

## Brand Management

1. Brand creates a relationship of ..... with the customers.
  - A. standards
  - B. professionalism
  - C. trust
  - D. credibility
  
2. .... consists of Brand Recognition and Brand Recall.
  - A. Brand Awareness
  - B. Brand Identity
  - C. Brand Imagery
  - D. Brand Familiarity
  
3. .... are the personal value and meaning that consumers attach to the product and service attributes.
  - A. Brand incentives
  - B. Brand benefits
  - C. Brand attributes
  - D. Brand associations
  
4. Building blocks to the left side of the pyramid represent a more .....

  - A. emotional route
  - B. practical route
  - C. sensible route
  - D. rational route

  
5. Brand ..... measures various aspects of the awareness of the brand.
  - A. performance
  - B. uniqueness
  - C. salience
  - D. imagery
  
6. .... is the creator of the Aaker Model.
  - A. James Aaker
  - B. David Aaker
  - C. Peter Aaker
  - D. William Aaker
  
- 7..... is the idea of the brand that people develop in their minds.
  - A. Brand Positioning
  - B. Brand Identity
  - C. Brand Personality
  - D. Brand Image
  
- 8..... is the way to be placed in the market.
  - A. Personality
  - B. Image
  - C. Position
  - D. Equity

9..... is a combination of everything that a customer goes through while purchasing and using the brand.

- A. Brand Experience
- B. Brand Equity
- C. Brand Position
- D. Brand Image

10..... helps the brand stand out in the crowd.

- A. Brand Image
- B. Brand Personality
- C. Brand Identity
- D. Brand Differentiation

11.Brand ..... is the message it delivers through various sources of advertisements.

- A. Image
- B. Personality
- C. Identity
- D. Communication

12..... is the difference between what a brand promises to deliver in its communication and what it really does.

- A. Brand Gap
- B. Brand Equity
- C. Brand Positioning
- D. Brand Differentiation

13..... is the idea of going beyond ones origin and exploring new fields.

- A. Brand Equity
- B. Brand Positioning
- C. Brand Extension
- D. Brand Identity

14..... is not a type of Brand Element.

- A. Slogan
- B. Jingle
- C. Symbol
- D. Image

15.The abbreviation of URL is .....

- A. Universal Resource Locator
- B. Universal Route Locator
- C. Universal Resource Resistor
- D. Universal Rational Locator

16..... can influence taste as our sense of taste and touch is very suggestible.

- A. Symbol
- B. Jingle
- C. Packaging
- D. Logos

17. The value stages in a brand value chain includes .....
- A. Programme multiplier
  - B. Brand asset valuator
  - C. Customer size and profile
  - D. Shareholder value
18. The ability of the marketing program to affect the customer's mind-set will depend on its .....
- A. Quality
  - B. Quantity
  - C. Advertising
  - D. Market share
- 19... .. is the acronym used to remember the quality of a marketing program.
- A. DRIVE
  - B. VALUE
  - C. BRAND
  - D. RECALL
- 20..... is the individual marketing activity designed to satisfy the highest standards.
- A. Relevance
  - B. Excellence
  - C. Knowledge
  - D. Esteem
21. The customer ..... includes the thoughts and feelings of the customer.
- A. Feelings
  - B. Choices
  - C. Mind-set
  - D. Preferences
22. The extent and ease with which customer recall and recognize the brand is known as .....
- A. Brand associations
  - B. Brand attitudes
  - C. Brand activity
  - D. Brand awareness
23. When the customer is willing to pay extra for a comparable product because of it's brand it is known as .....
- A. Cost structure
  - B. Market share
  - C. Price premium/Price elasticity
  - D. Brand expansion
24. The dynamics of the financial markets as a whole is reflected to as ..... under investor sentiment multiplier.
- A. Risk profile

- B. Market dynamics
- C. Marketing conditions
- D. Finance

25. Jennifer Aaker created a scale that reflected on the ..... of brand personality.

- A. Four factors
- B. Five factors
- C. Six factors
- D. Three factors