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**These Papers are completed With the Help
of Faizan Rafqat. Company Thanks them
warmly to these stars members.**

MIDTERM EXAMINATION

SPRING 2008

MKT624- BRAND MANAGEMENT (SESSION - 1)

Marks: 81

Question No: 1 (Marks: 1) - Please choose one

Which one of the following is the indicator of brand assets?

- Market share
- Price premium
- **Brand reputation** (all are brand strength only brand reputation are brand Asset)
- Loyalty rate

Question No: 2(Marks: 1) - Please choose one

An intangible value that accrues to a company as a result of its successful efforts to establish a strong brand is known as:

- **Brand management**
- Brand equity
- Brand assets
- Brand liabilities

Question No: 3 (Marks: 1) - Please choose one

The legal term for brand is:

- Product
- Brand
- **Trademark**
- Identity

Question No: 4 (Marks: 1) - Please choose one

A brand must offer a:

- **Superior value proposition**
- Lower value proposition
- Medium value proposition
- Best value proposition

Question No: 5(Marks: 1) - Please choose one

Which one of the following brand layers is slightly wider than line brands?

- Product brands
- **Family brands**
- Range brands
- Umbrella brands

Question No: 6(Marks: 1) - Please choose one

Strategic objective deals with which of the following?

- **Cutting cost**
- Earnings per share
- Return on investment
- Dividend growth

Question No: 7(Marks: 1) - Please choose one

Which of the following is concerned with tracking a strategy, as it is being implemented, to detect the problems in its underlying premises?

- Continuous improvement
- Empowerment
- **Strategic control**
- Strategic management

Question No: 8(Marks: 1) - Please choose one

All of the following are the stages that characterize the level of maturity of an industry, EXCEPT :

- Embryonic
- Growth
- Mature
- **Immature**

Question No: 9 (Marks: 1) - Please choose one

Which of the following refers to attributes the brand carries and benefits it offers to consumers?

- **Brand association**
- Brand persona
- Brand picture
- Brand analysis

Question No: 10 (Marks: 1) - Please choose one

Which one of the following options along with brand associations provides a complete understanding of the brand image?

- **Brand persona**
- Brand value pyramid
- Brand association
- Brand picture

Question No: 11 (Marks: 1) - Please choose one

_____ comes with keeping the brand contract while we go through innovations to stay current.

- Uniqueness
- **Credibility**
- Sustainability
- Fit

Question No: 12 (Marks: 1) - Please choose one

Train your people to become brand ambassadors is the best description of which one of the following ?

- **Education**
- Criteria
- Awareness
- Understanding

Question No: 13 (Marks: 1) - Please choose one

A brand can prove its modernity by:

- Varying prices seasonally
- Promoting more along the product life cycle
- **Creating and offering new products from time to time**
- All of the given options

Question No: 14(Marks: 1) - Please choose one

A fashion clothing company getting into perfumes refers to the example of:

- Perceived difficulty of manufacture
- Know-how transferability
- **Complementarily**
- Awareness and reputation of the parent

Question No: 15 (Marks: 1) - Please choose one

The brands like Head & Shoulders, Old Spice, Safeguard and Pampers by Procter & Gamble have been established using which one of the following brand strategy?

- **Product brand strategy**
- Source brand strategy
- Endorsing brand strategy
- Range brand strategy

Question No: 16 (Marks: 1) - Please choose one

The firm selling directly is likely to have _____ than the one involving intermediaries.

- More demand
- More monopoly
- **Greater margin**
- Fewer margin

Question No: 17 (Marks: 1) - Please choose one

Customer reach is the element of which one of the following?

- Strategic area
- **Channel performance**
- Brand architecture
- Brand extension

Question No: 18 (Marks: 1) - Please choose one

Which one of the following options in relation to product ageing has taken on an added dimension within the concept of supply chain?

- **Inventory management**
- Marketing management
- Brand management
- Channel management

Question No: 19 (Marks: 1) - Please choose one

Usually brand managers may not get into a large portfolio of brands due to some reasons. Which one of the following is NOT the reason for the growth of brand portfolio?

- Owing to growth
- Owing to acquisition
- Need to have small portfolio
- **Cannibalization**

Question No: 20 (Marks: 1) - Please choose one

Which of the following is an outer entity of a business strategy that supports business goals and objectives?

- **Brand architecture**
- Brand portfolio
- Brand extension
- Line extension

Question No: 21 (Marks: 1) - Please choose one

Which of the following is an expression of the strategy which a company chooses under a certain set of circumstances?

- Brand extension
- Brand equity
- Brand portfolio
- **Brand architecture**

Question No: 22 (Marks: 1) - Please choose one

Intel inside is a classic example of which one of the following?

- Bundling
- **Ingredient co-branding**
- Joint venture
- Effective packaging

Question No: 23(Marks: 1) - Please choose one

In acronym AUTHOR , A stands for which one of the following?

- Adaptability
- Applicable
- Acceptance
- **Awareness**

Question No: 24 (Marks: 1) - Please choose one

CRE stands for which of the given options?

- **Customer response effect**
- Customer relationship effect
- Customer responsibility effect
- Customer resource effect

Question No: 25(Marks: 1) - Please choose one

Duration of which of the following should be short and should not be repeated too often?

- Sales promos
- Market promos
- **Brand promos**
- Product promos

Question No: 26(Marks: 1) - Please choose one

Influencing public opinion through the presentation of a client's image, message, or product is known as:

- Direct marketing
- Advertising
- **Public relation**
- Sales promotion

Question No: 27(Marks: 1) - Please choose one

Which of the following options should be used keeping in mind that your brand is an asset that is going to provide you with the right contribution to enable you achieve all your financial goals.

- **Price**
- Marketing
- Placement
- Selling

Question No: 28 (Marks: 1) - Please choose one

If your company offers excellent product that can solve the customer problem, then you have a greater chance to demand which one of the following?

- **Premium price**
- Skimming price
- Market based price
- Cost plus price

Question No: 29(Marks: 1) - Please choose one

At the stage of awareness of communication process, the customer s response reaches at what percentage?

- **75%**
- 80%
- 70%
- 90%

Question No: 30(Marks: 1) - Please choose one

Sales promotion is best defined as:

- Activity and/or material used as a direct inducement to resellers, salespersons, or consumers
- **Advertising and publicity campaign**
- Cyclical activity aimed at producing short-run effects on sales
- Activity and/or material used in personal selling

Question No: 31(Marks: 1) - Please choose one

A consumer contest is an example of which one of the following?

- Personal selling
- **Sales promotion**
- Advertising
- Public relations

Question No: 32(Marks: 1) - Please choose one

Competitions, free samples, and rebates are examples of which one of the following?

- Advertising
- **Sales promotion techniques**
- Publicity
- Personal selling techniques

Question No: 33 (Marks: 1) - Please choose one

Which of the following is an example of a demographic factor that is important to the pricing decisions made for a new type of low-fat cereal for children?

- **How many boxes will be consumed by a household in a month?**
- What price will indicate the quality of the cereal?
- How will price elasticity affect the pricing?
- Will potential buyers be attracted to the cereal if odd pricing applied?

Question No: 34(Marks: 1) - Please choose one

Which of the following is NOT a dimension of brand differentiation?

- Persona recognition
- Contract fulfilment
- Awareness
- **Purchase frequency**

Question No: 35 (Marks: 1) - Please choose one

Strength of any brand equals to:

- Differentiation multiplied by knowledge
- **Differentiation multiplied by relevance**
- Knowledge multiplied by relevance
- Esteem multiplied by differentiation

Question No: 36 (Marks: 1) - Please choose one

A brand based organization provides which of the following benefits?

- **All of the given options**
- Clarity of role
- Commitment to brand growth
- A collective responsibility

Question No: 37 (Marks: 1) - Please choose one

Which of the following offers buyers the problem of not being able to judge the value for their money?

- Food brand
- **Service brand**
- Tangible brand
- Industrial brand

Question No: 38(Marks: 1) - Please choose one

_____ is a template that you can use for introducing any brand, a tangible product or an intangible service product brand.

- Brand vision
- **Brand plan**
- Marketing strategy
- Operational plan

Question No: 39 (Marks: 1) - Please choose one

In which of the following internal workshop consisting of important aspects of detailed strategic definition and objectives of the brand is arranged.

- **Brand chartering**
- Brand extension
- Brand planning
- Brand equity

Question No: 40 (Marks: 1) - Please choose one

Which of the following is NOT related to dimensions of brand?

- Aspects of differentiation
- Aims and values
- Personality and imagery
- **Vision of brand**

Question No: 41 (Marks: 1) - Please choose one

Which of the following is dealing with brands that build their position in diverse fields or categories?

- **Brand extension**
- Line extension
- Brand image
- Brand survival

Question No: 42 (Marks: 1) - Please choose one

Gourmet bakers getting into the area of cold drinks is an example of which one of the following?

- Extending the entire positioning
- Extending your point of difference
- Extending the definition of business
- **Extending your target market**

Question No: 43(Marks: 3)

How would you describe the purpose of multi-brand portfolio?

Question No: 44(Marks: 3)

Why sales people better understand the market than other company s employees?

Question No: 45(Marks: 3)

How variability is the element that really sets services apart from other tangible products?

Question No: 46(Marks: 5)

Consider yourself as a manager and discuss what strategic areas would be impacted by your choice of channels?

Question No: 47 (Marks: 5)

Explain the plus-one pricing model by giving at least one example form your daily life?

Question No: 48(Marks: 10)

Being an assistant brand manager, suggest your manager the conditions which can offer a good position for brands to stand alone and can enjoy the benefits of premium pricing?

Question No: 49(Marks: 10)

Key Success Factors are the abilities that a company can identify and then capitalize on it to prosper in the market place. What information is required to identify key success factors of any particular industry?

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Final-TERM EXAMINATION

Spring 2008

MKT624- Brand Management (Session - 2)

Marks: 81

Question No: 1 (Marks: 1) - Please choose one

Brand management is the function of which of the following?

- Marketing
- Selling
- Branding
- Packaging

Question No: 2 (Marks: 1) - Please choose one

Which one of the following is NOT the function of brand management?

- Long-term strategy
- **Market planning**
- Sales forecast budget
- Work with Ad agency

Question No: 3 (Marks: 1) - Please choose one

Market share is the indicator of which one of the following?

- **Brand value**
- Brand strength
- Brand asset
- Brand liability

Question No: 4(Marks: 1) - Please choose one

The larger the ratio of brand assets to brand liabilities, the greater is the:

- Brand Ownership
- **Brand equity**
- Brand Power
- Brand Value

Question No: 5 (Marks: 1) - Please choose one

Which of the following is the component of brand identity?

- Reliable
- Serious
- Durable
- **Logo**

Question No: 6 (Marks: 1) - Please choose one

The fundamentals of a brand include all of the following EXCEPT:

- Brand dimensions
- Brand layers
- Commitments of management
- **Brand contracts**

Question No: 7(Marks: 1) - Please choose one

Which of the following offer/s us an opportunity to explain what brand value means to consumers and how a brand creates that value?

- Brand equity
- **Brand characteristics**
- Brand image
- Brand identity

Question No: 8 (Marks: 1) - Please choose one

Which one of the following would not be considered one of the newest trends in mission statement components?

- **Statements of company vision**
- Experience of team work and ethics
- Reflection of sensitivity to consumers
- Expression of concern for quality

Question No: 9(Marks: 1) - Please choose one

"It is not about simply winning in business, it s about changing the world" is the best description of which of the following?

- Brand vision
- Brand mission
- **Brand values**
- Brand objectives

Question No: 10 (Marks: 1) - Please choose one

Which of the following drive all the strategies and always emerge as the most purpose-serving research basis?

- **Needs**
- Wants
- Demands
- Desires

Question No: 11 (Marks: 1) - Please choose one

In the image era the general thinking was talk of the image and the consumer would pay attention; but this image era was killed by:

- **Me-too products**
- Me-too companies
- Information technology
- Marketing managers

Question No: 12(Marks: 1) - Please choose one

Which of the following is a term used for an outcome of product differentiation?

- Positioning
- Point of difference
- **Innovation**
- Repositioning

Question No: 13 (Marks: 1) - Please choose one

Which one of the following classic conception of branding equation is TRUE ?

- 1 brand = 2 product = 1 promise
- 2 brand = 2 product = 1 promise
- 1 brand = 1 product = 2 promise
- **1 brand = 1 product = 1 promise**

The classic conception of branding rests on the following equation: 1 brand = 1 product = 1 promise

Question No: 14(Marks: 1) - Please choose one

Which one of the following must lay the foundation for decision relating extensions?

- Positioning
- **Vision**
- Identity
- Mission

Question No: 15 (Marks: 1) - Please choose one

A fashion clothing company getting into perfumes refers to the example of:

- Perceived difficulty of manufacture
- Know-how transferability
- **Complementarily**
- Awareness and reputation of the parent

Question No: 16 (Marks: 1) - Please choose one

In which of the following period mostly companies like to introduce new brands into the new segment/market?

- **Growth**
- Maturity
- Saturation
- Product prototyping

Question No: 17(Marks: 1) - Please choose one

Which of the following is often needs to be mapped out from a strategic viewpoint, in order to manage and guide the inevitable tendency of successful products to evolve and proliferate?

- Brand equity
- **Brand extension**
- Brand architecture
- Line extension

Question No: 18(Marks: 1) - Please choose one

If a company uses same brand for several product in different markets then company is applying which one of the following brand strategy?

- Product brand strategy
- Line brand strategy
- Rand brand strategy
- **Umbrella brand strategy**

Question No: 19 (Marks: 1) - Please choose one

Which one of the following is NOT the part of indirect channel?

- Distributors
- Wholesalers
- **Telemarketing**
- Retailers

Question No: 20 (Marks: 1) - Please choose one

Usually brand managers may not get into a large portfolio of brands due to some reasons. Which one of the following is NOT the reason for the growth of brand portfolio?

- Owing to growth
- Owing to acquisition
- Need to have small portfolio
- **Cannibalization**

Question No: 21(Marks: 1) - Please choose one

In which of the following, different brand names correspond to different positions?

- **Product brand strategy**
- Line brand strategy
- Range brand strategy
- Umbrella brand strategy

Question No: 22(Marks: 1) - Please choose one

A brand manager has to reside very close to the existing product while launching a new product is the major negative aspect of which one of the following strategy?

- **Line brand strategy**
- Range brand strategy
- Product brand strategy
- Umbrella brand strategy

Question No: 23 (Marks: 1) - Please choose one

Clear introduced the first ever anti-dandruff shampoo range for men by unilever. Wholesalers encouraged the distribution of the product to retailers. This is an example of a:

- Communications medium
- Integrated channel
- **Distributive cooperative**
- Marketing channel

Question No: 24(Marks: 1) - Please choose one

When two brands join hands to create one brand by using the strong expressions of both, this is known as:

- **Bundling**
- Branding
- Brand management
- Brand equity

Question No: 25(Marks: 1) - Please choose one

The persona suggests the _____ that customer think the brand has.

- Actual association
- Vision
- Positioning
- **Personality traits**

Question No: 26 (Marks: 1) - Please choose one

Which one of the following promotions is NOT directed towards customer?

- Additional quantity in pack
- Multi buy/ Multi-save
- **Extra commission**
- Manufacturer s price reduction

Question No: 27 (Marks: 1) - Please choose one

A marketer that wanted to include detailed explanations in advertisements would be most likely to use which one of the following?

- Radio
- **Television**
- Outdoor displays
- Magazines

Question No: 28(Marks: 1) - Please choose one

The limitations in using publicity-based public relations tools stem primarily from the fact that:

- Publicity is never properly managed by media personnel
- Media personnel consider only unfavourable messages as newsworthy
- It is time-consuming and costly to convince media personnel that the information is newsworthy
- **Media personnel control the content and the timing of the communication**

Question No: 29 (Marks: 1) - Please choose one

Which of the following is an example of a demographic factor that is important to the pricing decisions made for a new type of low-fat cereal for children?

- **How many boxes will be consumed by a household in a month?**
- What price will indicate the quality of the cereal?
- How will price elasticity affect the pricing?
- Will potential buyers be attracted to the cereal if odd pricing applied?

Question No: 30(Marks: 1) - Please choose one

The economic sacrifice made by a buyer to a seller for products or services refers to which one of the following?

- Objective price
- **Target price**
- Barter price
- Transaction price

Question No: 31 (Marks: 1) - Please choose one

_____ lets you to have a clear picture of the number of customers or usage of your brand in comparison with competition.

- **Market share**
- Brand share
- Product share
- Customer share

Question No: 32(Marks: 1) - Please choose one

How long the customers would buy a brand is shown by:

- **Brand value**
- Customer loyalty
- Price-friendly brands
- Lifetime value of a customer

Question No: 33(Marks: 1) - Please choose one

_____ lets you to have your loyal customer s lifetime worth in terms of your brand s purchasing.

- Lifetime value of a market
- Lifetime value of a brand
- Lifetime value of a company
- **Lifetime value of a customer**

Question No: 34(Marks: 1) - Please choose one

Which one of the following is the characteristic of Esteem?

- Purchase frequency
- Market share
- **Price premium**
- Persona recognition

Question No: 35 (Marks: 1) - Please choose one

Which one of the following is NOT the characteristic of relevance?

- Lost and found customers
- Customer satisfaction
- Quality perception
- **Persona recognition**

Question No: 36(Marks: 1) - Please choose one

Which one of the following is NOT the characteristic of differentiation?

- Contract fulfilment
- Awareness
- **Market share**
- Persona recognition

Question No: 37 (Marks: 1) - Please choose one

A _____ organization is customer-centric, and all the decisions it makes are based on involvement of all in the organization.

- **Brand-based**
- Customer-based
- Product-based
- None of the given options

Question No: 38(Marks: 1) - Please choose one

_____ improves the performance and performance measurement becomes easy and straightforward.

- Chief Branding Officer
- Commitment to brand growth
- A collective responsibility
- **Clarity of role**

Question No: 39(Marks: 1) - Please choose one

Which of the following can change the market landscape owing to new methods of product delivery and hence cause cost efficiencies, customer-friendly pricing, and efficient deliveries?

- Product innovations
- **Market innovations**
- Changing lifestyles
- Exit of firms

Question No: 40 (Marks: 1) - Please choose one

To keep your brand into recognition, it is important to _____ according to an effective plan.

- Market
- **Position**
- Advertise
- Place

Question No: 41(Marks: 1) - Please choose one

The brand should opt for a name that expresses brand s position and enhances its_____.

➤ **Identity**

- Positioning
- Persona
- All of the given options

Question No: 42(Marks: 1) - Please choose one

A multi-brand procedure executes needs of miscellaneous retailers comes under which one of the following?

➤ **Responsive to retailers needs**

- Collective play
- Market coverage
- Takes over where extensions feel limited

Question No: 43 (Marks: 3)

Why is it important to break away mono product for survival of brand?

Question No: 44(Marks: 3)

How can we get the right brand based strategy? Briefly explain it.

Question No: 45 (Marks: 3)

What do you know about measuring performance of the brand?

Question No: 46 (Marks: 5)

Explain the basic principles of Integrated Marketing Communication?

Question No: 47(Marks: 5)

How Segment Pricing is different from Strategic Account Pricing ? Explain.

Question No: 48(Marks: 10)

As a brand manager of a multinational company, which guidelines would you follow to be sensible in pricing your brand?

Question No: 49 (Marks: 10)

Key Success Factors are the abilities that a company can identify and then capitalize on it to prosper in the market place. What information is required to identify key success factors of any particular industry?

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Question # 1 of 15 (Start time: 03:53:17 PM) Total Marks: 1

According to Scot Davis, how many years are required to change the brand positioning?

Select correct option:

- ✓ **Three to five years**
- ✓ Two to five years
- ✓ Three to six years
- ✓ Two to six years

Question # 2 of 15 (Start time: 03:54:38 PM) Total Marks: 1

PIMS stands for which of the following?

Select correct option:

- ✓ Positioning Impact of Marketing Strategy
- ✓ **Profit Impact of Market Strategy**
- ✓ Price Impact of Marketing Strategy
- ✓ Promotion Impact of Marketing Strategy

Question # 3 of 15 (Start time: 03:55:33 PM) Total Marks: 1

The most important part in the brand extension process is the selection of the destination
_____.

Select correct option:

- ✓ Category
- ✓ Segment
- ✓ Market
- ✓ **Product**

Question # 4 of 15 (Start time: 03:56:51 PM) Total Marks: 1

Opportunities for growth and expansion are identified by finding:

Select correct option:

- ✓ Customers believe about our competitors
- ✓ **Customers' beliefs about the segments**
- ✓ Customer's perceptions about the brands
- ✓ Customer's response about the products

Question # 5 of 15 (Start time: 03:58:17 PM) Total Marks: 1

Which one of the following is the characteristic of brand strength?

Select correct option:

- ✓ Price premium
- ✓ Patents and rights
- ✓ Perceived brand personality
- ✓ **Brand reputation (doubted)**

Question # 6 of 15 (Start time: 03:59:39 PM) Total Marks: 1

If any organization offers coherent product under same brand, this situation falls which one of the following brand strategy?

Select correct option:

- ✓ Product brand strategy
- ✓ **Line brand strategy**
- ✓ Rand brand strategy
- ✓ Umbrella brand strategy

Question # 7 of 15 (Start time: 04:00:25 PM) Total Marks: 1

Which of the following is created by management for the consumer and for the company through good brands:

Select correct option:

- ✓ **Value**
- ✓ Price
- ✓ Cost
- ✓ Rate

Question # 8 of 15 (Start time: 04:01:13 PM) Total Marks: 1

Any brand at the pinnacle of “brand value pyramid” testifies that:

Select correct option:

- ✓ The need it is fulfilling was wrongly identified
- ✓ **The need it is fulfilling was rightly identified**
- ✓ Target market is too small to generate profits
- ✓ None of the given options

Question # 9 of 15 (Start time: 04:02:32 PM) Total Marks: 1

_____ is a name, term, sign, symbol, design or a combination of them intended to differentiate one product from those of the competitors.

Select correct option:

- ✓ Brand management
- ✓ Marketing management
- ✓ **Brand**
- ✓ Marketing

Question # 10 of 15 (Start time: 04:03:07 PM) Total Marks: 1

Iron ore and coking coal, the two main raw materials for making steel would be the example of which one of the following products?

Select correct option:

- ✓ Complementary products
- ✓ Specialty products
- ✓ **Unsought products**
- ✓ Convenience products

Question # 11 of 15 (Start time: 04:04:33 PM) Total Marks: 1

The tool of coherence, by bringing together under its name a range of products and services, each of which must carry the central brand values is known as:

Select correct option:

- ✓ Brand differentiation
- ✓ Brand integration
- ✓ Brand image
- ✓ **Brand identity**

Question # 12 of 15 (Start time: 04:06:01 PM) Total Marks: 1

Brand management is the function of which of the following?

Select correct option:

- ✓ **Marketing**
- ✓ Selling
- ✓ Branding
- ✓ Packaging

Question # 13 of 15 (Start time: 04:07:19 PM) Total Marks: 1

For many consumer goods you see commercials that focus only the whole family because:

Select correct option:

- ✓ **Family members are potential buyers**
- ✓ Family is an important social group
- ✓ Family income is higher
- ✓ Family takes good decisions

Question # 14 of 15 (Start time: 04:08:23 PM) Total Marks: 1

Which of the following has to generate revenues, profits and net earning, whether establish through organic growth or acquisition.

Select correct option:

- ✓ Brand management
- ✓ **Brand**
- ✓ Category
- ✓ Brand equity

Question # 15 of 15 (Start time: 04:09:10 PM) Total Marks: 1

Which one of the following is NOT the part of source of power?

Select correct option:

- ✓ **Brand power**
- ✓ Reward power
- ✓ Coercion power
- ✓ Legitimate power

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Question # 1 of 15 (Start time: 10:34:47 PM) Total Marks: 1

Which of the following have higher chances of success at lower costs?

Select correct option:

- New brands
- Existing brands
- **Brand extensions**
- Generic brands

Question # 2 of 15 (Start time: 10:35:56 PM) Total Marks: 1

Brand associations and the Brand Value Pyramid are half of your:

Select correct option:

- Brand image
- Brand picture
- **Brand persona**
- Brand contract

Question # 3 of 15 (Start time: 10:37:19 PM) Total Marks: 1

In the image era the general thinking was “talk of the image and the consumer would pay attention”; but this image era was killed by:

Select correct option:

- **Me-too products**
- Me-too companies
- Information technology
- Marketing managers

Question # 4 of 15 (Start time: 10:38:47 PM) Total Marks: 1

Which one of the following options will be enhanced by delivering the key benefits of a brand that are important to the customers?

Select correct option:

- Positioning
- Competition
- **Extension**
- Repositioning

Question # 5 of 15 (Start time: 10:40:42 PM) Total Marks: 1

A brand contract may also contain _____ but it must be eradicated from the contract?

Select correct option:

- **Negative promises**
- Positive promises
- Doubtful promises
- Implicit promises

Question # 6 of 15 (Start time: 10:41:17 PM) Total Marks: 1

The key belief and core values of the brand is called its _____.

Select correct option:

- **Identity**
- Image
- Persona
- Source

Question # 7 of 15 (Start time: 10:42:57 PM) Total Marks: 1

Positioning should be the bases of undertaking:

Select correct option:

- Brand extension
- Market extension
- **Line extension**
- Product extension

Question # 8 of 15 (Start time: 10:44:40 PM) Total Marks: 1

Which of the following is an expression of the strategy which a company chooses under a certain set of circumstances?

Select correct option:

- **Brand architecture**
- Brand extension
- Brand equity
- Brand portfolio

Question # 9 of 15 (Start time: 10:46:15 PM) Total Marks: 1

Coke's offering of 2.25 liter drink is a form of :

Select correct option:

- Line extension
- **Brand extension**
- Diversification
- Marketing gimmick

Question # 10 of 15 (Start time: 10:47:48 PM) Total Marks: 1

The whole exercise of creating the right picture is to create meaningful parallels between the brand's identity and its:

Select correct option:

- **Image**
- Attribute
- Features
- Value

Question # 11 of 15 (Start time: 10:48:26 PM) Total Marks: 1

Which of the following brand strategy which gives you the benefit of premium pricing?

Select correct option:

- Umbrella brand strategy
- Line brand strategy
- **Product brand strategy**
- Family brand strategy

Question # 12 of 15 (Start time: 10:49:40 PM) Total Marks: 1

If a market is very mature, the challenges are:

Select correct option:

- **Intense**
- Weak
- Concentrated
- Deep

Question # 13 of 15 (Start time: 10:50:20 PM) Total Marks: 1

The verbal portion of an advertisement, including headlines, body, and signature, is called:

Select correct option:

- Copy
- Storyboard
- **Layout**
- Script

Question # 14 of 15 (Start time: 10:51:43 PM) Total Marks: 1

Which one of the following is related to the brand?

Select correct option:

- Cooking oil
- Shampoo
- Detergent
- **Dalda**

Question # 15 of 15 (Start time: 10:52:22 PM) Total Marks: 1

_____ is basically getting into different versions of the same base product on the same market.

Select correct option:

- **Line extension**
- Product extension
- Brand diversification
- Market extension

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