

TELANGANA UNIVERSITY
S.S.R. DEGREE COLLEGE, NIZAMABAD (C.C:5029)
V-SEMESTER INTERNAL ASSESSMENT-I EXAMINATIONS
BRAND MANAGEMENT QUESTION BANK

Multiple Choice Questions

1. Branding is a _____ practice [a]
a. Marketing b. Finance c. Human Resource d. All the above
2. In Today's word, Brands are the generation of _____ [b]
a. Health b. Wealth c. Passion d. Attitude
3. There are _____ stages in brand management. [d]
a. 4 b. 6 c. 8 d. 10
4. Image must be build by selecting suitable _____ [c]
a. Brand Strategy b. Brand Positioning c. Brand Name d. Brand Awareness
5. Individual Brand is also Know as _____ [b]
a. Corporate Brand b. Product Brand c. Service Brand d. Family Brand
6. Magic spell is also called as _____ [d]
a. Acronym Name b. Metaphor Name c. Founder name d. Laxical Brand Name
7. There are _____ strategies available in choosing a brand name. [a]
a. four b. five c. six d. seven
8. The branding challenges include _____ [d]
a. Brand Adaptation b. TQM c. Duplicate Threats d. All of the Above
9. The principle of _____ states that the value of brand must be reasonable and sustainable according to the customers [b]
a. Principle of Satisfaction b. Principle of Value
c. Principle of Relevance
d. Principle of Stability
10. _____ is the term used to describe the value of a brand's name or symbol. [c]
a. Brand Satisfaction b. Brand Loyalty c. Brand Equity d. None of the Above
11. _____ is the recall of a brand memory, when different categories, of product are listed. [a]
a. Brand Recall b. Brand Recognition c. Brand Dominance d. Top _ of _ Mind awareness.
12. _____ refers to be domination of a brand over other brands. [a]
a. Brand Domination b. Brand Awareness c. Private Brand d. Brand Personality.
13. _____ are the elements of brand awareness. [d]
a. Brand Name b. Slogan or Taglines c. Jingles d. All the above of promotions
14. _____ is intrusive in nature and most widely used from of promotions. [c]
a. Internet advertisement b. Telemarketing c. Advertisement d. Both (a) and (b)
15. _____ is a oriented marketing theory. [b]
a. DAGMAR Approach b. AIDA Model c. Hierarchy Effect Theory d. Maslow Model
16. _____ are various types of branding strategies. [d]
a. Product Branding strategy b. Line Branding Strategy
c. Range Branding Strategy d. LL the above
17. Branding is communicated through visual representation like _____ [d]
a. Logo's b. slogans c. Product Type d. All the above

18. is a combination of two or more brands of different manufactures. [a]
 a. Co branding Strategy b. Attitude Branding Strategy
 c. Multi Branding strategy D. Both (b) and (c).
19. _____ is similar to double branding strategy. [b]
 a. Umbrella Branding Strategy b. Endorsement Branding Strategy
 c. Range Branding Strategy d. Line Branding Strategy
20. _____ is the combination of activities such as advertising, social media reviews [b]
 a. Brand Images b. Brand Communication c. Brand Management d. Branding
21. The extension of a brand name in to new or existing product categories is referred as ____ [a]
 a. Brand Extension b. Brand Line extension c. Related Extension d. Unrelated Extension
22. Brand Extension helps in creating _____ by communicating its brand value to existing customers [c]
 a. Category awareness b. Market awareness c. Brand awareness d. None of the above
23. There are _____ steps in the process of brand extension. [b]
 a. 5 b. 6 c. 7 d. 8
24. _____ occurs when a company introduces additional items in the same product category. Under the same brand name usually with new features viz; flavours, forms, ingredients etc. [d]
 a. Brand Extension b. Related Extension c. Unrelated Extension d. Line Extension
25. Line extension is required to meet the expectation of [c]
 a. suppliers b. Distributors c. Retailers Customers
26. A new product category which enters into market with existing brand name or same product class is termed as _____ [a]
 a. Horizontal brand extension b. Vertical brand Extension
 c. Unrelated Extension d. Related Extension
27. A product which is introduced in the same product category by using core brand name with a difference in price and quality is referred as _____ [d]
 a. Related Extension b. unrelated extension
 c. Horizontal extension d. Vertical extension
28. Upscale and Downscale extension comes under the category of _____ [b]
 a. horizontal extension b. Vertical extension c. Category extension d. All of the above
29. According to Philip T- Kotler, Gary Armstrong, _____ is defined as “ using the parent brand, to brand a new product outside the product category currently served by the parent brand”. [d]
 a. Category extension bb. Brand extension c. Horizontal extension d. none of the above
30. The main objective of category brand extension is to take the advantage of _____ which has been built over a time. [b]
 a. Brand line b. Brand equity c. Brand positioning d. Brand Re- pos

II. Fill in the blanks.

1. **Branding** helps in increasing the value of a company if the company possess strong brands over its competitors.
2. **Brand expansion** means expanding a brand name to a wide and diversified range of products.
3. **Brand management** is defined as the process which manages the tangible and intangible features of brand.
4. **Philip kotler** defined brand” as a name, sign, symbol or combination of these, that identifies the Maker or seller of the product.
5. **multi Branding** refers to the introduction of additional brand in the same category of products or brands.
6. The brand which is globally available for its customers is referred to as Global Brand
7. The behavior which is built on positive experiences and value is called as customers loyalty

8. Brand Building Process requires additional decisions on the brand name, logo, colour, tagline and symbol.
9. principle of Relevance states that, the brand needs to be relevant by using the mentality of mentality of customer needs and desires.
10. Good Branding helps to develop customers loyalty.
11. Brand awareness is the potential buyers to recognize or recall a brand as a member of certain product category.
12. Slogan is a small tagline which is featured with Brand name and _____
13. Brand logo is a pictorial representation of brand.
14. Brand Awareness models are of two types, Hierarchy and AIDA model
15. in first stage, of hierarchy effect theory, customer get awareness of the product.
16. AIDA model was developed by Elias st. elmo Lewis
17. in the year 1911 , the term satisfaction of customer is added to the AIDA model.
18. Range Branding strategy is also called as brand extension.
19. Direct marketing is a technique through which the marketers acquires and retains the customers without using any intermediaries.
20. Brand Communications is defined as exchange or transfer of brand value between the brand owner and prospect or customer.

Short Questions,answers.

1. Brand extension?
2. Generic Brand ?
3. Category Extension?
4. DAGMAR Approach?
5. AIDA model?
6. Brand Recall?
7. Brand Communication?
8. Brand Braking?
9. Brand Building?
10. Define Brand & Brand Launching?