

V Semester ATKT Mock Examination Sept. 2020

Class : TYBMM

Marks : 20

Sub : Brand Building

Duration : 30 Min

N.B. 1. All questions are compulsory

2. All questions are carry 1 marks

1. It refers to the use of two renowned brand names in a way that can collectively offer a distinct product / service that could not have been possible individually.

A). composite

B). ingredient

C). range brand

D). generic brand

Ans : A

2. Watches from Switzerland can be an example of :-

A). Emotional Benefit

B). Country Of Origin

C). Symbols

D). Functional Benefits

Ans : B

3. It must always be kept in mind while making the positioning for a brand

A). The competitor's strategy

B). The cost

C).The Company policy

D).The target audience

Ans : A

4. PepsiBlue in 2003 during cricket world cup is known as _____.

A).range brand

B).moving the brand up

C).moving brand down

D).ad-hoc

Ans : D

5. _____ is an arrangement that associates a single product or service with more than one brand name.

A).brand building

B).brand leveraging

C).co-branding

D).brand strategies

Ans : C

6. Establish a Relationship between the Brand and the Customer by generating a Value Proposition

A).Brand Product Matrix

B).Brand Equity

C).Generic Brand

D).Brand Identity

Ans : D

7. A strategy that makes the brand to turn from prestigious to lower cost brand that allows to deliver acceptable quality and features is known as_____.

A).moving the brand up

B).moving the brand down

C).creating range brand

D).Ad-hoc branding

Ans : B

8. Good positioning is

A).Unbelievable

B).Believable

C).compromise

D).successful

Ans : B

9. The Identity represents the Timeless Essence of the Brand

A).Core

B).Value proposition

C).Extended

D).Product

Ans : A

10. Select one Brand Identity Perspective

A). Core Identity

B). Brand as a Organization

C). Brand Image

D). Value Proposition

Ans : B

11. This involves two or more companies acting in cooperation to associate any of various logos, color schemes, or brand identifiers to a specific product that is contractually designated for this purpose.

A). brand identity

B). brand equity

C). co-branding

D). brand association

Ans : C

12. _____ is when a firm uses an established brand name to introduce a new product.

A). Brand extension

B). line extension

C). ad-hoc

D). vertical extension

Ans : A

13. Intelprocessors in HP laptop is an example of _____ type of co-branding.

A).composite

B).ingredient

C).vertical

D).brand extension

Ans : B

14. It can be used to communicate the identity of the brand with a quicker recognition and recall

A).Brand Building

B).Brand Hierarchy

C).Symbols

D).Co-Branding

Ans : C

15. If the parent brand is already associated with multiple products through brand extension, then it may also be called a _____.

A).sub-brand

B).line extension

C).vertical extension

D).family brand

Ans : D

16. When a new brand is combined with the existing brand, the brand extension can also be called as _____

A).vertical extension

B).ad-hoc

C).sub brand

D).line extension

Ans : C

17. McDonald's with Coca-Cola is an example of _____ type of co-branding.

A).Composite

B).Ingredient

C).vertical

D).brand extension

Ans : A

18. Comparing the brands, the customer will choose the brands on how compelling is the

A).Similarity

B).Difference

C).Sameness

D).Variety

Ans : B

19. _____ is used when an organization uses one name for all its products:

A).Multi Strategy

B).Multi brandingstrategy

C).Multi product branding strategy

D).Mix branding

Ans : C

20. It offers various benefits to the brand & the company.

A).Communication

B).Positioning

C).Variety

D).Promotion

Ans : B