

National Testing Agency

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Brand Management

Group Number :	1
Group Id :	899514196
Group Maximum Duration :	0
Group Minimum Duration :	120
Show Attended Group? :	No
Edit Attended Group? :	No
Break time :	0
Group Marks :	100
Is this Group for Examiner? :	No

Brand Management-1

Section Id :	899514268
Section Number :	1
Section type :	Online
Mandatory or Optional :	Mandatory
Number of Questions :	50
Number of Questions to be attempted :	50

Section Marks : 75
Mark As Answered Required? : Yes
Sub-Section Number : 1
Sub-Section Id : 899514313
Question Shuffling Allowed : Yes

Question Number : 1 Question Id : 89951416691 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1.5 Wrong Marks : 0

This is the logo of Harley-Davidson motorbikes:
brand – i.e., both the core and visual identities.



This 'logo' represents the entirety of the Harley-Davidson

- 1.True
2. False
3. Incomplete statement
4. None of the above

Options :

89951465159. 1
89951465160. 2
89951465161. 3
89951465162. 4

Question Number : 2 Question Id : 89951416692 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1.5 Wrong Marks : 0

A strong brand is built over time by words and _____

- 1.Actions
- 2.Brand
3. Identity
4. performance

Options :

89951465163. 1
89951465164. 2

89951465165. 3

89951465166. 4

Question Number : 3 Question Id : 89951416693 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

Arrange the following in the correct order of Strategic Brand Management process:

- A. Measure and interpret your brand's performance
- B. Identify and establish brand identity and positioning
- C. Grow and sustain your brand equity
- D. Plan and implement your brand marketing program

1.BDCA

2.BDAC

3.ABDC

4.ADBC

Options :

89951465167. 1

89951465168. 2

89951465169. 3

89951465170. 4

Question Number : 4 Question Id : 89951416694 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

A brand comprises of the core values, the promises, and _____ identity giving your product a differentiated story vis-a-vis a competitor brand selling the same product.

1.audio

2.visual

3.video

4.personal

Options :

- 89951465171. 1
- 89951465172. 2
- 89951465173. 3
- 89951465174. 4

Question Number : 5 Question Id : 89951416695 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

Cadbury Dairy Milk is a brand of milk chocolate manufactured by Cadbury. It was introduced in the United Kingdom in 1905 and now consists of several variants under the Dairy Milk brand. Every product in this Dairy Milk line is made with exclusively milk chocolate. Examples of extension of this brand's line include- Cadbury Dairy Milk, Cadbury Dairy Milk Silk, Cadbury Dairy Milk Caramel, Cadbury Dairy Milk Ritz, etc. These variants are predominantly examples of:

- 1.Sub-branding
- 2.Umbrella branding
- 3.(Corporate) Monolithic branding
- 4.Individual product branding

Options :

- 89951465175. 1
- 89951465176. 2
- 89951465177. 3
- 89951465178. 4

Question Number : 6 Question Id : 89951416696 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

Beiersdorf AG is a German personal-care company based in Hamburg, manufacturing personal-care products and pressure-sensitive adhesives. One of the brands of this company is Nivea. Some of the key Nivea products are as follows:



Which of the following brand architecture strategies is adopted by Beiersdorf AG for its Nivea brand?

1. Individual product branding
2. Sub-branding
3. Umbrella branding
4. (Corporate) Monolithic branding

Options :

89951465179. 1
89951465180. 2
89951465181. 3
89951465182. 4

Question Number : 7 Question Id : 89951416697 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

Virgin Group Ltd. is a British multinational venture capital conglomerate founded by entrepreneurs Sir Richard Branson and Nik Powell. Some of the businesses that this conglomerate owns are as follows:

Company	Ownership	Sector
Virgin Active	20%	Gym Chain
Virgin Atlantic	20%	Travel
Virgin Australia Holdings	8%	Travel
Virgin Books	10%	Publishing
Virgin Care	100%	Health
Virgin Connect	100%	Media
Virgin Experience Days	80%	Entertainment
Virgin Galactic	33%	Aerospace
Virgin Holidays	100%	Travel
Virgin Hotels	100%	Hospitality

Which of the following brand architecture strategies is adopted by the-

1. Individual product branding
2. Sub-branding
3. Umbrella branding
4. (Corporate) Monolithic branding

Options :

89951465183. 1
89951465184. 2
89951465185. 3
89951465186. 4

Question Number : 8 Question Id : 89951416698 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

Umbrella, Product, _____ and Monolithic are four systems of Brand Architecture.

1.Sub-branding

2.Corporate

3.Endorsed

4.Individual

Options :

89951465187. 1

89951465188. 2

89951465189. 3

89951465190. 4

Question Number : 9 Question Id : 89951416699 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

Rolex SA is a Swiss luxury watchmaker. The predominant brand _____ of the Rolex brand is sophistication.

1.image

2.identity

3.personality

4.resonance

Options :

89951465191. 1

89951465192. 2

89951465193. 3

89951465194. 4

Question Number : 10 Question Id : 89951416700 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

Shoe brands such as Woodland, Timberland, etc. have outdoorsy, hard and sturdy personalities. Which classification of brand personality would these traits fall under:

- 1.Sincerity
- 2.Ruggedness
- 3.Sophistication
4. Competence

Options :

- 89951465195. 1
- 89951465196. 2
- 89951465197. 3
- 89951465198. 4

Question Number : 11 Question Id : 89951416701 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

The four systems of Brand Architecture are:

- A. Established brand, new market
- B. Merge portfolios, pick the name with higher brand equity
- C. _____
- D. Leverage the strongest brands in the portfolio

- 1.Sub-brands challenge the parent brand
- 2.House of brands
- 3.Grow and sustain brand equity
- 4.Measure and interpret your brand performance

Options :

- 89951465199. 1
- 89951465200. 2
- 89951465201. 3

89951465202. 4

Question Number : 12 Question Id : 89951416702 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

Assigning distinct personality traits to your brand will be helpful in setting the tone of all brand _____ going forward.

1.Communications

2.Image

3. Personality

4. Pricing

Options :

89951465203. 1

89951465204. 2

89951465205. 3

89951465206. 4

Question Number : 13 Question Id : 89951416703 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

According to David Aaker's brand identity model, brand identity (both core and extended) is centred around four perspectives – brand-as-symbol, _____ , brand-as-organization, and brand-as-person.

1.brand-as-image

2.brand-as-product

3.brand-as-tool

4.brand-as-personality

Options :

89951465207. 1

89951465208. 2

89951465209. 3

89951465210. 4

Question Number : 14 Question Id : 89951416704 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

Brand such as Mountain Dew, Red Bull etc have spirited and daring personality. Which brand personality trait do they fall under

- 1.Competence
- 2.Ruggedness
- 3.Sophistication
- 4.Excitement

Options :

89951465211. 1
89951465212. 2
89951465213. 3
89951465214. 4

Question Number : 15 Question Id : 89951416705 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

It has been found that the _____ effect is one of the strongest biases customers face while making purchase decisions.

- 1.Product
- 2.Price
- 3.Place
- 4.Framing

Options :

89951465215. 1
89951465216. 2
89951465217. 3
89951465218. 4

Question Number : 16 Question Id : 89951416706 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

The side of Kapferer's brand identity prism called " _____ " projects and refers to the stereotypical user of the brand

1.Reflection

2.Interference

3. Framing

4. Competition

Options :

89951465219. 1

89951465220. 2

89951465221. 3

89951465222. 4

Question Number : 17 Question Id : 89951416707 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

Customer _____ and targeting are the first steps in developing brand positioning.

1.positioning

2.selection

3.segmentation

4.identification

Options :

89951465223. 1

89951465224. 2

89951465225. 3

89951465226. 4

Question Number : 18 Question Id : 89951416708 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

The tagline is the complete brand positioning statement.

- 1.True
- 2.False
3. Incomplete statement
4. None of the above

Options :

89951465227. 1
89951465228. 2
89951465229. 3
89951465230. 4

Question Number : 19 Question Id : 89951416709 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

The four aspects of Brand Strategy are: Target customer, Competitor, Similarities and _____.

- 1.Basics
- 2.Fundamentals
- 3.Differences
4. Identification

Options :

89951465231. 1
89951465232. 2
89951465233. 3
89951465234. 4

Question Number : 20 Question Id : 89951416710 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

To measure the effectiveness of brand communication, reach measures the proportion of the audience each platform reaches and whether there is any overlap.

- 1.True
- 2.False
- 3. Incomplete statement
- 4. None of the above

Options :

- 89951465235. 1
- 89951465236. 2
- 89951465237. 3
- 89951465238. 4

Question Number : 21 Question Id : 89951416711 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

Brand's competitive frame of reference comprises of : points of _____ and points of difference.

- 1.similarity
- 2.parity
- 3.competition
- 4.disparity

Options :

- 89951465239. 1
- 89951465240. 2
- 89951465241. 3
- 89951465242. 4

Question Number : 22 Question Id : 89951416712 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

Building brand recognition is more important if your target audience makes decisions at the point of purchase.

- 1.True
- 2.False
3. Incomplete statement
4. None of the above

Options :

89951465243. 1
89951465244. 2
89951465245. 3
89951465246. 4

Question Number : 23 Question Id : 89951416713 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

Steps of Developing Brand Positioning are:

- 1.Establish points of parity
- 2.Define target audience
- 3.Establish points of difference
- 4.Define frame of reference

- 1.2431
- 2.2413
- 3.2314
- 4.2341

Options :

89951465247. 1
89951465248. 2
89951465249. 3

89951465250. 4

Question Number : 24 Question Id : 89951416714 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

In the customer-based brand equity pyramid, brand ____ lies as the foundation for the rest of the pyramid. (choose the right option)

- 1.Brand judgment
- 2.Brand resonance
- 3.Brand salience
- 4.Brand feelings

Options :

- 89951465251. 1
- 89951465252. 2
- 89951465253. 3
- 89951465254. 4

Question Number : 25 Question Id : 89951416715 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

Brand feelings are evoked logically / rationally.

- 1.True
- 2.False
- 3. Incomplete statement
- 4. None of the above

Options :

- 89951465255. 1
- 89951465256. 2
- 89951465257. 3
- 89951465258. 4

Question Number : 26 Question Id : 89951416716 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

If customers respond better to the marketing of a Titan wristwatch than just a generic unbranded wristwatch, then Titan has positive customer-based brand equity.

- 1.equity
- 2.resilience
- 3.image
- 4.salience

Options :

- 89951465259. 1
- 89951465260. 2
- 89951465261. 3
- 89951465262. 4

Question Number : 27 Question Id : 89951416717 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

The technical term that expresses the combination of brand awareness and brand image is: (choose the right option)

- 1.Brand performance
- 2.Brand vitality
- 3.Brand DNA
- 4.Brand knowledge

Options :

- 89951465263. 1
- 89951465264. 2
- 89951465265. 3
- 89951465266. 4

Question Number : 28 Question Id : 89951416718 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

Brand managers should prevent interference effects by avoiding _____ that create conflicting mental processes.

- 1.Brand elements
2. Brand performance
- 3.Brand vitality
4. Brand Image

Options :

89951465267. 1
89951465268. 2
89951465269. 3
89951465270. 4

Question Number : 29 Question Id : 89951416719 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

According to Keller's customer-based brand equity pyramid, the two blocks that constitute brand meaning are brand _____ and brand imagery.

- 1.equity
- 2.performance
- 3.recognition
- 4.vitality

Options :

89951465271. 1
89951465272. 2
89951465273. 3
89951465274. 4

Question Number : 30 Question Id : 89951416720 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1.5 Wrong Marks : 0

According to Keller's customer-based brand equity pyramid, the two blocks that constitute brand meaning are brand performance and _____

1. brand imagery
2. Brand elements
3. Brand performance
4. Brand vitality

Options :

89951465275. 1
89951465276. 2
89951465277. 3
89951465278. 4

Question Number : 31 Question Id : 89951416721 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1.5 Wrong Marks : 0

The ____ effect is a cognitive bias in people wherein, how your present information about your brand/product to your customers will impact how they will behave towards it.

1. Self-reporting
2. Framing
3. Interference
4. Information

Options :

89951465279. 1
89951465280. 2
89951465281. 3
89951465282. 4

Question Number : 32 Question Id : 89951416722 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

Keeping the associative network in mind, crafting the right triggers (by using coloured taglines, celebrities, sound effects, etc.) can generate the right brand _____.

- 1.images
- 2.associations
- 3.awareness
- 4.identity

Options :

- 89951465283. 1
- 89951465284. 2
- 89951465285. 3
- 89951465286. 4

Question Number : 33 Question Id : 89951416723 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

The _____ Effect states that when we see an object, we don't just process its visual attributes but we try to process various other attributes as well, and these can sometimes conflict with each other.

- 1.Interference
- 2.Framing
- 3.Psychological
- 4.Physiological

Options :

- 89951465287. 1
- 89951465288. 2
- 89951465289. 3
- 89951465290. 4

Question Number : 34 Question Id : 89951416724 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

If you have a hedonic product, frame your brand along the dimensions of self-brand congruence and _____

1. self-completion
2. Self reporting
3. Self association
4. Self-awareness

Options :

- 89951465291. 1
- 89951465292. 2
- 89951465293. 3
- 89951465294. 4

Question Number : 35 Question Id : 89951416725 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

The principle of ____ is ensuring that the brand is steady and makes no hasty inconsistent moves.

1. Congruence
2. Commitment
3. Consistency
4. Difference

Options :

- 89951465295. 1
- 89951465296. 2
- 89951465297. 3
- 89951465298. 4

Question Number : 36 Question Id : 89951416726 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

A strong brand is built by _____ as well as consistent actions.

1.Words

2.Advertising

3.Awareness

4. Identity

Options :

89951465299. 1

89951465300. 2

89951465301. 3

89951465302. 4

Question Number : 37 Question Id : 89951416727 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1.5 Wrong Marks : 0

The 4 types of communication channels are: TV and Radio advertising, _____, outdoor advertising and Buzz marketing.

1.Digital advertising

2.Visual advertising

3.Audio advertising

4. Indoor Advertising

Options :

89951465303. 1

89951465304. 2

89951465305. 3

89951465306. 4

Question Number : 38 Question Id : 89951416728 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1.5 Wrong Marks : 0

The visual identity of a brand (i.e., logo, tagline, colors, etc.) is sufficient to create a strong brand.

1.True

2.False

3. Incomplete sentence

4. None of the above

Options :

89951465307. 1

89951465308. 2


89951465309. 3

89951465310. 4

Question Number : 39 Question Id : 89951416729 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1.5 Wrong Marks : 0



The logo of IIMB is . This is a part of the extended or _____ of the brand IIMB.

1.Visual identity

2.Brand identity

3. Product identity

4. Customer identity

Options :

89951465311. 1

89951465312. 2

89951465313. 3

89951465314. 4

Question Number : 40 Question Id : 89951416730 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1.5 Wrong Marks : 0

Brand equity is of two types: financial and _____ .

1.Customer-based

2.Economical

3.Mathematical

4. Scientific

Options :

89951465315. 1

89951465316. 2

89951465317. 3

89951465318. 4

Question Number : 41 Question Id : 89951416731 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

The marketing mix of services comprises three additional P's (people, physical evidence, and process) compared to the marketing mix of tangible products.

1.True

2.False

3. Incomplete sentence

4. None of the above

Options :

89951465319. 1

89951465320. 2

89951465321. 3

89951465322. 4

Question Number : 42 Question Id : 89951416732 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

Regular brand audits or brand tracking exercises are helpful in measuring your brand's customer-based _____

1. brand equity
2. brand imagery
3. brand awareness
4. brand identity

Options :

89951465323. 1
89951465324. 2
89951465325. 3
89951465326. 4

Question Number : 43 Question Id : 89951416733 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

Reliance Retail, the largest retailer in India, is the retail business wing of Reliance Industries Limited. Many brands such as Reliance Fresh, Reliance Footprint, Reliance Digital, Reliance Trends, RelianceSmart.in, Reliance Market (Cash n Carry) and Reliance Jewel come under the Reliance Retail brand. Since the Reliance brand name is consistently used across the different and varied product categories, this portfolio is an appropriate example of monolithic brand _____.

1. architecture
2. framework
3. portfolio
4. width

Options :

89951465327. 1
89951465328. 2
89951465329. 3
89951465330. 4

Question Number : 44 Question Id : 89951416734 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

“Reliance Trends” and “Project EVE” are the two brands in Reliance Retail division’s apparel/fashion product category portfolio. These two can be viewed as “_____” in this portfolio.

1. multi-brands
2. Self-brand
3. Single brand
4. Visual brand

Options :

89951465331. 1
89951465332. 2
89951465333. 3
89951465334. 4

Question Number : 45 Question Id : 89951416735 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

Within the Reliance Retail brand architecture, “Project EVE” is an experiential retail chain designed to be the destination store for independent sophisticated women 25-40 years old to provide nearly everything that she needs to look & feel good. Unlike the typical Reliance branding policy of placing the “Reliance” name upfront, this brand “Project EVE” is stand alone with no Reliance anchoring or endorsement. This is an example of individual/ product brand architecture in the Reliance Retail portfolio.

- 1.True
- 2.False
3. Incomplete sentence
4. none of the above

Options :

89951465335. 1
89951465336. 2
89951465337. 3
89951465338. 4

Question Number : 46 Question Id : 89951416736 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

"Trademark" is a subset of a "_____". Trademark primarily includes the Brand Name and Visual Identity (logo, colors, tag line) which can be legally protected.

1.Brand

2.Identity

3. Awareness

4. Equity

Options :

89951465339. 1

89951465340. 2

89951465341. 3

89951465342. 4

Question Number : 47 Question Id : 89951416737 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

Corporate brand is (generally) the lowest level in brand hierarchy and Modifier is the highest level in the hierarchy.

1.True

2.False

3. Incomplete sentence

4. None of the above

Options :

89951465343. 1

89951465344. 2

89951465345. 3

89951465346. 4

Question Number : 48 Question Id : 89951416738 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

The purpose of considering brand hierarchy is to assign more importance to the brands at the higher levels in the hierarchy. So, when it comes to brand strategy, the management team would very carefully strategize and strongly protect the top levels in the brand hierarchy.

- 1.True
- 2.False
- 3. Incomplete sentence
- 4. None of the above

Options :

- 89951465347. 1
- 89951465348. 2
- 89951465349. 3
- 89951465350. 4

Question Number : 49 Question Id : 89951416739 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

The core identity of a brand is an extended representation of the brand's visual identity.

- 1.True
- 2.False
- 3. Incomplete sentence
- 4. None of the above

Options :

- 89951465351. 1
- 89951465352. 2
- 89951465353. 3
- 89951465354. 4

Question Number : 50 Question Id : 89951416740 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1.5 Wrong Marks : 0

Brand _____ is a measure of how well consumers know your brand.

1.Recognition

2.awareness

3.identity

4.equity

Options :

89951465355. 1

89951465356. 2

89951465357. 3

89951465358. 4

Brand Management-2

Section Id :	899514269
Section Number :	2
Section type :	Online
Mandatory or Optional :	Mandatory
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Mark As Answered Required? :	Yes
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Sub-Section Id :	899514314
Question Shuffling Allowed :	Yes

Question Number : 51 Question Id : 89951416741 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Defining brand repositioning is about infusing human personality traits to your brand.

1.True

2.False

3. Incomplete sentence

4. None of the above

Options :

89951465359. 1

89951465360. 2

89951465361. 3

89951465362. 4

Question Number : 52 Question Id : 89951416742 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

According to Vision One, one of UK's best market research companies, there are 12 brand archetypes: The Innocent (e.g.: Dove), the Jester (e.g.: Bingo Mad Angles), the Lover (e.g.: Chanel), the Hero (e.g.: Nike), the Magician (e.g.: Disney), the Explorer (e.g.: The North Face), the Rebel (e.g.: Virgin), the Regular Guy (e.g.: Levi's), the Sage (e.g.: National Geographic Channel), the Creator (e.g.: Apple), the Ruler (e.g.: Google), and the Caregiver (e.g.: Nivea). These archetypes are in the realm of defining _____

1. brand personality

2.brand equity

3. brand identity

4. brand awareness

Options :

89951465363. 1

89951465364. 2

89951465365. 3

89951465366. 4

Question Number : 53 Question Id : 89951416743 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Amazon provides the reviews of customers regarding products and brands. For instance, a couple of customers wrote this about the Patanjali brand:



These review comments are a part of brand _____.

1.image

2.awareness

3.communication

4.valuation

Options :

89951465367. 1

89951465368. 2

89951465369. 3

89951465370. 4

Question Number : 54 Question Id : 89951416744 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Brand personality is what a person “perceives” the brand to be.

1.True

2.False

3. Incomplete sentence

4. None of the above

Options :

89951465371. 1

89951465372. 2

89951465373. 3

89951465374. 4

Question Number : 55 Question Id : 89951416745 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What Kapferer refers to as “Physique” in his prism, is the brand’s _____

1. extended/visual identity.

2. vitality

3. Image

4. valuation

Options :

89951465375. 1

89951465376. 2

89951465377. 3

89951465378. 4

Question Number : 56 Question Id : 89951416746 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The principle of _____ emphasises the importance of making consistent moves over making quick ones. side of Kapferer's brand identity prism called "Culture" projects and makes reference to the stereotypical user of the brand.

1. Cost effectivity
2. Consistency
3. targeting
4. Planning

Options :

- 89951465379. 1
- 89951465380. 2
- 89951465381. 3
- 89951465382. 4

Question Number : 57 Question Id : 89951416747 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

In Kapferer's prism, "Self-image" refers to the customers' ideas of themselves, whereas "Reflection" refers to how a brand portrays its target audience.

1. True
2. False
3. incomplete sentence
4. none of the above

Options :

- 89951465383. 1
- 89951465384. 2
- 89951465385. 3
- 89951465386. 4

Question Number : 58 Question Id : 89951416748 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Segmentation and _____ are the foundational steps in developing brand positioning.

1.targeting

2.advertising

3.planning

4.pricing

Options :

89951465387. 1

89951465388. 2

89951465389. 3

89951465390. 4

Question Number : 59 Question Id : 89951416749 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Types of brand judgements are- Brand quality, Brand _____ , Brand consideration and Brand superiority.

1.quantity

2.credibility

3.niche

4. Target

Options :

89951465391. 1

89951465392. 2

89951465393. 3

89951465394. 4

Question Number : 60 Question Id : 89951416750 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Nike's brand positioning statement is: "For athletes in need of high-quality, fashionable athletic wear, Nike provides customers with top-performing sports apparel and shoes made of the highest quality materials. Its products are the most advanced in the athletic apparel industry because of Nike's commitment to innovation and investment in the latest technologies." Match the following components of the brand positioning statement with

Nike:

Brand Positioning Statement Components	Nike Brand
1. Target Customers	A. Sports apparel and shoes
2. Frame of Reference	B. Athletes in need of high-quality, fashionable athletic wear
3. Point of Difference Benefit	C. Nike's commitment to innovation and investment in the latest technologies
4. Reason Why	D. Most advanced products in the athletic apparel industry

1.1-B, 2-A, 3-D, 4-C

2.1-C, 2-A, 3-D, 4-A

3.1-B, 2-C, 3-D, 4-A

4. 1-D, 2-C, 3-A, 4-B

Options :

89951465395. 1

89951465396. 2

89951465397. 3

89951465398. 4

Question Number : 61 Question Id : 89951416751 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Brand recall can be defined as the conceptual place that brand managers/owners want their brand to own in the target consumer's mind.

- 1.True
- 2.False
- 3. incomplete sentence
- 4. none of the above

Options :

- 89951465399. 1
- 89951465400. 2
- 89951465401. 3
- 89951465402. 4

Question Number : 62 Question Id : 89951416752 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

A perceptual map is of the visual technique designed to show how the average target consumer understands the positioning of the competing brands and products in the marketplace.

- 1.True
- 2.False
- 3. incomplete sentence
- 4. none of the above

Options :

- 89951465403. 1
- 89951465404. 2
- 89951465405. 3
- 89951465406. 4

Question Number : 63 Question Id : 89951416753 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Following are the categories of Brand Resonance: Behavioural loyalty, sense of community, Active engagement and _____.

- 1.Active advertising
- 2.Attitudinal attachment
- 3.Mass targeting
4. Planning

Options :

89951465407. 1
89951465408. 2
89951465409. 3
89951465410. 4

Question Number : 64 Question Id : 89951416754 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Mental/mind maps and semantic networks can help draw up brand-related associative network models.

- 1.True
- 2.False
3. incomplete sentence
4. none of the above

Options :

89951465411. 1
89951465412. 2
89951465413. 3
89951465414. 4

Question Number : 65 Question Id : 89951416755 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

In a brand communication campaign, a celebrity overshadowing a brand is a very good thing for the brand.

1.True

2.False

3. incomplete sentence

4. none of the above

Options :

89951465415. 1

89951465416. 2

89951465417. 3

89951465418. 4

Question Number : 66 Question Id : 89951416756 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

While brand judgements are made emotionally, brand feelings are evoked rationally.

1.True

2.False

3. incomplete sentence

4. none of the above

Options :

89951465419. 1

89951465420. 2

89951465421. 3

89951465422. 4

Question Number : 67 Question Id : 89951416757 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

_____ is the parallel that customers draw between their own personality and personality of the brand.

- 1. Self- brand congruence
- 2. Brand resonance
- 3. Brand reform
- 4. Brand image

Options :

- 89951465423. 1
- 89951465424. 2
- 89951465425. 3
- 89951465426. 4

Question Number : 68 Question Id : 89951416758 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Brand managers should view celebrity endorsement of their brands as a short-term tactical decision affecting the brand.

- 1. True
- 2. False
- 3. incomplete sentence
- 4. none of the above

Options :

- 89951465427. 1
- 89951465428. 2
- 89951465429. 3
- 89951465430. 4

Question Number : 69 Question Id : 89951416759 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Brand _____ involves computing the net present value of future brand-based cash flows.

1.valuation

2.reform

3.recall

4.identity

Options :

89951465431. 1

89951465432. 2

89951465433. 3

89951465434. 4

Question Number : 70 Question Id : 89951416760 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

If customers respond better to the marketing of The Oberoi hotels than just a generic unbranded hotel, then The Oberoi has positive customer-based _____

1. brand equity

2.brand feeling

3.brand identity

4. brand resonance

Options :

89951465435. 1

89951465436. 2

89951465437. 3

89951465438. 4

Question Number : 71 Question Id : 89951416761 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

MTV evokes what kind of brand feelings?

- 1.Warmth
- 2.Social approval
- 3.Excitement
- 4.Security

Options :

- 89951465439. 1
- 89951465440. 2
- 89951465441. 3
- 89951465442. 4

Question Number : 72 Question Id : 89951416762 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Brand _____ is the pinnacle of strong customer-based brand equity.

- 1.resonance
- 2.recall
- 3.valuation
- 4.equity

Options :

- 89951465443. 1
- 89951465444. 2
- 89951465445. 3
- 89951465446. 4

Question Number : 73 Question Id : 89951416763 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

As a brand manager, the brand-related aspects that you have to take charge of and ensure that you define well are:
(choose the right options)

- 1.Brand identity
- 2.Brand personality
- 3.Brand positioning
- 4.All of the above

Options :

- 89951465447. 1
- 89951465448. 2
- 89951465449. 3
- 89951465450. 4

**Question Number : 74 Question Id : 89951416764 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Some of the ways for measuring campaign effectiveness: (choose the correct options)

- 1.Coverage
- 2.Cost
- 3.Contribution
- 4. All of the above

Options :

- 89951465451. 1
- 89951465452. 2
- 89951465453. 3
- 89951465454. 4

**Question Number : 75 Question Id : 89951416765 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Following are some of the tenants of Brand building: (choose the correct options)

- 1.Brand should have duality
- 2.Customers are foundational
- 3.Brand should have richness
4. All of the above

Options :

- 89951465455. 1
- 89951465456. 2
- 89951465457. 3
- 89951465458. 4