

QUESTION BANK BRAND MANAGEMENT SEM VI 2019-2020 MOCK TEST

Serial No. Unit	Question	Option A	Option B	Option C	Option D	Right Answer	Right answer
1	The legal term for brand is ____.	Trademark	Brand manageme	Logo	Sign	A	Trademark
2	_____ in branding is essential to product success.	Brand judgments	Brand recall	Brand knowledge	Consistency	D	Consistency
3	_____ is one of the major components of the company's brand.	Brand salience	Target market	Logo	Brand equity	C	Logo
4	_____ relates to consumers' ability to identify the brand under a variety of circumstances.	Brand knowledge	Brand recall	Trademark	Logo	B	Brand recall
5	_____ are those descriptive features that characterize a product or service.	Tracking	Marketing strategy	Brand attributes	Brand equity	C	Brand attributes
6	_____ should be easy to be pronounced can be easily recalled.	Slogans	Relationshi p	Brand names	Logo	C	Brand names
7	_____ are powerful branding devices.	Marketing	Slogans	Maximize profit	Sign	B	Slogans
8	_____ strategy will serve as a roadmap for the implementation of an integrated marketing program.	Brand names	Transferabil ity	Permission Marketing	Marketing	D	Marketing
9	_____ marketing helps in acquiring new customers.	Slogans	Relationshi p	Social media	Consistency	B	Relationship
10	The prime objective of product strategy is to ____.	Maximize profit	Brand names	Relationship	Trademark	A	Maximize profit

11	_____ are diagnostic tools to reveal the true feelings and opinions of the consumers.	Competitive brands	Inter brand	Brand association	Projective techniques	D	Projective techniques
12	The simplest and the most powerful way to profile brand associations is _____.	Brand association	Qualitative measures	Free association tasks	Brand equity	C	Free association tasks
13	_____ is very important for packaging.	Terminal	Brand recognition	Projective techniques	Brand recall	B	Brand recognition
14	_____ is a survey-based multivariate technique.	Conjoint analysis	Inter brand	Leadership	Logo	A	Conjoint analysis
15	The _____ value represents the brand's expected performance beyond a forecasted period.	Terminal	Brand recognition	Projective techniques	Brand recall	B	Brand recognition
16	_____ is the structure of brands within an organizational entity.	Brand architecture	Showrooms	Advertising	Promotion	A	Brand architecture
17	_____ is also called as the range brand or umbrella brand.	Global brands	Green products	Family Brand level	Generic brand	C	Family Brand level
18	_____ refers to the word, phrase or clause that functions as an adjective or adverb to qualify the meaning of the other word.	Green marketing	Brand Reinforcement	Global brands	Modifier	D	Modifier
19	_____ can also be used for establishing the relationship between the brand and multiple products.	Family Brand level	Brand-product matrix	Symbols	Logo	C	Symbols
20	_____ helps consumers to justify their self worth to others or themselves.	Cause marketing	Brand Reinforcement	Global brands	Generic brand	A	Cause marketing