B. Category membership.
- C. Value membership.
- D. Demand field.

ANSWER: B

225. Which of the following terms is most closely associated with the following statement attributes or benefits consumers strongly associate with a brand, positively evaluate, and believe that they could not find to the same extent with a competitive brand ?

- A. Brand image.
- B. Points-of-difference.
- C. Points-of-parity.
- D. Brand concept.

ANSWER: B

226. . _____ are associations that are not necessarily unique to the brand but may in fact be shared with other brands.

- A. Points of parity.
- B. Points of difference.
- C. Brand cells.
- D. Points of competitive field.

ANSWER: A

227. To achieve a point of parity (POP) on a particular attribute or benefit, a sufficient number of consumers must believe that the brand is _____ on that dimension.

- A. Most excellent.
- B. Neutral.
- C. Good enough.
- D. Service based.

ANSWER: C

228. When BMW created _____ with its luxury and performance approach, it was able to maximize both attributes and benefits

- A. Its core identity.
- B. . A core competency
- C. A straddle position.
- D. Competitive parity.

ANSWER: C

229. . The preferred approach to positioning is to inform consumers of a brands membership before stating its _____.

- A. Point of parity.
- B. Point of difference.
- C. Point of conflict.
- D. Point of reference.

ANSWER: B

230. There are three main ways to convey a brand s category membership announcing category benefits, _____, and relying on the product descriptor

- A. Overt publicity.
- B. Buzz marketing.
- C. Preference positions.
- D. Comparing to exemplars.

ANSWER: D

231. A brownie mix might claim to taste great and support this claim by including high quality ingredients or by showing users delighting in its consumption, thereby communicating its membership of the baked desserts category through _____.

- A. Announcing category benefits.
- B. Comparing to exemplars.
- C. Relying on the product descriptor.
- D. Communicating deliverability variables.

ANSWER: A

232. Points of parity are driven by the needs of category membership and _____.

- A. Loyalty.
- B. Guaranteed profits.
- C. The necessity of negating competitors PODs (points of difference).
- D. The creation of PODs (points of difference).

ANSWER: C

233. _____ are typically the least desirable level to position a brand s points of difference, in part because competitors can easily copy them.

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

ANSWER: D

234. Marketers must decide at which level to anchor the brand s points of differences. At the lowest level are _____. For example, Dove soap can talk about the fact that it is one-quarter cleansing cream.

- A. Brand values.
- B. Brand attributes.
- C. Brand benefits.
- D. . Brand specifications.

ANSWER: B

235. One common difficulty in creating a strong, competitive brand positioning is that many of the attributes or benefits that make up the points of parity and points of difference are _____.

- A. Negatively correlated.
- B. Positive correlated
- C. Neither positive nor negatively correlated.
- D. Inversely correlated.

ANSWER: A

236. All of the following would be considered to be among examples of negatively correlated attributes and benefits EXCEPT _____.

- A. Low price versus high quality.
- B. Taste versus low calories.
- C. Supply versus demand.
- D. Powerful versus safe.

ANSWER: C

237. There are at least three key consumer desirability criteria for PODs (points of difference) _____ relevance, distinctiveness, and _____.

- A. Believability.
- B. Presentation style.
- C. . Nontechnological.
- D. Information content.

ANSWER: A

238. Which of the following desirability criteria asks a question such as Is the positioning preemptive, defensible, and difficult to attack? when determining a POD (point of difference)?

- A. Feasibility.
- B. Communicability.
- C. Sustainability.
- D. Knowledgeable.

ANSWER: C

239. For a point of difference to possess _____, target consumers must find it unique and superior.

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

ANSWER: A

240. In a positioning statement, the case for the product rests on its _____.

- A. Product category.
- B. . Points of difference
- C. Target consumer.
- D. Consumer need.

ANSWER: B

241. The obvious means of differentiation, and often most compelling ones to consumers, relate to aspects of the _____.

- A. Price.
- B. Distribution process.
- C. Promotions.
- D. . Product and service.

ANSWER: D

242. . _____ is a company s ability to perform in one or more ways that competitors cannot or will not match

- A. Positioning.
- B. Competitive advantage.
- C. Distribution.
- D. Differentiation.

ANSWER: D

243. A _____ is one that a company can use as a springboard to new advantages.

- A. Customer advantage.
- B. Leverageable advantage.
- C. Real advantage.
- D. . Distinct advantage.

ANSWER: B

244. . The primary explanation for Singapore Airlines extraordinary worldwide market share is that Singapore Airlines Singapore Girl persona has struck a responsive chord with much of the travelling public. This is an example of _____.

- A. . Personnel differentiation.
- B. Position differentiation.
- C. Maturity differentiation.
- D. . Image differentiation.

ANSWER: D

245. To say that a product has a life cycle is to assert all of the following EXCEPT _____.

A. Products have a limited life
B. Product sales pass through distinct stages, each posing different challenges, opportunities, and problems to the seller.

- C. Products all basically exhibit cycle recycle growth patterns.
- D. Profits rise and fall at different stages of the product life cycle.

ANSWER: C

246. The four stages of the product life cycle include all of the following EXCEPT _____.

- A. Decline.
- B. . Learning.
- C. Maturity.
- D. Introduction.

ANSWER: B

247. . The _____ stage of the product life cycle is a period of rapid market acceptance and substantial profit improvement.

- A. Introduction.
- B. Growth.
- C. Maturity.
- D. . Decline.

ANSWER: B

248. . According to the general bell shaped curve used to illustrate the product life cycle, which of the following stages is generally seen when the sales curve is at its peak?

- A. Introduction
- B. Growth.
- C. Maturity.
- D. . Decline.

ANSWER: C

249. . According to the illustrations describing the product life cycle, during which stage of the cycle is there a strong likelihood that negative profits will be the norm

- A. Introduction.
- B. . Growth.
- C. . Maturity.
- D. Decline.

ANSWER: A

250. _____ is the value associated with the tendency to purchase a product from a particular company in a market where all products are identical.

- A. Brand Value.
- B. Brand Equity
- C. Brand Position.
- D. Brand Image.

ANSWER: B