
Section 1 - Section One

1) 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

- A) Measure and interpret your brand performance
 - B) Sub-brands challenge the parent brand
 - C) House of brands
 - D) Grow and sustain brand equity
-

2) 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.

- A) Framing
 - B) Information
 - C) Self-reporting
 - D) Interference
-

3) 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.

- A) brand-as-image
- B) brand-as-personality
- C) brand-as-product
- D) brand-as-tool

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

- A) vitality
 - B) performance
 - C) equity
 - D) recognition
-

5) 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

- A) 2314
 - B) 2413
 - C) 2341
 - D) 2431
-

6) 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:

- A) Individual product branding
- B) (Corporate) Monolithic branding
- C) Sub-branding
- D) Umbrella branding

7) Brand equity is of two types: financial and _____.

- A) Scientific
 - B) Mathematical
 - C) Economical
 - D) Customer-based
-

8) Brand feelings are evoked logically / rationally.

- A) TRUE
 - B) Incomplete statement
 - C) None of the above
 - D) FALSE
-

9) 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.

- A) personal
 - B) video
 - C) audio
 - D) visual
-

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

- A) TRUE
- B) None of the above
- C) Incomplete statement
- D) FALSE

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

- A) Price
 - B) Place
 - C) Framing
 - D) Product
-

12) 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.

- A) image
 - B) salience
 - C) equity
 - D) resilience
-

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

- A) Competition
 - B) Framing
 - C) Reflection
 - D) Interference
-

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

- A) FALSE
- B) Incomplete sentence
- C) None of the above
- D) TRUE

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

- A) FALSE
 - B) Incomplete sentence
 - C) TRUE
 - D) None of the above
-

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

- A) None of the above
 - B) FALSE
 - C) TRUE
 - D) Incomplete sentence
-

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

- A) Incomplete sentence
 - B) TRUE
 - C) None of the above
 - D) FALSE
-

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

- A) Image
- B) Pricing
- C) Communications
- D) Personality

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

- A) Personality
 - B) Sincerity
 - C) Sophistication
 - D) Ruggedness
-

20) 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.

- A) FALSE
 - B) Incomplete sentence
 - C) TRUE
 - D) None of the above
-

21) The tagline is the complete brand positioning statement.

- A) TRUE
- B) Incomplete statement
- C) None of the above
- D) FALSE

22) 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-

- A) Individual product branding
- B) (Corporate) Monolithic branding
- C) Sub-branding
- D) Umbrella branding

23) While the product is the marketable offering, a brand comprises of the core values, the promises, and visual identity giving your product a differentiated story vis-a-vis a competitor brand selling the same product.

- A) TRUE
- B) None of the above
- C) Incomplete sentence
- D) FALSE

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

- A) Equity
 - B) Identity
 - C) Awareness
 - D) Brand
-

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

- A) Identification
 - B) Segmentation
 - C) Selection
 - D) Positioning
-

26) '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.

- A) Single brand
 - B) Multi-brands
 - C) Visual brand
 - D) Self-brand
-

27) 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.

- A) FALSE
 - B) Incomplete sentence
 - C) None of the above
 - D) TRUE
-

28) The 5 dimensions of brand personality based on Jennifer Aaker's model are: (choose the right option)

- A) Sincerity, Competence, Sophistication, Ruggedness, and Excitement
 - B) Sincerity, Complexity, Surprise, Ruggedness, and Excitement
 - C) Simplicity, Complexity, Surprise, Ruggedness, and Exuberance
 - D) Simplicity, Complexity, Surprise, Exuberance and Ruggedness
-

29) 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 _____.

- A) width
 - B) portfolio
 - C) framework
 - D) architecture
-

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

- A) Differences
 - B) Basics
 - C) Identification
 - D) Fundamentals
-

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

- A) Excitement
- B) Sophistication
- C) Ruggedness
- D) Competence

32) A brand represents everything we associate with any marketable offering.

- A) Incomplete sentence
 - B) FALSE
 - C) None of the above
 - D) TRUE
-

33) 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?

- A) (Corporate) Monolithic branding
 - B) Sub-branding
 - C) Umbrella branding
 - D) Individual product branding
-

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

- A) brand equity
- B) brand imagery
- C) brand identity
- D) brand awareness

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

- A) Audio advertising
 - B) Brand advertising
 - C) Digital advertising
 - D) Visual advertising
-

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

- A) Corporate
 - B) Individual
 - C) Sub-branding
 - D) Endorsed
-

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

- A) Awareness
 - B) Words
 - C) Identity
 - D) Advertising
-

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

- A) Congruence
- B) Consistency
- C) Commitment
- D) Communication

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

- A) Self-completion
 - B) Self-reporting
 - C) Self-awareness
 - D) Self-association
-



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

- A) Customer identity
 - B) Visual identity
 - C) Product identity
 - D) Brand identity
-

41) 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.

- A) Physiological
 - B) Interference
 - C) Framing
 - D) Psychological
-

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

- A) images
- B) awareness
- C) identity
- D) associations

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

- A) Brand vitality
 - B) Brand imagery
 - C) Brand elements
 - D) Brand performance
-

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

- A) personality
 - B) image
 - C) identity
 - D) resonance
-

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

- A) Brand judgment
 - B) Brand feelings
 - C) Brand salience
 - D) Brand resonance
-

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

- A) Identity
- B) Awareness
- C) Recognition
- D) Equity

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

- A) Brand knowledge
 - B) Brand performance
 - C) Brand vitality
 - D) Brand DNA
-

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

- A) Brand elements
 - B) Brand performance
 - C) Brand vitality
 - D) Brand Image
-

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

- A) disparity
 - B) parity
 - C) competition
 - D) similarity
-

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

- A) FALSE
- B) None of the above
- C) Incomplete statement
- D) TRUE

Section 2 - Section Two

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

- A) Planning
 - B) Mass targeting
 - C) Active advertising
 - D) Attitudinal attachment
-

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

- A) identity
 - B) valuation
 - C) reform
 - D) recall
-

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

- A) Incomplete sentence
 - B) None of the above
 - C) FALSE
 - D) TRUE
-

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

- A) planning
- B) targeting
- C) pricing
- D) advertising

55) 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.

- A) Incomplete sentence
- B) FALSE
- C) TRUE
- D) None of the above

56) 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:

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

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

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

- A) Incomplete sentence
 - B) TRUE
 - C) FALSE
 - D) None of the above
-

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

- A) Brand reform
 - B) Brand resonance
 - C) Self- brand congruence
 - D) Brand image
-

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

- A) Brand should have duality
 - B) All of the above
 - C) Brand should have richness
 - D) Customers are foundational
-

60) 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 _____

- A) brand awareness
 - B) brand personality
 - C) brand equity
 - D) brand identity
-

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

- A) recall
 - B) valuation
 - C) resonance
 - D) equity
-

62) MTV evokes what kind of brand feelings?

- A) Excitement
 - B) Social approval
 - C) Security
 - D) Warmth
-

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

- A) None of the above
 - B) TRUE
 - C) FALSE
 - D) Incomplete sentence
-

64) 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.

- A) Planning
- B) Consistency
- C) Cost effectivity
- D) Targeting

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

- A) brand equity
 - B) brand resonance
 - C) brand identity
 - D) brand feeling
-

66) Brand personality is what a person 'perceives' the brand to be.

- A) FALSE
 - B) TRUE
 - C) None of the above
 - D) Incomplete sentence
-

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

- A) Incomplete sentence
 - B) TRUE
 - C) None of the above
 - D) FALSE
-

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

- A) FALSE
- B) None of the above
- C) Incomplete sentence
- D) TRUE

69) 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 _____.

- A) awareness
 - B) valuation
 - C) image
 - D) communication
-

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

- A) quantity
 - B) target
 - C) credibility
 - D) niche
-

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

- A) TRUE
- B) Incomplete sentence
- C) FALSE
- D) None of the above

72) 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)

- A) Brand personality
 - B) Brand positioning
 - C) All of the above
 - D) Brand identity
-

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

- A) TRUE
 - B) Incomplete sentence
 - C) FALSE
 - D) None of the above
-

74) What Kapferer refers to as 'Physique' in his prism, is the brand's _____.

- A) Vitality
 - B) Valuation
 - C) extended/visual identity
 - D) Image
-

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

- A) All of the above
- B) Contribution
- C) Cost
- D) Coverage

ANSWER KEY**Question Paper No: 60910_6**

1	B	31	A	61	C
2	A	32	D	62	A
3	C	33	C	63	B
4	B	34	A	64	B
5	B	35	C	65	A
6	C	36	D	66	A
7	D	37	B	67	B
8	D	38	B	68	A
9	D	39	A	69	C
10	D	40	B	70	D
11	C	41	B	71	A
12	C	42	D	72	C
13	C	43	B	73	C
14	A	44	A	74	C
15	A	45	C	75	A
16	B	46	B		
17	B	47	A		
18	C	48	A		
19	D	49	B		
20	C	50	D		
21	D	51	D		
22	B	52	B		
23	A	53	C		
24	D	54	B		
25	B	55	C		
26	B	56	D		
27	D	57	B		
28	A	58	C		
29	D	59	B		
30	A	60	B		