

| Unit | Question                                                 | Option A          | Option B        | Option C    | Option D      | Answer          |
|------|----------------------------------------------------------|-------------------|-----------------|-------------|---------------|-----------------|
| 1    | IMC stands for-                                          | Integrated        | InternationalMa | Integrated  | None of these | Integrated      |
| 1    | How Many IMC partners are there?                         | 2                 | 3               | 4           | 5             | 4               |
| 1    | Big Idea represents-                                     | Creative strategy | Actual Creation | Creative    | None          | Actual Creation |
| 1    | Market Research is a function of ad agency-              | TRUE              | FALSE           | Can't say   | Not Related   | TRUE            |
| 1    | Encoding is a step in MarketingCommunication             | FALSE             | TRUE            | Not Related | Can't say     | TRUE            |
| 1    | Advertising is a part of Marcomm-                        | FALSE             | TRUE            | Not Related | Can't say     | TRUE            |
| 1    | Personal Selling is part of Marcomm                      | FALSE             | TRUE            | Not Related | Can't say     | TRUE            |
| 1    | Public Relations is part of Marcomm                      | FALSE             | TRUE            | Not Related | Can't say     | TRUE            |
| 1    | Marketing Research is part of Marcomm                    | FALSE             | TRUE            | Not Related | Can't say     | FALSE           |
| 1    | In IMC the message is uniform                            | FALSE             | TRUE            | Not Related | Can't say     | TRUE            |
| 1    | IMC Planning involves--no.of staeps                      | 1                 | 2               | 3           | 4             | 4               |
| 1    | Which of the following stage of product life cycle is    | Introduction      | Growth          | Maturity    | Decline       | Introduction    |
| 1    | Which of the following is NOT the function of IMC        | Brand Building    | Advertising     | PR          | Publicity     | PR              |
| 1    | Pesuasive role of advertising is seen in---stage of PLC. | Introduction      | Growth          | Maturity    | Decline       | Growth          |
| 1    | Awareness Creation is the role of advertising which is   | Introduction      | Growth          | Maturity    | Decline       | Introduction    |
| 1    | Reminder is the role of advertising which is seen in---  | Introduction      | Growth          | Maturity    | Decline       | Maturity        |
| 1    | Data Driven Communication deals with only numbers        | TRUE              | FALSE           | Can't Say   | No Idea       | FALSE           |
| 1    | How many categories of adopters are there -              | 4                 | 2               | 3           | 5             | 5               |
| 1    | Pop-Ups is the example of -                              | Advertising       | Trade Discount  | Quantity    | Seasonal      | Advertising     |
| 1    | Screaming is the example of -                            | Advertising       | Trade Discount  | Quantity    | Seasonal      | Advertising     |
| 1    | Video Streaming is the example of -                      | Advertising       | Trade Discount  | Quantity    | Seasonal      | Advertising     |
| 1    | Consistency is not regarded as an important              | FALSE             | TRUE            | Not Related | Can't say     | FALSE           |
| 1    | Employees should play an integral role in the            | FALSE             | TRUE            | Not Related | Can't say     | TRUE            |
| 1    | Which of these is a possible disadvantage of IMC?        | Customer          | Branding        | Focus       | Centralism    | Centralism      |
| 1    | Internal and external communications should be:          | Separate          | Together        | Parallel    | Irregular     | Together        |

|   |                                                          |                     |                  |               |                 |                   |
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| 1 | Integrated agencies are the best bet for clients         | FALSE               | TRUE             | Not Related   | Can't say       | TRUE              |
| 1 | Communication strategy should always be--- oriented.     | Target Audience     | Customer         | Media         | Company         | Target Audience   |
| 1 | Any paid type of non-personal promotion and              | PR                  | IMC              | Advertising   | Publicity       | Advertising       |
| 1 | Numerous forms of short-term incentives to promote       | PR                  | IMC              | Advertising   | Sales Promotion | Sales Promotion   |
| 1 | Company sponsored programs and activities planned        | PR                  | Sponsored        | Advertising   | Sales Promotion | Sponsored Events  |
| 1 | Several programs planned to protect or promote a         | Publicity           | Sponsored        | Advertising   | Sales Promotion | Publicity         |
| 1 | The use of email, fax, internet or telephone to          | Publicity           | Sponsored        | Advertising   | Direct          | Direct Marketing  |
| 1 | The face-to-face interaction with prospective buyers is  | Publicity           | Personal Selling | Advertising   | Direct          | Personal Selling  |
| 1 | Marketing communication activities lead to brand         | FALSE               | TRUE             | Not Related   | Can't say       | TRUE              |
| 1 | Billboards, motion pictures, audiovisual material, print | Publicity           | Sponsored        | Advertising   | Direct          | Advertising       |
| 1 | Fair and trade shows, exhibits and demonstrations are    | PR                  | Sponsored        | Advertising   | Sales Promotion | Sales Promotion   |
| 1 | Street activities and sports are examples of             | Publicity           | Sponsored        | Advertising   | Direct          | Sponsored Events  |
| 1 | Seminars, Annual reports, publications and press kits    | PR                  | Sponsored        | Advertising   | Sales Promotion | PR                |
| 1 | Catalogs, blogs and websites are examples of             | PR                  | Sponsored        | Advertising   | Sales Promotion | Advertising       |
| 1 | Chat rooms are an example of                             | PR                  | Sponsored        | Advertising   | Word of Mouth   | Word of Mouth     |
|   |                                                          |                     |                  |               |                 |                   |
| 3 | Branding assists buyers in numerous ways. Which of       | Brand names raise   | Brand names      | Brand         | Branding        | Branding enables  |
| 3 | Using one brand name for several related products is     | Family branding     | Group branding   | Combination   | Premium         | Family branding   |
| 3 | Surf Excel was named to take the benefit of the          | Brand growth        | Brand extension  | Branding      | Brand level     | Brand extension   |
| 3 | Though "Pizza Huts" are located in posh, air-            | Local sentiment of  | Brand value      | Brand         | Brand extension | Brand recognition |
| 3 | _____provide information about content,                  | Brand personalities | Brand names      | Brand         | Brand equity    | Brand names       |
| 3 | Brand name, marketing communications, packaging,         | Brand anatomy       | Intrinsic        | Extrinsic     | Brand value     | Extrinsic         |
| 3 | Many brands are deliberately imbued with human           | Brand personalities | Brand names      | Brand value   | Branding        | Brand             |
| 3 | Cadbury brand is a good example of----                   | Distributor brand   | Manufacturer     | Generic       | Niche brand     | Manufacturer      |
| 3 | The identities and images are developed by the           | Manufacturer        | Generic brand    | Distributor   | Luxury brand    | Distributor brand |
| 3 | A good brand name should-----                            | Appeal to young     | Sound like a     | Relate to the | Be distinctive  | Be distinctive    |

|   |                                                           |                     |                  |              |                  |                    |
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| 3 | Parallel co-branding occurs when two or more              | A manufacturer      | A family brand   | An           | A combined       | A combined         |
| 3 | A brand extension is-----                                 | Use of an           | Use of an        | Use of an    | The goodwill     | Use of an          |
| 3 | Linking two or more existing brands from different        | Product-based       | Parallel co-     | Communicat   | Global branding  | Communications     |
| 3 | A brand can be created by developing a distinctive-----   | Name                | Packaging        | Design       | All              | All                |
| 3 | This marketing component is most likely to be             | Brand               | Advertising      | Price        | Distribution     | Brand              |
| 3 | Which of the following is not a brand's function?         | creating            | guaranteeing     | helping with | lowering         | lowering           |
| 3 | Compared to multiple brands in a single market, a         | marketing impact    | overall          | retail shelf | economies of     | retail shelf space |
| 3 | This branding strategy assumes that the market is         | no brand            | single brand in  | worldwide    | local brands     | local brands       |
| 3 | Compared to a private brand, a manufacturer's brand       | brand loyalty       | gaining dealers' | promotional  | market share     | brand loyalty      |
| 3 | A private brand makes it possible for a retailer to offer | higher price and    | lower price and  | lower price  | higher price and | lower price and    |
| 3 | What is the difference between the terms market           | Market research     | Market research  | Marketing    | None of the      | None of the        |
| 3 | Most qualitative research money goes into-----            | depths              | focus groups     | Delphi       | ethnography      | focus groups       |
| 3 | Which ONE of these quantitative methods is being          | Telephone           | Postal           | Face-to-face | Online research  | Online research    |
| 3 | According to research, there are four factors that        | psychological,      | cultural,        | cultural,    | none of the      | cultural, social,  |
| 3 | All of the following are considered to be                 | quality level       | installation     | brand name   | design           | installation       |
| 3 | Actual products may have as many as five                  | a quality level     | features         | warranty     | brand name       | warranty           |
| 3 | The best illustration of an augmented product             | brand name          | packaging        | warranty     | design           | warranty           |
| 3 | Products purchased frequently, immediately, and with      | consumer products   | convenience      | shopping     | specialty        | convenience        |
| 3 | Products that the consumer usually compares with          | consumer products   | convenience      | shopping     | unsought         | shopping           |
| 3 | A(n) _____ is a product bought by the final               | consumer product    | industrial       | psychologica | stress-sensitive | consumer           |
| 3 | All of the following are characteristics of the           | low price           | mass promotion   | exclusive    | frequent         | exclusive          |
| 3 | The best example of a specialty product listed below      | luxury good, such   | major appliance  | Red Cross    | laundry          | luxury good, such  |
| 3 | Consumer goods with unique characteristics or brand       | consumer products   | specialty        | shopping     | unsought         | specialty          |
| 3 | are products bought by individuals and organizations      | consumer product    | industrial       | psychologica | stress-sensitive | industrial product |
| 3 | The primary distinction between a consumer product        | cost                | size             | discription  | purpose for      | purpose for        |
| 3 | Brands attributes associations that are not unique        | points of disparity | points of parity | points of    | similar          | points of parity   |

|   |                                                        |                     |                  |               |                  |                    |
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| 3 | The preferred approach to positioning is to inform     | point-of-parity     | point-of-        | point-of-     | point-of-        | point-of-          |
| 3 | One common difficulty in creating a strong,            | negatively          | positive         | neither       | inversely        | negatively         |
| 3 | When BMW created a straddle position with its          | its core identity   | attributes       | benefits      | both attributes  | both attributes    |
| 3 | The obvious means of differentiation, and often most   | price               | distribution     | promotions    | product and      | product and        |
| 3 | With respect to image differentiation, _____ is the    | image               | identity         | character     | culture          | identity           |
| 3 | Company can create differentiation for its product     | channel             | image            | employee      | all of the above | all of the above   |
| 3 | Brand association which can be made with personal      | differentiability   | feasibility      | desirability  | deliverability   | desirability       |
| 3 | Brands attributes associations that are not unique but | points of disparity | points of parity | points of     | similar          | points of parity   |
| 3 | _____ are those trademarkable devices that serve       | Brand elements      | Brand value      | Brand         | Brand image      | Brand elements     |
| 3 | _____ brands are positioned with respect to            | Flanker             | Attacker         | Defender      | Individual       | Flanker            |
| 3 | The success of the Nike Sport's brand is due to which  | celebrity           | Nike's           | technically   | all of the above | all of the above   |
| 3 | If two different brands are distributed by one         | Wholesale           | Co-branding      | Joint         | Merger           | Co-branding        |
| 3 | Brand identity is followed by _____, which is a        | Brand value         | Brand image      | Advertising   | Brand            | Brand image        |
| 3 | A _____ has to answer the questions like what          | Brand image         | Brand picture    | Brand         | Brand            | Brand picture      |
| 3 | When the same brand name holds several products        | Umbrella brand      | Source brand     | Multi-brand   | Range brand      | Umbrella brand     |
| 3 | Brand picture is based on which one of the following?  | Brand value         | Brand mission    | Brand vision  | Brand image      | Brand image        |
| 3 | Brand identity is followed by _____, which is a        | Brand value         | Brand image      | Advertising   | Brand            | Brand image        |
| 3 | Brand association which can be made with personal      | differentiability   | feasibility      | desirability  | deliverability   | desirability       |
| 3 | Change in attitude based on customers association to   | elaboration route   | central cues     | value cues    | peripheral route | peripheral route   |
| 3 | Branding based on deep metaphors that are              | narrative branding  | explained        | potential     | weak branding    | narrative          |
| 3 | Brand association which can be made because of         | desirability        | deliverability   | differentiabi | feasibility      | deliverability     |
| 3 | Brand association which can be made because of         | desirability        | deliverability   | differentiabi | feasibility      | differentiability  |
| 3 | The element that makes the brand distinctive from      | Brand association   | Brand assets     | Brand         | Brand value      | Brand assets       |
| 3 | The value consumers assign to a brand above and        | brand solvency      | brand            | Brand image   | Brand equity     | Brand equity       |
| 3 | When a brand has achieved an impressive reputation     | brand endurance     | brand equity     | brand         | brand prestige   | Brand equity       |
| 3 | Brand equity is----                                    | Profit remaining    | Brands which do  | Good value    | Financial value  | Financial value of |

|   |                                                          |                     |                  |             |                  |                   |
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| 3 | _____ can be defined as the differential effect that     | Mission-driven      | Consumer-        | Product-    | Service-driven   | Consumer-based    |
| 3 | Which of the following means that the consumer is        | satisfaction        | commitment       | brand       | brand fanatic    | commitment        |
| 3 | What is the first decision a dissatisfied customer will  | whether to          | whether or not   | whether or  | whether or not   | whether or not to |
| 3 | Even if a dissatisfied consumer takes no external        | will engage in      | will stop buying | will have a | will stop buying | will have a less  |
| 3 | Which type of customer has an emotional attachment       | repeat purchaser    | satisfied buyer  | total buyer | committed        | committed         |
| 3 | A brand with a strong equity is more likely to be able   | gross margin        | brand franchise  | customer    | copyright and    | customer loyalty  |
| 3 | Feldwick (1996) suggests brand equity is a composite     | awareness,          | value,           | value,      | loyalty,         | value, strength,  |
| 3 | A synthesis of the literature suggests brand equity is a | dominance, value,   | associations,    | market      | dominance,       | dominance,        |
| 3 | _____ is a company's ability to perform in one or        | Competitive         | Competitive      | Brand       | Market research  | Competitive       |
| 3 | Which of the following is not associated with brand      | Brand value         | Brand heritage   | Brand       | Brand            | Brand heritage    |
| 3 | _____ is a strategic activity and is used to             | Brand heritage      | Brand anatomy    | Brand       | Brand extension  | Brand positioning |
| 3 | _____ are a way of capitalizing on the                   | Brand repositioning | Brand stretching | Brand       | Brand equity     | Brand extensions  |
| 3 | _____ is the act of designing the company's offering     | Positioning         | Imaging          | Branding    | Segmenting       | Positioning       |
| 3 | The result of positioning is the successful creation of  | strategic window    | every-day-low-   | a customer- | a demand         | every-day-low-    |
| 3 | _____ is a company's ability to perform in one or        | Competitive         | Brand            | Market      | Competitive      | Brand positioning |
| 3 | Based on the hierarchy of trademark registration         | fanciful            | descriptive      | arbitrary   | suggestive       | descriptive       |
| 3 | Based on the hierarchy of trademark registration         | fanciful            | descriptive      | arbitrary   | suggestive       | fanciful          |
| 3 | _____ measures the degree to which a brand is seen       | Relevance           | Esteem           | Knowledge   | Energized        | Energized         |
| 3 | _____ measures the breadth of a brand's appeal.          | Brand equity        | Relevance        | Knowledge   | Esteem           | Relevance         |
| 3 | Nike has the distinctive "swoosh" logo, the "Just Do     | brand equities      | brand            | brand       | brand identities | brand elements    |
| 3 | A structured approach to assessing the sources and       | the brand value     | brand            | the brand   | the brand life   | the brand value   |
| 3 | Nivea, a strong European brand, has expanded its         | brand valuation     | brand            | brand       | brand equity     | brand             |
| 3 | Offering of all brands and brand lines by a particular   | company portfolio   | brand portfolio  | brand line  | corporate        | brand portfolio   |
| 4 | In designing brand portfolio, focus is on-----           | maximum market      | minimum          | categorize  | brand house      | maximum market    |
| 4 | A _____ is the set of all brands and brand lines a       | brand partition     | brand position   | brand       | brand concept    | brand portfolio   |
| 4 | Successful brands might be considered to encapsulate     | promises,           | positioning,     | promises,   | performance,     | promises,         |

|   |                                                          |                   |                   |              |                   |                     |
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| 4 | Brand names provide information about which of the       | Quality           | Durability        | Taste        | Content           | Content             |
| 4 | Which of the following is not a recognised brand         | Product           | Audience          | Geography    | Source            | Product             |
| 4 | Which of the following are considered by Zablah et       | Brand preference  | Brand             | Brand        | Brand sensitivity | Brand preference    |
| 4 | We use associations made about brand names and           | retrieve          | assure ourselves  | retrieve     | remind            | retrieve            |
| 4 | Keller believes brand associations comprise              | Brand attitudes   | Brand             | Brand        | Brand attributes  | Brand               |
| 4 | Brand associations developed with above-the-line         | Direct Marketing  | Public Relations  | Digital      | Advertising       | Direct Marketing    |
| 4 | Brand associations developed with around-the-line        | Direct Marketing  | Public Relations  | Digital      | Social media      | Social media        |
| 4 | _____ is the process of dividing a market                | Mass marketing    | Market            | Target       | Market            | Market              |
| 4 | When companies divide large, heterogeneous               | marketing         | marketing         | marketing    | marketing         | marketing           |
| 4 | All of the following are considered to be major          | geographic        | trait variables   | demographi   | psychographic     | trait variables     |
| 4 | All of the following would be ways to segment within     | occasions         | user status       | loyalty      | lifestyle         | lifestyle           |
| 4 | When companies market products on the basis of           | occasion          | benefit           | user status  | usage rate        | benefit             |
| 4 | A marketing firm classifies customers as nonusers, ex-   | user status       | user rate         | loyalty      | benefit status    | user status         |
| 4 | All of the following are major variables that can be     | operating         | psychographics    | demographi   | situational       | psychographics      |
| 4 | If Mark Mars pays Hershey Foods Corporation for the      | Licensed brand    | Manufacturer's    | Private      | Co-brand          | Licensed brand      |
| 4 | All of the following factors can affect the              | the presence of   | the likelihood of | actual or    | the power of      | the likelihood of   |
| 4 | It is a strategy of using a successful brand name to     | Duo branding      | Line extension    | Brand        | Multi branding    | Brand extension     |
| 4 | Which of the following is not a brand's function?        | creating          | guaranteeing      | helping with | lowering          | lowering            |
| 4 | Which of the following is an advantage of a brandless    | product           | repeat sales      | quality      | premium pricing   | quality flexibility |
| 4 | Pricing to cover variable costs and some fixed costs, as | Current profit    | Product quality   | Market       | Survival          | Survival            |
| 4 | The use of price points for reference to different       | Optional-product  | Captive-product   | By-product   | Product line      | Product line        |
| 4 | .....is setting the price steps between various          | Optional-product  | Captive-product   | Product line | By-product        | Product line        |
| 4 | A price reduction to buyers who buy in large volumes     | quantity discount | cash discount     | seasonal     | trade discount    | quantity discount   |

|   |                                                                                                                                                                                                                                                     |                               |                            |                   |                        |                            |
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| 4 | The type of trade-promotion discount in which manufacturers agree to reduce the price to the retailer in exchange for the retailer's agreement to feature the manufacturer's products in some way is called a(n):                                   | discount                      | allowance                  | premium           | rebate                 | allowance                  |
| 4 | The solution to price competition is to develop a differentiation:                                                                                                                                                                                  | product, price, and promotion | offer, delivery, and image | package and label | international Web site | offer, delivery, and image |
| 4 | The skimming, penetration, bargaining and bundling are decided in the _____ of the Marketing Mix strategy                                                                                                                                           | Price Decisions               | Place Decisions            | Product Decisions | Promotion Decisions    | Price Decisions            |
| 4 | Branding strategy is also called----                                                                                                                                                                                                                | brand architecture            | branding rate              | brand earnings    | brand responsiveness   | brand architecture         |
| 4 | Branding strategies that can be alternatively that marketers used does not include-----                                                                                                                                                             | individual brand names        | company brand name         | sub-brand name    | variant brands         | variant brands             |
| 4 | When bands are introduced to compete with competitors thus brands are classified as-----                                                                                                                                                            | flankers                      | competitive                | variant brand     | sub variant brands     | flankers                   |
| 4 | A measure of the value and strength of a brand, including an assessment of a brand's wealth is known                                                                                                                                                | brand stretching              | brand heritage             | brand name        | brand equity           | brand equity               |
| 4 | _____ are those trademarkable devices that serve to identify and differentiate the brand.                                                                                                                                                           | Brand elements                | Brand value                | Brand perception  | Brand image            | Brand elements             |
| 4 | Six brand elements assist in brand building. Which of the following would NOT be among those preferred brand elements?                                                                                                                              | Adaptable                     | Protectable                | Likeability       | Subliminal nature      | Subliminal nature          |
| 4 | A marketing manager has decided to study the perceptions and beliefs held by consumers, as reflected in the associations held in consumer memory. Which of the following terms is most closely associated with the marketing manager's objective of | Brand awareness               | Brand image                | Brand elements    | Brand trait            | Brand image                |
| 4 | _____ is the consumers' ability to identify the brand under different conditions, as reflected by their brand recognition or recall performance.                                                                                                    | Brand awareness               | Brand image                | Brand perception  | Brand value            | Brand awareness            |

|   |                                                                                                                                                                                                        |                                             |                                 |                              |                                      |                                      |
|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|---------------------------------|------------------------------|--------------------------------------|--------------------------------------|
| 4 | The ACID test can be used to investigate:                                                                                                                                                              | The effectiveness of the marketing strategy | The profitability of a business | The position of a company in | The dimensions of corporate identity | The dimensions of corporate identity |
| 4 | A brand can be created by developing a distinctive:                                                                                                                                                    | name                                        | packaging                       | design                       | all of the above                     | all of the above                     |
| 4 | _____ is endowing products and services with the power of a brand.                                                                                                                                     | Differentiation                             | Brand equity                    | Branding                     | Brand marking                        | Branding                             |
| 4 | _____ is the added value endowed to products and                                                                                                                                                       | Trademarking                                | Differentiation                 | Brand equity                 | Branding                             | Brand equity                         |
| 4 | _____ are those trademarkable devices that serve to identify and differentiate the brand.                                                                                                              | Brand differentiation                       | Brand equity                    | Brand elements               | Brand promise                        | Brand elements                       |
| 4 | Brand name, marketing communications, packaging, price are examples of _____ that enable consumers to form associations that give meaning to                                                           | Brand anatomy                               | Intrinsic attributes            | Extrinsic attributes         | Brand value                          | Extrinsic attributes                 |
| 4 | The strength of a brand's position in the market place is built on six elements: brand domain, brand heritage, brand assets, brand personality, brand reflection and which one of the following:       | Brand ownership                             | Brand packaging                 | Brand price                  | Brand values                         | Brand values                         |
| 4 | A structured approach to assessing the sources and outcomes of brand equity and the manner in which marketing activities create brand value is called                                                  | the brand value chain                       | the brand portfolio             | the brand life cycle         | brand partitioning                   | the brand value chain                |
| 4 | A measure of the value and strength of a brand, including an assessment of a brand's wealth is known                                                                                                   | brand stretching                            | brand heritage                  | Brand equity                 | Brand name                           | Brand equity                         |
| 4 | Firm uses any existing brand to introduce in market a new product, brand is classified as-----                                                                                                         | brand extension                             | sub-brand                       | parent brand                 | product extension                    | brand extension                      |
| 4 | _____ are a way of capitalizing on the recognition, goodwill, and any positive associations of an established brand, and using the name to lever the brand into a new market.                          | Brand repositioning                         | Brand stretching                | Brand extensions             | Brand equity                         | Brand extensions                     |
| 4 | Using a successful brand name to introduce additional items in a given product category under the same brand name (such as new flavors, forms, colors, added ingredients, or package sizes) is called: | a line extension                            | a brand extension               | multibranding                | new brands                           | a line extension                     |



|   |                                                                                                                                                                       |                                                  |                                                                     |                                                                 |                                                                         |                                                                              |
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| 4 | _____ is a strategy of using a successful brand name to launch a new or modified product in a new category.                                                           | Duobranding                                      | Line extension                                                      | Brand extension                                                 | Multibranding                                                           | Brand extension                                                              |
| 4 | If Honda uses its company name to cover such different products as its automobiles, lawn mowers, and motorcycles, it is practicing which of the following strategies? | new brand strategy                               | line extension strategy                                             | multibrand strategy                                             | brand extension strategy                                                | brand extension strategy                                                     |
| 4 | A brand extension is:                                                                                                                                                 | Use of an established brand in unrelated markets | Use of an established brand name on a new brand within a new market | Use of an established brand name on a new brand within the same | The goodwill associated with a brand                                    | Use of an established brand name on a new brand within the same broad market |
| 4 | When a firm uses an established brand to introduce a new product, it is called a(n) _____.                                                                            | sub-brand                                        | brand value                                                         | brand extension                                                 | brand mix                                                               | brand extension                                                              |
| 4 | A _____ involves the use of a successful brand name to launch new or modified products in a new                                                                       | brand equity                                     | product line                                                        | brand extension                                                 | private brand                                                           | brand extension                                                              |
| 4 | The term brand equity refers to-----                                                                                                                                  | The value attached to the brand                  | The financial value of a                                            | It's level of popularity                                        | all of the above                                                        | all of the above                                                             |
| 4 | When a brand has achieved an impressive reputation for loyalty, performance, and quality, it can be said to have:                                                     | brand endurance                                  | brand equity                                                        | shopping products                                               | brand prestige                                                          | brand equity                                                                 |
| 4 | All of the following would be possible advantages of co-branding EXCEPT-----                                                                                          | combined brands create broader consumer appeal   | combined brands create greater brand equity                         | combined brands always offer economies of scale and reduced     | combined brands allow a company to expand its existing brand into other | combined brands always offer economies of scale and reduced prices           |
| 4 | _____ refers to the schematic memory of a brand.                                                                                                                      | Brand image                                      | Brand equity                                                        | Brand                                                           | Brand position                                                          | Brand image                                                                  |
| 4 | Brand _____ is the added value endowed to products and services.                                                                                                      | loyalty                                          | equity                                                              | preference                                                      | satisfaction                                                            | equity                                                                       |
|   |                                                                                                                                                                       |                                                  |                                                                     |                                                                 |                                                                         |                                                                              |
|   |                                                                                                                                                                       |                                                  |                                                                     |                                                                 |                                                                         |                                                                              |
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