

TYBMS – Sem VI
Brand Management
Sample Question Paper –Multiple Choice Questions

1. It is a process involved in creating a unique name and image for a product in the minds of the consumers:
 - a. Brand
 - b. Brand Management
 - c. Branding
 - d. Marketing
2. The ability to keep updating and changing the brand element to suit customers liking and view is known as:
 - a. Transferability
 - b. Adaptability
 - c. Likability
 - d. Meaningfulness
3. In Young and Rubicam 's Brand Asset valuator – Differentiation and Relevance together give rise to the following:
 - a. Brand Stature
 - b. Brand Strength
 - c. Brand Image
 - d. Brand Recall
4. It is a graphical representation of all the brands and products sold by the firm
 - a. Brand Product matrix
 - b. Brand Architecture
 - c. Brand Hierarchy
 - d. Brand Layout
5. Following comes on the top most level of Brand Hierarchy:
 - a. Family Brand
 - b. Corporate Brand
 - c. Individual Brand
 - d. Modifier
6. Following is not the characteristic of a successful brand
 - a. Distinctive
 - b. Common
 - c. Unique
 - d. Marketing

TYBMS – Sem VI
Brand Management
Sample Question Paper –Multiple Choice Questions

7. It refers to the value premium that a company generates from a product with recognizable name:
- a. Brand Value chain
 - b. Brand Equity
 - c. Brand Price
 - d. Brand Premium
8. This brand element refers to a catchphrase or a small group of words that are combined in a special way to identify a product
- a. Jingle
 - b. Brand Name
 - c. Slogan
 - d. Logo
9. The objective of this pricing strategy is to uncover the right blend of quality, cost and price of a product to satisfy consumer needs
- 1. Value pricing
 - 2. Premium pricing
 - 3. Penetration pricing
 - 4. Cost pricing
10. It is a structured approach to assessing the source and outcomes of brand equity and the way in which marketing activities create brand value
- a. Customer based Brand equity
 - b. Brand Value chain
 - c. Strategic Brand management process
 - d. Brand Performance
11. Following method is used to evaluate and put a price tag on brand's value in case of mergers & acquisitions, brand licensing, fund raising etc
- a. Residual approach
 - b. Inter brand approach
 - c. Holistic Method
 - d. Valuation Approach
12. In this type of extension the marketers apply the parent brand to a new product that targets a new market segment
- a. Line extension
 - b. Category extension
 - c. Brand extension
 - d. Product extension

TYBMS – Sem VI
Brand Management
Sample Question Paper –Multiple Choice Questions

13. It is consumers' ability to confirm the name of the brand when provide with a cue:
- a. Brand Recognition
 - b. Brand Recall
 - c. Brand Loyalty
 - d. Brand Association
14. This kind of marketing technique promotes a product using its features and benefits to consumers
- a. Personalizing Marketing
 - b. Relationship marketing
 - c. Experiential marketing
 - d. Permission marketing
15. Classifying a retailer as per their marketing capabilities and needs is known as:
- a. Direct Channel
 - b. Retail segmentation
 - c. Channel Strategy
 - d. Supply chain management
16. While measuring outcomes of brand equity an exemplar is used in following approach
- a. Brand based Comparative Approaches
 - b. Marketing based comparative approach
 - c. Conjoint Analysis
 - d. Holistic Method
17. It is a the logical, strategic and relational structure for brands
- a. Brand Product matrix
 - b. Brand Architecture
 - c. Brand Hierarchy
 - d. Brand Layout
18. Considering the environmental impact of manufacturing and marketing activity of a product is a part of following marketing
- a. Cause Marketing
 - b. Green Marketing
 - c. Eco –Marketing
 - d. Social Marketing

TYBMS – Sem VI
Brand Management
Sample Question Paper –Multiple Choice Questions

19. In Consumer based Brand equity model, the question ‘What about you?’ is answered by this block/s:
- a. Salience
 - b. Performance & Imagery
 - c. Judgment & Feelings
 - d. Resonance
20. Any of the following secondary brand association can be used to build brand equity
- a. Co -branding
 - b. Brand equity
 - c. Product
 - d. Customer