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Question Bank

Class:-TYBMS

Semester: VI

Subject: Brand Management

- 1 A brand is defined as a..... object.
 - A. Liquid
 - B. Fixed
 - C. Current
 - D. Intangible

- 2 Brand creates a relationship of with the customers.
 - A. standards
 - B. professionalism
 - C. trust
 - D. credibility

- 3 consists of Brand Recognition and Brand Recall.
 - A. Brand Awareness
 - B. Brand Identity
 - C. Brand Imagery
 - D. Brand Familiarity

- 4 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

- 5 Building blocks to the left side of the pyramid represent a more

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

- 6 Brand measures various aspects of the awareness of the brand.
 - A. performance
 - B. uniqueness
 - C. salience
 - D. imagery

- 7 is the creator of the Aaker Model.
 - A. James Aaker
 - B. David Aaker
 - C. Peter Aaker



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D. William Aaker

8 Brand performance describes how the product or service meets customer's

- A. Functional needs
- B. wants
- C. preferences
- D. expectations

9 A brand is one of the first elements that customers recognise in a brand.

- A. term
- B. name
- C. sign
- D. symbol

10 Having a URL in the name of the brand gives it more

- A. reach
- B. impressions
- C. traffic
- D. visibility

11 Effective makes it easy to understand the product at a glance.

- A. pricing
- B. placing
- C. packaging
- D. promoting

12 The final criteria in choosing a brand element is that it should be protectable.

- A. legally
- B. politically
- C. economically
- D. environmentally

13 Brand elements are also known as

- A. Brand symbols
- B. Brand designs
- C. Brand parts
- D. Brand identities

14 The brand image is a symbolic construct created within of product and company

- A. Hands



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- B. Minds
- C. Hearts
- D. Stomach

15 Brands give an indication to the firm about the level of that is required by the customers.

- A. Service
- B. Product
- C. Safety
- D. Quality

16 Branding creates trust and attachment of product and company.

- A. Traditional
- B. Cultural
- C. Emotional
- D. Occasional

17 Brand names can be registered and this gives rights to the firm to take action against any competitor who misuses the brand name.

- A. Legal
- B. Equal
- C. Moral
- D. Consumer

18 Brands aid is distinguishing the goods of one from that of another.

- A. Producer
- B. Retailer
- C. Wholesaler
- D. Customer

19 Branded products, name of the is not mentioned.

- A. Producer
- B. Manufacturer
- C. Wholesaler
- D. Customer

20 One of the key factors to be kept in mind while creating a brand is giving the product an

- A. Responsibility
- B. Renewability
- C. Identity



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D. Personality

21 Strong brand can make actual feature insignificant.

- A. Price
- B. Product
- C. Process
- D. Pattern

22 Brand awareness consists of brand recognition and brand

- A. Growth
- B. Recall
- C. Equity
- D. Presence

23 Brand is customer's personal opinion and evaluation of the products and services.

- A. Judgement
- B. Recall
- C. Imagery
- D. identity

24 A signals to build customer loyalty and not just sell product.

- A. Strong Brand
- B. Product
- C. Essence
- D. identity

25 The branded products own the for its usefulness

- A. Repetitiveness
- B. Responsibility
- C. Reputation
- D. Renewability

26 Brands decision-making time.

- A. Consume
- B. Save
- C. Cut
- D. Increases

27 Branding exists in almost industries.

- A. One



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- B. Seven
- C. Ten
- D. All

28 Brand tracking studies collect information from the

- A. Government
- B. Members
- C. Society
- D. Buyers

29 Brand equity arises from differences in response.

- A. Producer
- B. Consumer
- C. Wholesaler
- D. Manufacturer

30 is consumer's ability to retrieve the brand from memory when given the product category.

- A. Brand recognition
- B. Brand equity
- C. Brand recall
- D. Brand tracking

31 Brand describes how the product or service meets customer needs.

- A. Performance
- B. Recognition
- C. Equity
- D. Audit

32 CBBE stands for customer based equity.

- A. Batch
- B. Brand
- C. Building
- D. broadening

33 Brand positioning would mean to position the brand or

- A. Process
- B. Product
- C. Price
- d. Prize



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34..... helps make purchasing decisions easier.

- A. Building
- B. Branding
- C. Identity
- d. Essence

35Brand simplifies the purchase decision

- A. Producer's
- B. Wholesaler's
- C. Retailer's
- D. Consumer's

36 Brand recognizes the markets perceptions.

- A. Audit
- B. Tracking
- C. Management
- D. Equity

37 _____ is a tool to differentiate the product and the producer.

- A. Branding
- B. Positioning
- C. Auditing
- D. Tracking

38Brands give consumers a reason to share the opinions positively.

- A. Retailer's
- B. Wholesaler's
- C. Brands
- D. Services

39.... cannot be copied easily.

- A. Products
- B. Services
- C. Brands
- D. Strategy

40The strategy must be kept in mind when making the positioning for a brand.

- A. Competitor's
- B. Wholesaler's
- C. Retailer's
- D. Market's



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41 A good positioning is something that must be to the customer.

- A. Valuable
- B. Visible
- C. Believable
- D. Reasonable

42 A is a group or set of things that have similar characteristics.

- A. Brand
- B. Category
- C. Product
- D. Service

43 Good offers various benefits to the brand and the company.

- A. Communication
- B. Brand
- C. Variety
- D. Positioning

44. A customer will choose a brand based on how compelling the was as compared to other brands.

- A. Difference
- B. Similarity
- C. Sameness
- D. Safety

45 Brand is a gradual process of understanding buyer's mind.

- A. Recall
- B. Identity
- C. Knowledge
- D. Equity

46 A is something that nobody can take away.

- A. Brand
- B. Identity
- C. Essence
- D. Product

47 A brand identity is the centering idea of business

- A. Organization



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- B. Community
- C. Personality
- D. Marketing

48 Strong brands exhibit the of branding.

- A. 4P
- B. 3C
- C. 7S
- D. 4D

49 A is a specific item that different organizations sell in the market to their consumers with the sole purpose of making profits.

- A. Market
- B. Goods
- C. Product
- D. Thing

50..... is market segmentation on the basis of the attitudes, interests,, opinions, values and activities of consumers.

- A. Geographical segmentation
- B. Demographic segmentation
- C. Behavioural segmentation
- D. Psychographic segmentation

51..... simplify consumers purchase decision.

- A. Brands
- B. Product
- C. Price
- D. Place

52 It is difficult to emulate or a brand.

- A. Cut
- B. Save
- C. Consume
- D. Copy

53 Building Brand equity requires properly positioning the brand in the minds of the customers and achieving as much brand as possible.

- A. Recall
- B. Equity
- C. Resonance



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D. Tracking

54 Brand _____ helps to manage the tangible and intangible characteristics of a brand.

- A. Management
- B. Auditing
- C. Positioning
- D. Recall

55 Brand helps the product to achieve a unique position.

- A. Tracking
- B. Recall
- C. Management
- D. Positioning

56 A scenario in which the customers have a blurred or unclear idea of the brand is known as

- A. Confused positioning
- B. Over positioning
- C. Under positioning
- D. Double positioning

57..... are a means to provide in-depth information and insights essential for setting long term strategic direction for the brand.

- A. Brand positioning
- B. Brand equity
- C. Brand recall
- D. Brand audit

58 The four steps of brand building are Meaning, Response, Relationships and

- A. Equity
- B. Identity
- C. Information
- D. Branding

59 The 3C's of branding are Clarity, Consistency and

- A. Constancy
- B. Company



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- C. Customer
- D. Competitor

60 Branding helps to build for the company or product.

- A. Recognition
- B. Respect
- C. Competitors
- D. Size

61 Branding provides protection towards unique features or aspects of the product,

- A. Equal
- B. Unequal
- C. Legal
- D. Illegal

62 Brands also help organize inventory and records.

- A. miscellaneous
- B. accounting
- C. audit
- D. production

63 A strong brand can command aprice as compared to other brands.

- A. Premium
- B. Lower
- C. Higher
- D. No Significant change

64 Brand helps producer's to retain their existing customer's.

- A. Loyalty
- B. Equity
- C. Management
- D. Recall

65 Brand Elements.....the brand from other brands.

- A. differentiate
- B. participate
- C. complicate



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D. integrate

66 Brand Identity refers to the way by which people..... the product.

- A. remember
- B. recognise
- C. respond
- D. review

67 A successful brand must be able to deliver what it has.....

- A. placed
- B. Promised
- C. Proceeded
- D. Published

68 Brand.....refers to certain personal quality associating us with a product.

- A. personality
- B. distinction
- C. extension
- D. communication

69 Slogans are..... that communicate persuasive detail about a brand.

- A. short routes
- B. short messages
- C. short phrases
- D. short statements

70helps to identify a brand, convey relevant information and protect the products.

- A. packaging
- B. pocketing
- C. processing
- D. preserving

71.....are the musical messages with catchy hooks and choruses for the brand.

- A. Twinkles
- B. Mingles
- C. Jingles
- D. Links

72 A product strategy is the..... of a product life cycle.



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- A. production
- B. presentation
- C. invitation
- D. foundation

73 PRM refers to Partner..... Management.

- A. Reproduction
- B. Reinforcement
- C. Renovation
- D. Relationships

74 Advertising is the act of communicating directly to the.....

- A. producer
- B. wholesaler
- C. retailer
- D. customer

75leverage is highly dependent on the existing management structure.

- A. Countries
- B. Channel
- C. Courier
- D. Co-operative

76 A..... is a sign that represents the company.

- A. Slogan
- B. Symbol
- C. Jingles
- D. Tags

77 is a marketing strategy that stresses the importance of a consistent, seam less, multi- dimensional brand experience for the customer.

- A. Proper Marketing
- B. Management Marketing
- C. One to one Marketing
- D. Integrated Marketing

78 A social media..... either acts as the voice of a brand or co-ordinates the voices of a variety of brands at larger companies.

- A. Co-ordinator
- B. Manager



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C. Advisor
D. Supervisors

79..... is a form of advertising that focusses primarily on helping consumers experience a brand.

- A. Management Marketing
- B. One to one Marketing
- C. Experimental Marketing
- D. Integrated Marketing

80..... is a Customer Relationship Management (CRM) strategy emphasizing personalized interactions with the customer.

- A. Management Marketing
- B. One to one Marketing
- C. Experimental Marketing
- D. Integrated Marketing

81..... is an approach to selling goods and services in which a prospect explicitly agrees in advance to receive marketing information.

- A. Management Marketing
- B. One to one Marketing
- C. Experimental Marketing
- D. Permission Marketing

82Marketing segmentation (offering different prices to different market segments) increases overall revenues and profits.

- A. Price
- B. Sales.
- C. Profit
- D. Goods

83With premium businesses set costs higher than their competitors.

- A. Sales
- B. Pricing
- C. Profit
- D. Goods

84With, small businesses sell multiple products for a lower rate than the usual price for an individual product.

- A. Psychological Pricing



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- B. Price Skimming
- C. Bundle Pricing
- D. Economy Pricing

85..... is a part of all aspects of a product, From packaging to creating website.

- A. Brand Differentiation
- B. Brand Equity
- C. Branding
- D. Brand Personality

86..... is the use of established brand name in new product categories.

- A. Brand Association
- B. Line Extension
- C. Co- branding
- D. Brand Extension

87..... is a strategic marketing and advertising partnership between two brands wherein the success of one brand brings success to its partner brand too.

- A. Brand Association
- B. Line Extension
- C. Co- branding
- D. Brand Extension

88..... is the value of a brand.

- A. Brand Differentiation
- B. Brand Equity
- C. Branding
- D. Brand Personality

89..... is the idea of the brand that people develop in their minds.

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

90..... is the way to be placed in the market.

- A. Personality
- B. Image
- C. Position
- D. Equity



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91..... 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

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

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

93Brand is the message it delivers through various sources of advertisements.

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

94..... 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

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

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

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

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

97The abbreviation of URL is

- A. Universal Resource Locator
- B. Universal Route Locator



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C. Universal Resource Resistor
D. Universal Rational Locator

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

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

99..... is a special symbol, either still, animated, or real life entity.

- A. Characters
- B. Slogan
- C. Jingles
- D. Logo

100..... managers oversee all activities within a company's marketing, advertising and promotional activities.

- A. Social Media
- B. Advertising
- C. Public Relations
- D. Marketing

101..... strategies create awareness and interest among innovators and early adopters.

- A. Pricing
- B. Communication
- C. Promotion
- D. Product

102..... is the ultimate form of targeted marketing creating messages for individual consumers also known as Targeted Marketing.

- A. Promotion
- B. Personalized Marketing
- C. Online Marketing
- D. Public Relations

103..... Marketing seeks to reinvest marketing with the personal touch absent from many modern Business interactions.

- A. Permission
- B. Experimental
- C. One to one
- D. Integrated



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104A strategy is the foundation of a product lifecycle, and its execution plan for further development.

- A. Pricing
- B. Communication
- C. Promotion
- D. Product

105..... is a psychological behaviour through which a person identifies, organises and evaluates the various stimuli into meaningful and comprehensible layout.

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

106 Perceived Quality is

- A. intangible
- B. tangible
- C. flexible
- D. gullible

107 Perceived can be defined as the customers opinion about the overall quality or image of the product or service or the brand itself.

- A. Risk
- B. Value Pricing
- C. Goal
- D. Quality

108 define what you want to achieve in the next quarter, year or 18 months.

- A. Initiatives
- B. Mission
- C. Goals
- D. Vision

109 are the high level efforts that will help you achieve your goals.

- A. Initiatives
- B. Mission
- C. Goals



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D. Vision

110.... describe who the customers are, what customers need and how you plan to deliver a unique offering.

- A. Initiatives
- B. Mission
- C. Goals
- D. Vision

111 One of the five drivers of customer brand insistence is

- A. Price
- B. Product
- C. Value
- D. Perception

112 pricing is the most effective in the early days of a products life cycle.

- A. Psychological Pricing
- B. Premium Pricing
- C. Reference Pricing
- D. Economy Pricing

113 The structured approach of assessing the sources and outcomes of brand equity and the manner by which marketing activities creates a brand value is known as

- A. Brand asset valuator
- B. Brand value chain
- C. Brand equity
- D. Brand awareness

114 Consistent with the brand equity model, it assumes the value of a brand ultimately

- A. Resides with the customers
- B. Resides with brand equity
- C. Resides with the brand
- D. Resides with the brand value chain

115 The brand value creation process begins when the firm invests in a targeting actual and potential customers.

- A. Advertising program



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- B. Brand
- C. Marketing program
- D. Brand equity

116 The investment community considering the marketing performance is based on other factors like replacement cost, purchase price etc is known as the of the brand value creation process.

- A. Stage 1
- B. Stage 2
- C. Stage 5
- D. Stage 4

117 The brand value creation process begins when the firm invests in a marketing program targeting

- A. Old customers only
- B. Only new customers
- C. Actual and potential customers
- D. None of the above

118 There are 4 stages involved in the process.

- A. Brand value
- B. Brand value creation
- C. Brand performance
- D. Brand asset valuator

119 The customer mind-set involves

- A. Employee
- B. Market share
- C. Attachment
- D. Profitability

120 Price premiums, price elasticity, market share etc are a part under

- A. Brand performance
- B. Brand value
- C. Brand equity
- D. Brand

121 Brand value creation process begins with

- A. Assessing the sources of brand equity
- B. Marketing activity by the firm
- C. Insight to support brand managers, managing directors etc



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D. Creating Public relation

122 Any marketing program investment that can contribute to brand value development, intentionally or not comes under the value stage.

- A. Second
- B. Third
- C. First
- D. Last

123 The value stages in a brand value chain includes

- A. Programme multiplier
- B. Brand asset valuator
- C. Customer size and profile
- D. Shareholder value

124 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

125 is the acronym used to remember the quality of a marketing program.

- A. DRIVE
- B. VALUE
- C. BRAND
- D. RECALL

126 is the individual marketing activity designed to satisfy the highest standards.

- A. Relevance
- B. Excellence
- C. Knowledge
- D. Esteem

127 The customer includes the thoughts and feelings of the customer.

- A. Feelings
- B. Choices
- C. Mind-set
- D. Preferences



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128 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

129 When the customer is willing to pay extra for a comparable product because of its brand it is known as

- A. Cost structure
- B. Market share
- C. Price premium/Price elasticity
- D. Brand expansion

130 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

131 Research has shown that not only can strong brands deliver greater, they can do so with less risk.

- A. Return to the brand
- B. Return to stockholders
- C. Return to the market
- D. Both A and C

132 The brand value chain is a means to trace the value creation process for brands to better understand the financial impact of brand marketing

- A. Expenditures and investments
- B. Advertising and expenditures
- C. Investments and brand value
- D. Brand performance and advertising

133 The sources of brand equity arrive from the according to the brand value chain.

- A. Customer mind-set
- B. Larger market share
- C. Brand awareness
- D. Producers Fund



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134..... techniques are relatively unstructured measurement approaches.

- A. Quantitative approach
- B. Qualitative approach
- C. Both A and B
- D. CBBE Approach

135..... are diagnostic tools to uncover the true opinions and feelings of consumers when they are unwilling/ unable to express themselves.

- A. Free association
- B. Marketing techniques
- C. Projective techniques
- D. Qualitative techniques

136Brand and relationships are measuring sources of brand equity under qualitative research techniques.

- A. Personality
- B. Value
- C. Asset
- D. Awareness

137..... is the human characteristics of traits that can be attributed to a brand.

- A. Brand awareness
- B. Brand equity
- C. Brand personality
- D. Brand value chain

138..... is gathered by directly observing relevant actors and settings under ethnographic and observational approaches.

- A. Raw data
- B. Fresh data
- C. Secondary data
- D. Processed data

139Quantitative research typically employs various types of scale questions so that can be made.

- A. Projective techniques
- B. Statements



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- C. Numerical representation and summaries
- D. Brand association and sources

140 Brand awareness is related to the strength of the brand in memory, as

- A. Brand equity
- B. Customer size and profile
- C. Brand structure
- D. Reflected by customer

141 The ability to identify various brand elements i.e. the brand name, logo, symbol, character, packaging, slogan etc is known as

- A. Brand recall
- B. Brand awareness
- C. Brand identity
- D. Brand image

142 Brand awareness is usually the in building brand equity but not sufficient.

- A. Second step
- B. Last step
- C. First step
- D. Third step

143 Recognition process require that customers be able to (word, object, image etc) as something they have seen before.

- A. Awareness
- B. Identify
- C. Discriminate the stimulus
- D. Recall

144 Awareness, Recognition, ,Image are the elements under the quantitative research techniques.

- A. Recall
- B. Restructure
- C. Customer profile
- D. All of the above

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

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



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D. Three factors

146 Mountain dew, Thumps ups, Apple, Red bull etc are all examples of under brand personality.

- A. Sincerity
- B. Competence
- C. Sophistication
- D. Excitement

147 Reliable, Responsible, Dependable, Efficient are all factors under brand personality.

- A. Ruggedness
- B. Competence
- C. Sincerity
- D. Sophistication

148 We can assess brand personality more definitely through

- A. Adjective checklists and ratings
- B. Customer size and profile
- C. Quantitative research
- D. Market share of the brand

149 The customer based brand equity model presented provides a comprehensive, cohesive overview of

- A. Brand building
- B. Brand value
- C. Brand equity
- D. Both A and C

150 A is a metric that is used to analyze how a brand is perceived by its consumers in terms of different attributes.

- A. Brand asset valuator
- B. Brand performance
- C. Brand equity
- D. Brand identity

151 The of brand dynamics assess Brand health, Development and Momentum.

- A. Seven pillars
- B. Four pillars
- C. Five pillars
- D. Two pillars



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152..... is the starting point for all brands in brand dynamics.

- A. Identification
- B. Relevance
- C. Differentiation
- D. Esteem

153.... measures the breadth of a brand's appeal on how appropriate is your brand for your customers.

- A. Knowledge
- B. Relevance
- C. Ruggedness
- D. Differentiation

154..... is the perceived quality and customer perceptions about growing popularity of a brand.

- A. Esteem
- B. Knowledge
- C. Differentiation
- D. Identification

155In a progression of building a brand, it requires

- A. Esteem and Relevance
- B. Differentiation and Relevance
- C. Knowledge and Esteem
- D. Differentiation and Knowledge

156True knowledge of the brand comes through

- A. Brand building
- B. Brand value
- C. Brand personality
- D. All of the above

157..... model plots brands on a 'power grid' reflecting each brand's strength and stature.

- A. BVC
- B. CBBE
- C. The big five
- D. BAV

158The BAV model power grid is divided into



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- A. 8 quadrants
- B. 4 quadrants
- C. 6 quadrants
- D. 2 quadrants

159 Unrealised potential is when the company hasn't yet identified the from the company's brand or the brand plays in market niche.

- A. Maximum potential
- B. Least potential
- C. High income
- D. Low income

160 The last quadrant spells “.....” for the brand an indicator of eroding potential.

- A. Low potential
- B. High income
- C. Maximum potential
- D. Danger

161..... research is perfect to understand brand awareness within consumer.

- A. Qualitative
- B. Quantitative
- C. Both A and B
- D. Brand equity

162 Measuring outcomes of brand equity is

- A. Consumer perception towards brand
- B. Once way
- C. Multi- dimensional
- D. Brand awareness within consumers

163.... is helpful to analyze effects of consumer perception towards brand.

- A. Qualitative methods
- B. Comparative methods
- C. Quantitative methods
- D. Marketing methods

164 Comparative methods are of different types depending on

- A. Usage of marketing
- B. Advertising
- C. Promotions



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D. Usage of the method

165..... tries to examine consumer's response to identical marketing response to different brand in the same product category.

- A. Brand asset valuator
- B. Brand based comparative method
- C. Marketing based method
- D. Conjoint comparative method

166..... tries to understand consumer response under different marketing promotions.

- A. Brand based comparative method
- B. Marketing based method
- C. Conjoint comparative method
- D. CBBE Method

167Each comparative method have it's own

- A. Advantages
- B. Marketing techniques
- C. Applications and drawbacks
- D. Physical attributes

168.... is used to determine financial value or definite utility value of the brand.

- A. Conjoint method
- B. Holistic method
- C. Marketing method
- D. Both A and C

169 Residual holistic approach measures brand equity after physical attributes of the brand.

- A. Quantitative
- B. Qualitative
- C. Adding
- D. Subtracting

170..... looks to measure brand equity in financial term.

- A. Valuation holistic approach
- B. Residual holistic approach
- C. Conjoint method
- D. Quantitative approach



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171 5 A's list of brand measures Awareness, Associations,, Attachment and Activity.

- A. Assistance
- B. Aptitudes
- C. Attitudes
- D. Alternatives

172 Brand strength is the significant of future potential and performance.

- A. Indices
- B. Inseparable
- C. Regulator
- D. Indicator

173 Esteem and knowledge together create, which is more of a report on past performance.

- A. Brand performance
- B. Brand identity
- C. Brand stature
- D. Brand value

174 is the structure of brands within and organisational identity.

- A. Brand Hierarchy
- B. Brand Architecture
- C. Brand Recognition
- D. Brand Recall

175 There are sometimes overwhelming internal pressures to change

- A. brand image
- B. brand name
- C. brand identity
- D. brand logo

176 Multi-branding is the marketing of 2 or more products by the same firm under different and unrelated brands.

- A. different and competing
- B. similar and grouped
- C. different and grouped
- D. similar and competing



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177 is a strategy of producing the same good but marketing it to different segments under different names.

- A. Mix branding
- B. Grouped branding
- C. Family branding
- D. Range branding

178 The complexity of brand makes building and managing brands difficult.

- A. concepts
- B. strategies
- C. image
- D. Recall

179 Cause related marketing is about a scenario where the charity or cause and business win and where the benefits are also extended to customers and other stakeholders.

- A. gain-gain
- B. win-win
- C. win-loss
- D. loss-loss

180 Cause marketing deals with goods.

- A. cheap
- B. expensive
- C. branded
- D. eco-friendly

181 Consumers are becoming more conscious that their make an impact on the environment.

- A. habits
- B. choices
- C. preferences
- D. consumptions

182 Too much of brand extension can the customer.

- A. confuse
- B. anger
- C. lose
- D. gain



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183 One of the reasons for brand extension is to provide consumers with a variety in the

- A. price range
- B. product range
- C. promotional choices
- D. preferential choices

184 Brand consistency is about creating and they are more likely to be open to new products, services, or initiatives offered by the company.

- A. sales
- B. trust
- C. revenue
- D. profits

185 Revitalising brands is only done for brands which are a

- A. success
- B. popular
- C. failure
- D. unpopular

186 Approaches to revitalization may include market expansion, product modification or

- A. brand revitalizing
- B. brand repositioning
- C. brand marketing
- D. brand ranging

187 A brand is said to be successful if it improves the of the consumer.

- A. self-image
- B. perception
- C. experience
- D. preference

188 type of Brand Architecture is one name one visual system.

- A. Hybrid
- B. Branded
- C. Monolithic



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D. None of the above

189 In branding strategy, the manufacturer uses differentname for all its products.

- A. group
- B. range
- C. family
- D. blanket

190 Licensing is a whereby a company allows another firm to use it's brand name, patent, trade secrets, etc. for a royalty or fee.

- A. mutual agreement
- B. contractual agreement
- C. non-legal agreement
- D. legal agreement

191 The matrix is a graphical representation of all the products sold by the firm.

- A. brand-audience
- B. brand-collaborator
- C. brand-product
- D. brand-customer

192..... Brands are restricted to essentially many product categories.

- A. Individual
- B. Grouped
- C. Ranged
- D. Family

193..... is defined as 'The holistic management for identifying, anticipating and satisfying the requirements of customers and society in a profitable and sustainable way.

- A. Renewable marketing
- B. Healthy marketing
- C. Sustainable marketing
- D. Green Marketing

194Manufacturers have recognised concerns as a source of competitive advantage.

- A. political
- B. environmental
- C. legal



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D. economical

195 Firms which are applying green marketing can receive from the government to setup the technology for the development.

- A. incentives
- B. benefits
- C. grants and loans
- D. concessions

196 When the brand is extended to the same category, it is called line extension.

- A. product
- B. price
- C. place
- D. promotion

197 Special marketing programs can be designed to the benefits.

- A. capitalize and minimize
- B. capitalize and maximize
- C. incentivize and minimize
- D. incentivize and maximize

198 In the face of decisive management actions are necessary to properly retire the brand.

- A. challenges
- B. diversity
- C. uncertainty
- D. adversity

199 Creating requires focus and commitment.

- A. value
- B. products
- C. consistency
- D. promotions

200 Strong brands need a clear that people can quickly recognise.

- A. image and identity



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- B. products and services
- C. advertisements and promotions
- D. campaigns and slogans

201 _____ or dual branding is the act of using two established brand names or different companies on the same product.

- A. Co-marketing
- B. Family branding
- C. Range-branding
- D. Co-branding

202.....brands involves ensuring innovation in product design, manufacturing and merchandising and ensuring relevance in user and usage imagery.

- A. Revitalising
- B. Reinforcing
- C. Retiring
- D. Rearranging

203Brand Strategy is employed when a brand has reached maturity and profits begin to decline.

- A. Revitalising
- B. Reinforcing
- C. Retiring
- D. Rearranging

204In building global customer based brand equity, it is important to understand similarities and in the global branding landscapes.

- A. Choices
- B. Culture
- C. Differences
- D. Adversity

205Brand is the process of extending into a new product category with the existing company's established brand.

- A. Extension
- B. Line
- C. Variety
- D. Range

206When a brand is extended to the same product category, it is called extension.

- A. Composite



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- B. Ingredient
- C. Line
- D. Rearranging

207 An existing brand that gives birth to a brand extension is the brand.

- A. Mother
- B. Parent
- C. Family
- D. Father

208 Cause related marketing helps to enhance the company's and brand image.

- A. Brand
- B. Image
- C. Identity
- D. Reputation

209..... marketing refers to the promotion or advertising of products with environmental characteristics.

- A. Blue
- B. Yellow
- C. Green
- D. White

210 Green product development can reduce operation and production costs in the run.

- A. Long
- B. Medium
- C. Short
- D. Very short

211 A clear and concise brand strategy leads to stronger overall

- A. Brand Recognition
- B. Brand Equity
- C. Brand Architecture
- D. Brand Hierarchy

12 Brand is the structure of brands within and organisational identity.

- A. Brand Recognition
- B. Brand Equity



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- C. Brand Architecture
- D. Brand Hierarchy

213 The brand-product matrix is a representation of all the products sold by a firm.

- A. mathematical
- B. graphical
- C. statistical
- D. hypothetical

214 A brand is a product that is not marketed and sold under some type of name brand.

- A. multi
- B. corporate
- C. concise
- D. generic

215 Customers evaluate brands based on their and what they aspire to be.

- A. attitudes
- B. experiences
- C. self-concept
- D. conscience

216 type of Brand Architecture is a combination of all three monolithic, branded and endorsed.

- A. Hybrid
- B. Matrix
- C. Complex
- D. Generic

217 Generic branding is also known as

- A. Common Branding
- B. Normal Branding
- C. No-brand Branding
- D. Everyday Branding

218 The seller of ingredient brand enjoys long-term

- A. Customer Relations
- B. Sales



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- C. Revenues
- D. Profits

.219.... is when brands are applied across a range of product categories.

- A. Joint Brands
- B. Family Brands
- C. Group brands
- D. Common Brands

220..... signals refinements or differences in the brand related to factors such as quality levels, attributes, functions, etc.

- A. Alerts
- B. Warnings
- C. Standards
- D. Modifiers

221The vision for a brand must be a perspective.

- A. medium-term
- B. short-term
- C. long-term
- D. very-short term

222There is enormous pressure on firms to engage in competition.

- A. price
- B. product
- C. packaging
- D. positioning

223Companies managing established brands can become blind to changes in the situation.

- A. pricing
- B. competitive
- C. cultural
- D. promotional

224A new is often the source and beneficiary of true innovation.

- A. customer
- B. collaborator
- C. competitor
- D. culture



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225 Cause marketing helps the company in achievement of organisational goals as well as contributingto the society.

- A. resources
- B. capital
- C. wastage
- D. opportunities

226 Campaigns like by various brands helped to build awareness amongst the society.

- A. recycling
- B. reusing
- C. sustainability
- D. green marketing

227..... criteria guarantees that a given product or service is fit for use and will have reduced environmental impact throughout its life cycle.

- A. Ecology
- B. Eco-label
- C. Green marketing
- D. Sustainability

228 Line extensions provide an explicit channel for innovations which can help to gain

- A. profits
- B. competitive advantage
- C. revenues
- D. sales

229 The advantage of brand extension is that they help customers have quality

- A. attitudes
- B. awareness
- C. activities
- D. associations

230 The most direct approach to moving a brand down is to lower its

- A. quality
- B. awareness
- C. price
- D. customers



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231 Damaging the is a risk to Up-market move.

- A. core brand
- B. substitute brand
- C. replacement brand
- D. common brand

232 When a brand is extended into unrelated categories or extension which do not fulfill the criteria of brand extensions is termed as

- A. line extension
- B. vertical extension
- C. Ad-hoc brand extension
- D. unsuccessful extension

233 ... is extending a single brand across several related categories.

- A. Multiple branding
- B. Range branding
- C. General branding
- D. Grouped branding

234 Stock analyst value strong & consistent earnings reports as an identification of the -term financial health of a firm.

- A. quarter
- B. half-monthly
- C. long
- D. annual

235 Unique selling Proposition gives consumers a compelling reason they should buy it.

- A. What
- B. Why
- C. How Much
- D. When

236 Co-branding is

- A. integrated branding
- B. ingredient branding
- C. communication mix
- D. Brand building



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237 Brand value is the association that consumers have with a brand- thoughts and which is top of their mind when thinking of a brand or purchasing.

- A. Experience
- B. Views
- C. Observations
- D. Feelings

238 Young & Rubicam (Y &R) a major global advertising agency, who measured brand equity for 450 global brands and more than 8,000 brands in twenty-four countries.

- A. Local
- B. Superior
- C. Branded
- D. Known brands

239 Green marketing ensures sustained long-term growth along with _____.

- A. sustainability
- B. profitability
- C. functionality
- D. reliability

240 _____ promotes corporate social responsibility.

- A. Green Marketing
- B. Brand Building
- C. Tie up Brands
- D. Brand Equity

241 The _____ is the most important brand element its often the most different to change.

- A. Brand logo
- B. Brand Packaging
- C. BrandName
- D. Brand Creativity



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242 Cause marketing or cause-related marketing refers to a type of marketing involving the efforts of a for-profit business and a non-profit organization for mutual benefit.

- A. Cooperative
- B. Co-Branding
- C. Understanding
- D. Co-ordinating

243 A number of top global firms have introduced extensive programs.

- A. Integrated marketing communications
- B. Marketing mix
- C. Product Mix
- D. Modern Mix

244 The challenge is to get the right balance—to know which elements to or adapt and which to standardize

- A. Accept
- B. Mix match
- C. Customize
- D. Reject

245 The product line should reflect only those products consistent with the definition

- A. Brand
- B. Identity
- C. Product
- D. Privacy

246 Brand definition and often revolve around two related issues

- A. Connectivity
- B. Identity
- C. Relationship
- D. Communication

247 Goal is for everyone within the organization is to understand the brand's meaning and be able to translate it to satisfy local consumer

- A. Performances
- B. Preferences
- C. Behaviour
- D. Demand



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248 Global brand equity measurement system can make the best possible tactical decisions in the _____... run and strategic decisions in the long run in all relevant market

- A. Short
- B. Long
- C. Few
- D. Unofficial

END



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