

BGPS' Mumbai College of Arts, Commerce and Science

Affiliated to University of Mumbai & NAAC Accredited

J.K.Jadhav Knowledge Centre, Nadkarni Park, Behind MBPT Hospital, wadala East, Mumbai – 37.

TYBMS/SEM VI/MARKETING GROUP/BRAND MANAGEMENT

1. _____ refers to a brands objective attributes in relation to other brands

- A. Brand position
- B. Product position
- C. Brand relationship
- D. Both A&B

ANSWER: D

2-----defines what the the brand thinks about the consumer, as per the consumer

- A. Brand attitude
- B. Brand positioning
- C. Brand relationship
- D. Brand manage

ANSWER: A

3. A marketer need to understand that some general traits of a brand name are

- A. Easy to recognize
- B. Easy to pronounce
- C. Easy to memorize
- D. None of the above

ANSWER: D

4. Marketing is a process which aims at

- A. production
- B. profit making
- C. satisfaction of customer needs
- D. selling products

ANSWER: C

5. marketers often use the term----- to cover various groupings of customers

- A. buying power
- B. demographic segment
- C. people
- D. market

ANSWER: D

6. select an appropriate definition of want .

- A. consumer needs
- B. needs backed by buying power
- C. needs directed to the product
- D. basic human requirements

ANSWER: C

7. The key customer markets consists of

- A. Government markets

- B. Business markets
- C. Consumer markets
- D. All of the above

ANSWER: D

8.buy products &..... use product

- A. consumer & customers
- B. buyers & sellers
- C. buyers & customers
- D. customers & consumer

ANSWER: B

9----- reflects the sum of the perceived tangible & intangible benefits & costs to cutomers

- A. customer satisfaction
- B. customer value
- C. customer delight
- D. none of the above

ANSWER: B

10. Testing before launching a product launching a product is known as

- A. Acid test
- B. Concept testing
- C. mrket test
- D. test marketing

ANSWER: D

11. _____ is a way of describing audience based on factors such as age, gender, education level, town class, income etc.

- A. Demographic
- B. Psychographic
- C. Socio-economic
- D. Infographics

ANSWER: A

12. _____ is a way of describing audience based on the their life style, attitudes, aspirations, habits etc.

- A. Demographics
- B. Psychographics
- C. Socio-economic
- D. Infographics

ANSWER: B

13. is the acquisition of goods and services by the seller or industrial user for the purpose of resale

- A. selling
- B. assembling
- C. buying
- D. transportation

ANSWER: B

14. A..... is an elaborated version of the idea expressed in consumer terms

- A. new idea
- B. product concept
- C. product idea
- D. test brand

ANSWER: B

15. NPD Stands for

- A. national production division
- B. new product department

- C. new product design
- D. new product development

ANSWER: D

16. A..... is a detailed version of the idea stated in meaningful consumer terms

- A. product concept
- B. product idea
- C. product feature
- D. product image

ANSWER: A

17. marketing myopia related first paper published in 1960 in the

- A. international business review
- B. forbes magazine
- C. harvard business review
- D. oxford university press

ANSWER: C

18. A large amount of _____ advertising is for retailers, local businesses and for promotions.

- A. news paper
- B. magazines
- C. radio
- D. television

ANSWER: C

19. marketing buzz means means.....

- A. De marketing
- B. Pricing
- C. Product Development
- D. Promotion

ANSWER: C

20. Companies are exploring the _____ for communicating their advertising message because of its several attractive features and advantages.

- A. television
- B. newspaper
- C. radio
- D. new media

ANSWER: D

21. The advertising industry is passing through a transition phase with the emergence of the _____ media.

- A. television
- B. online
- C. interactive
- D. information

ANSWER: B

22. New media is very cost-effective when compared to the traditional media and is highly _____.

- A. reliable
- B. requted
- C. resourceful
- D. result-oriented

ANSWER: D

23. The _____ is the biggest possible medium and has the quickest and the deepest reach throughout the globe.

- A. web
- B. TV
- C. radio

D. outdoor
ANSWER: A

24. Digital technology is changing the way _____ relate to products and markets.
- A. manufactures
 - B. consumer
 - C. delears
 - D. industry

ANSWER: B

25. Cyber consumers are not _____.
- A. active
 - B. passive
 - C. homogeneous
 - D. heterogeneous

ANSWER: C

26. Marketers often use the term _____ to cover various groupings of customers.
- A. people
 - B. buying power
 - C. demogrphic segment
 - D. market

ANSWER: D

27. Inside sales is known as
- A. Direct marketing
 - B. social marketing
 - C. tele-marketing
 - D. viral marketing

ANSWER: C

28. which is the future of of direct marketing
- A. one to one communication
 - B. open dialogue
 - C. personal relationship
 - D. all the above

ANSWER: D

29. tele marketing is a part of
- A. direct marketing
 - B. relationship marketing
 - C. social marketing
 - D. viral marketing

ANSWER: A

30. Selectivity is related to _____.
- A. portrayal
 - B. relevance
 - C. support
 - D. coverage

ANSWER: D

31. A cluster of complementary goods and services across diverse set of industries is called as
- A. market place
 - B. meta market
 - C. market space
 - D. resource market

ANSWER: B

32. _____ advertising affords the marketer the ability to engage the consumer in a direct and personal way.

- A. Interactive
- B. Contextual
- C. Traditional
- D. Website.

ANSWER: A

33. One of the key tasks of marketers is _____ and to create consumer perceptions that the product is worth purchasing.

- A. To make products easily visible and available
- B. To promote sales of products
- C. To differentiate their products from those of competitors
- D. To do marketing surveys

ANSWER: C

34. _____ technology is changing the way consumers relate to products and markets.

- A. Information
- B. New
- C. Digital
- D. Cyber

ANSWER: C

35. Cyber consumers are not _____.

- A. Hetrogeneous
- B. segemented
- C. mass
- D. homogeneous

ANSWER: D

36. e-Tailing will have to co-exist with _____ retailing.

- A. e-Commerce
- B. traditional
- C. mobile
- D. integrated

ANSWER: B

37. _____ the appropriate market segment has become ever more important when carrying out e-branding campaigns.

- A. Segmenting
- B. Positioning
- C. Targeting
- D. Implementing

ANSWER: C

38. Creating and securing a brand name in the physical world requires extensive marketing. _____.

- A. Research
- B. strategy
- C. effort
- D. media

ANSWER: A

39. Online marketing of all types offers superior measurability and trackability in comparison to traditional _____.

- A. media
- B. tactics
- C. research
- D. information

ANSWER: B

40. Digital branding, in general need to have the consumer- specific orientation addressed to consumers in a _____ context.

- A. geographic
- B. natural
- C. confined
- D. cultural

ANSWER: D

41. What is the last stage of the consumer decision process?

- A. problem recognition
- B. post purchase behavior
- C. alternative evaluation
- D. purchase

ANSWER: B

42. Media are the bridges that carry messages back and forth between companies and _____.

- A. consumers
- B. customers
- C. prospects
- D. influencers.

ANSWER: B

43. The challenge of media planning is becoming greater because the number of ways to send brand messages is _____.

- A. decreasing
- B. complicated
- C. increasing
- D. competitive

ANSWER: C

44. Media planners begin their work by doing media _____.

- A. research
- B. message
- C. buying
- D. selling

ANSWER: A

45. _____ markets are made up of members of the distribution chain

- A. Consumer
- B. Business-to-business (industrial
- C. Institutional
- D. Channel

ANSWER: D

46. Vehicles dealing with particular areas of interest, such as sports, hobbies or finance, are the ones most likely to have lifestyle and product - usage data in addition to _____ profiles.

- A. media
- B. demographic
- C. audience
- D. brand

ANSWER: B

47. When a company distributes its products through a channel structure that includes one or more resellers, this is known as _____

- A. Indirect marketing
- B. direct marketing

- C. multi-level marketing
- D. integrated marketing

ANSWER: A

48. In marketing theory, every contribution from the supply chain adds _____ to the product

- A. value
- B. cost
- C. convenience
- D. ingredients

ANSWER: A

49. In marketing theory, every contribution from the supply chain adds _____ to the product.

- A. value
- B. costs
- C. convenience
- D. ingredients

ANSWER: A

50. The act of trading a desired product or service to receive something of value in return is known as which key concept in marketing?

- A. product
- B. exchange
- C. production
- D. customer

ANSWER: B

51. The most basic level of a product is called the:

- A. core product.
- B. central product
- C. fundamental product.
- D. augmented product.

ANSWER: A

52. Anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need is called a(n):

- A. idea
- B. demand
- C. product.
- D. service.

ANSWER: C

53. _____ has been the first to launch an innovative media buying / selling technique, through its lastminute inventory.com, which auctions unsold media space online.

- A. Madison media
- B. Mudra Max
- C. Dentsu India
- D. JWT India

ANSWER: C

54. A change in an individual's behavior prompted by information and experience refers to which one of the following concept?

- A. learning
- B. role selection
- C. perception
- D. motivation

ANSWER: A

55. A futuristic innovations (media planning) involves creating satellite imagery of the monogram or message to reach the

desired geographic location and _____.

- A. programme
- B. action
- C. audience
- D. media

ANSWER: C

56. Customers' _____ have become the order of the day.

- A. endorsement
- B. information
- C. awareness
- D. knowledge

ANSWER: A

57. Holistic marketers achieve profitable growth by expanding customer share, _____, and capturing customer lifetime value.

- A. undermining competitive competencies
- B. building customer loyalty
- C. milking the market for product desires
- D. renewing a customer base

ANSWER: B

58. _____ pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share.

- A. Market-skimming
- B. Value-based
- C. Market-penetration
- D. Leader

ANSWER: C

59. _____ markets include a wide variety of profit and nonprofit organizations, such as hospitals, government agencies, and schools, which provide goods and services for the benefit of society.

- A. Consumer
- B. Business-to-business (Industrial
- C. Reseller
- D. Institutional

ANSWER: D

60. When a company distributes its products through a channel structure that includes one or more resellers, this is known as _____

- A. indirect marketing
- B. direct marketing
- C. multilevel marketing
- D. integrated marketing

ANSWER: A

61. _____ is now a significant part of every global corporations marketing arsenal.

- A. Internet
- B. Web
- C. Mobile
- D. e - marketing

ANSWER: D

62. _____ customers can themselves become publishers, choosing to share what they have received with their social networks.

- A. Publish - subscribe
- B. Instant sharing
- C. Multi - model viewing

D. Mobile inventising
ANSWER: B

63. Holistic marketers achieve profitable growth by expanding customer share, _____, and capturing customer lifetime value.

- A. undermining competitive competencies
- B. building customer loyalty
- C. milking the market for product desires
- D. renewing a customer base

ANSWER: B

64. _____ pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share.

- A. Market-skimming
- B. Value-based
- C. Market-penetration
- D. Leader

ANSWER: C

65. Whether to sell via intermediaries or directly to consumers, how many outlets to sell through, and whether to control or cooperate with other channel members are examples of decisions marketers must make about

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

ANSWER: C

66. A social and managerial process by which individuals and organizations obtain what they need and want through value creation refers to which one of the following concepts?

- A. Selling
- B. Advertising
- C. Barter
- D. Marketing

ANSWER: D

67. The task of any business is to deliver _____ at a profit.

- A. customer needs
- B. customer value
- C. products and services
- D. improved quality

ANSWER: B

68. The solution to price competition is to develop a differentiated:

- A. product, price, and promotion.
- B. offer, delivery, and image.
- C. package and label.
- D. international Web site.

ANSWER: B

69. Buying goods and services for further processing or for use in the production process refers to which of the following markets?

- A. Consumer markets
- B. Government markets
- C. Business markets
- D. International markets

ANSWER: C

70. Marketing managers should adapt the marketing mix to _____ and constantly monitor value changes

and differences in both domestic and global markets.

- A. Sales strategies
- B. Marketing concepts
- C. Cultural values
- D. Brand images

ANSWER: C

71. The _____ refers to the various companies that are involved in moving a product from its manufacturer into the hands of its buyer.

- A. distribution chain
- B. network chain
- C. supply chain
- D. promotion network

ANSWER: A

72. _____ is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.

- A. Target marketing
- B. Psychographic segmentation
- C. Product Differentiation
- D. Consumer behavior

ANSWER: D

73. Word "brand" is frequently used as a

- A. customers
- B. marketing
- C. advertising
- D. metonym

ANSWER: D

74. Advertising to today's consumers, we need to look beyond the _____ media of print, radio, and television.

- A. traditional
- B. non - traditional
- C. social
- D. new

ANSWER: A

75. The cost of an advertisement or a schedule of ads is often based on _____.

- A. CPP
- B. CPR
- C. CPI
- D. CPM

ANSWER: D

76. Complete the following definition of advertising media. The advertising media is a marketing communications umbrella concept that covers _____ to the prospective consumer.

- A. Media vehicles
- B. Advertising messages
- C. Brand
- D. Channels

ANSWER: B

77. Mainly, chief resource of authority throughout allocation channel is

- A. company
- B. brand
- C. distributor
- D. customer

ANSWER: B

78. Clearness regarding proportions of brands is clarity in

- A. functions of brand
- B. aspects of differentiation
- C. both of given options
- D. none of given options

ANSWER: C

79. Media strategy is making media decisions based on

- A. Understanding customers wants and needs
- B. The clients wishes
- C. Whims of the market
- D. Brand awareness

ANSWER: A

80. Careful brand management look for to build product or services related to the

- A. target audience
- B. cost
- C. profit
- D. all of answers are correct

ANSWER: A

81. Branding strategy is also called

- A. brand architecture
- B. branding rate
- C. brand earnings
- D. brand responsiveness

ANSWER: A

82. When companies combine existing brand with new brands, brands are called

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

ANSWER: D

83. Parent brand if it is associated with multiple products in brand extension is called

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

ANSWER: A

84. Brand which is result of extension in brand or sub-brand is classified as

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

ANSWER: C

85. Interactive media can be best described as

- A. Customized Marketing Messages
- B. Marketing Communications Mix
- C. Marketing Mix
- D. Media that allow two-way messages between company and consumer

ANSWER: D

86. Product choice is greatly affected by economic circumstances. All of the following would be among those

circumstances EXCEPT _____.

- A. spendable income
- B. savings and assets
- C. debts
- D. occupation

ANSWER: D

87. The mental act, condition or habit of placing trust or confidence in another shows which of the following options?

- A. Motive
- B. Belief
- C. Behavior
- D. Attitude

ANSWER: D

88. A _____ is someone seeking a response (attention, a purchase, a vote, a donation) from another party, called the

- A. salesperson, customer
- B. politician, voter
- C. marketer, prospect
- D. celebrity, audience

ANSWER: C

89. The _____ is practiced most aggressively with unsought goods, goods that buyers normally do not think of buying, such as insurance, encyclopedias, and funeral plots.

- A. marketing concept
- B. selling concept
- C. production concept
- D. product concept

ANSWER: B

90. The _____ concept holds that consumers will favor those products that offer the most quality, performance, or innovative features.

- A. product
- B. marketing
- C. production
- D. selling

ANSWER: A

91. One traditional depiction of marketing activities is in terms of the marketing mix or four Ps. The four Ps are characterized as being _____

- A. product, positioning, place, and price
- B. product, production, price, and place
- C. promotion, place, positioning, and price
- D. product, price, promotion, and place

ANSWER: D

92. The traditional view of marketing is that the firm makes something and then _____ it. markets

- A. sells
- B. distributes
- C. prices
- D. services

ANSWER: A

93. _____ is the single factor that best indicates social class

- A. Time
- B. Money
- C. Occupation
- D. Fashion

ANSWER: C

94. Marketing strategies are often designed to influence _____ and lead to profitable exchanges.

- A. Consumer decision making
- B. Sales strategies
- C. Advertising strategies
- D. Export strategies

ANSWER: A

95. _____ refers to the information a consumer has stored in their memory about a product or service.

- A. Cognitive dissonance
- B. Product knowledge
- C. Product research
- D. Marketing research

ANSWER: B

96. When consumers are seeking low-involvement products, they are unlikely to engage in extensive search, so _____ is important.

- A. Order processing
- B. Order booking
- C. Ready availability
- D. Information about warranty

ANSWER: C

97. Products that are usually purchased due to adversity and high promotional back up rather than desire are called:

- A. Sought goods
- B. Unique goods
- C. Unsought goods
- D. Preferred goods

ANSWER: C

98. Luxury products, such as Rolex watches, are also known as:

- A. Shopping product
- B. Convenience product
- C. Emergency product
- D. Specialty product

ANSWER: A

99. Which of the following is NOT included as a basic idea in the definition of marketing concepts?

- A. Total company effort
- B. Profit
- C. Productivity
- D. Customer satisfaction

ANSWER: A

100. In a _____ orientation, the role of marketing research is to determine customer needs and how well the company is satisfying them.

- A. Marketing
- B. Production
- C. Both of the above
- D. None of the above

ANSWER: A

101. The controllable variables a company puts together to satisfy a target group is called the _____.

- A. Marketing strategy
- B. Marketing mix
- C. Strategic planning
- D. Marketing concept

ANSWER: B

102. In relationship marketing firms focus on _____ relationships with _____.

- A. short-term; customers and suppliers
- B. long-term; customers and suppliers
- C. short-term; customers
- D. long-term; customers

ANSWER: B

103. Which is not a method of costing media?

- A. CPA
- B. CTR
- C. CPM
- D. CPR

ANSWER: D

104. The print medium continues to rely heavily on CPM to determine scheduling. What is CPM?

- A. A percentage of impressions that results in a click
- B. A percentage of households tuned to TV
- C. The relative average cost to reach one thousand people
- D. A payment received for each action

ANSWER: C

105. Which of the following is not a valid statement?

- A. It is necessary to plan for out-of-home media
- B. The media environment has become fiercely competitive
- C. Media planning is less important than creative
- D. Independent media buying services specialize in media planning

ANSWER: C

106. Brands like to stay contemporary because of:

- A. Others do it
- B. Staying attractive
- C. Upholding the contract
- D. None of the given options

ANSWER: C

107. Features and attributes of brands translate into benefits and _____ are also fulfilled along with these benefits

- A. Customer values
- B. Brand values
- C. Organizational goals
- D. Brand associations

ANSWER: A

108. A good brand contract:

- A. Keeps customer perspective in view
- B. Delivers promises made with customers
- C. Unearths negative promises
- D. All of the given options

ANSWER: D

109. Continuously renewing the difference makes your product _____

- A. Look superior
- B. Highly unacceptable
- C. Not conforming with market standards of evolving changes
- D. Conforming to the changing behavior and beliefs of customers

ANSWER: D

110. Demographics in media planning deal with

- A. The study of populations
- B. The psychology of the consumer
- C. The study of media channel
- D. The study of product

ANSWER: A

111. While developing the brand picture, first of all, you envision:

- A. Attributes
- B. Obsessions
- C. Benefits
- D. All of the given options

ANSWER: D

112. The elasticity of sales to sales promotion is _____ that of advertising

- A. Less than
- B. Equal to
- C. Greater than
- D. Inversely proportional to

ANSWER: D

113. A mix of different communication tools has a better chance of achieving

- A. Objectives
- B. Synergy
- C. Efficiency
- D. Effectiveness

ANSWER: B

114. If two different brands are distributed by one company, it is considered under:

- A. Wholesale
- B. Co-branding
- C. Joint venture
- D. Merger

ANSWER: B

115. Gross impressions means

- A. The percentage of the target audience exposed to a message
- B. All possible exposures to a given medium at a given time
- C. Both a and b above
- D. The standard for a communication message to have an impact on the consumer

ANSWER: B

116. Marketing communication is done to achieve the objective of:

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

ANSWER: C

117. Mostly, the major source of power throughout the distribution channel is

- A. The company
- B. The brand
- C. The distributor
- D. The customer

ANSWER: B

118. Brands are born out of the following strategies:

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

ANSWER: A

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

- A. Brand value
- B. Brand image
- C. Advertising
- D. Brand personality

ANSWER: B

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

- A. Consumer revolt
- B. Market share
- C. Profit
- D. Value

ANSWER: D

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

- A. Brand assets
- B. Brand liabilities
- C. Brand equities
- D. Market failures

ANSWER: B

122. Introduction of more brands and extensions leads to ___ with no new benefits to consumers

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

ANSWER: C

123. While defining the industry during the analysis, brand managers must consider

- A. The range of products and services offered by the industry
- B. A picture of the geographic scope of the industry
- C. Both of the given options
- D. None of the given options

ANSWER: C

124. SWOT is an acronym for:

- A. Strategy, working, opinion, tactical
- B. Strengths, weakness, opportunities, threats
- C. Strategy, Work, openness, toughness
- D. Strategy, weakness, opinions, tactics

ANSWER: B

125. In SWOT analysis, situations where organizations are able to convert weaknesses into strengths and threats into opportunities, these are called:

- A. Strategic windows
- B. Strategic leverage
- C. Conversion strategies
- D. Vulnerability

ANSWER: C

126. This is something that at some time in the future may destabilize and/or reduce the potential performance of the

organization:

- A. Threat
- B. Strength
- C. Weakness
- D. Opportunities

ANSWER: A

127. _____ is the process that helps managers understand the nature of the industry, the way firms behave competitively within the industry, and how competition is generally undertaken.

- A. Market needs analysis
- B. Portfolio analysis
- C. Strategic market analysis
- D. Organizational analysis

ANSWER: C

128. A _____ has to answer the questions like what would be the short of market if our brand is not there.

- A. Brand image
- B. Brand picture
- C. Brand manager
- D. Brand association

ANSWER: B

129. Brand assets include:

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

ANSWER: B

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

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

ANSWER: A

131. This type of growth refers to concentrating activities on markets and/or products that are familiar:

- A. Diversification
- B. Condensive
- C. Integrative
- D. Intensive

ANSWER: D

132. Factors affecting the choice of distribution channel include

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

ANSWER: C

133. _____ are about organizations seeking gaps in broad market segments or finding gaps in competitors' product ranges.

- A. Market niche strategies
- B. Differentiation
- C. Cost leadership
- D. Focus Strategies

ANSWER: D

134. Attack the market and defend the position are the prime strategies pursued by a firm with _____ positioning.

- A. Market challenger
- B. Market Leader
- C. Market Follower
- D. Market Nicher

ANSWER: B

135. Diversification is best described as which of the following?

- A. Existing products in new markets
- B. Existing products in existing markets
- C. New products for new markets
- D. New products for existing markets

ANSWER: C

136. Key performance indicators, which companies set and measure their progress towards in order to determine whether or not they have improved or maintained their performance over a given period of time, are referred to as:

- A. Marketing implementation
- B. Marketing program
- C. Budgeting
- D. Marketing Metrics

ANSWER: D

137. Clarity about dimensions of brands means the clarity in

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

ANSWER: C

138. Companies employ the elements of the _____ (product concept, target audience, advertising message, and communications media) to devise strategies to achieve advertising objectives.

- A. Synergistic approach
- B. Creative mix
- C. Advertising impression
- D. Advertising response curve

ANSWER: B

139. The drivers of change include all of the following except:

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

ANSWER: C

140. Often, the direct consumers of a nonprofit organization are its:

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

ANSWER: C

141. Which one of the following form of asset the brand has _____

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

ANSWER: B

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

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

ANSWER: B

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

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

ANSWER: D

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

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

ANSWER: D

145. A brand based organization provides which of the following benefits

- A. Clarity of role
- B. Commitment to brand growth
- C. A collective responsibility
- D. All of the given options

ANSWER: D

146. Delivery services offered by restaurants and other food chains in our market on phonecalls are examples of

- A. Sales promotion
- B. Direct marketing
- C. Publicity
- D. Personal selling

ANSWER: B

147. An effective advertising campaign:

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

ANSWER: D

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

- A. Marketing
- B. Finance
- C. Production
- D. Visual display

ANSWER: B

149. An apparel marketer is planning to launch an existing brand name into a new product category. Which brand development strategy is being implemented?

- A. Line extension
- B. Multibrand
- C. Brand extension
- D. Rebranding

ANSWER: C

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

A. Product

B. Sales

C. Service

D. Image

ANSWER: B

Staff Name

MALARVIZHI A .