

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

I. Multiple Choice Questions.

1. Brand personality helps in _____ [d]
- (a) Increase brand image
 - (b) Increases brand equity
 - (c) Recalling brand
 - (d) All the above
2. _____ refers to the perception created towards a particular brand in the consumers mind. [b]
- (a) Brand perception
 - (b) Brand personality
 - (c) Brand positioning
 - (d) Brand repositioning
3. _____ are the five dimensions of brand personality. [d]
- (a) Sincerity
 - (b) Excitement and competence
 - (c) Sophistication and ruggedness
 - (d) All the above
4. The attributes of sincerity are _____ [d]
- (a) Down-to-earth
 - (b) Honest and cheerful
 - (c) Wholesome
 - (d) All the above

5. The brand position should be simple and easily understandable by _____ [c]
- (a) Customers
 - (b) Organization
 - (c) Target audience
 - (d) Marketers
6. The factors of brand positioning are _____ [d]
- (a) Contemporary image
 - (b) Decisions related to repositioning
 - (c) Timing of repositioning
 - (d) All the above
7. _____ have suggested the strategies or approaches of brand positioning. [c]
- (a) David Aaker
 - (b) J. Gary shansby
 - (c) Both (a) and (b)
 - (d) Y.K. Bhushan
8. The tangible attributes of a product include _____ [a]
- (a) Product form, product attributes and product ingredients
 - (b) Product form, prestige and status
 - (c) Product form, product attributes and beliefs
 - (d) None of the above
9. The variables of brand positioning are _____ [d]
- (a) Price
 - (b) Quality
 - (c) Competition
 - (d) All the above

10. The organizations position their products against a totally different class of product by _____ [b]

- (a) Positioning by competitor
- (b) Positioning by product class
- (c) Positioning by cultural symbols
- (d) Positioning by quality

11. _____ refer to the term which is used to define the value of a brand's name or symbol. [a]

- (a) Brand equity
- (b) Brand extension
- (c) Brand positioning
- (d) Brand management

12. _____ represents the superior position enjoyed by a firm with respect to its certain functions or factors when compared to its competitors. [c]

- (a) Increased sales
- (b) Customer retention
- (c) Competitive advantage
- (d) Higher margins

3. _____ has given two ways or methods through which brand equity is measured [d]

- (a) Aaker
- (b) Biel
- (c) Aashish
- (d) Lassar, Mittal and Sharma

4. Brand Asset valuator model was developed by an advertising agency known as [b]

- (a) David Aaker
- (b) Young and Rubicam
- (c) Philip Kotler
- (d) None

5. _____ refers to the potential of a brand which have the present and future growth in the organization. [c]

(a) Brand Management

(b). Brand stature

(c) Brand vitality

(d). Brand positioning

6. _____ refers to the company's ability to make connections with customers. [d]

(a) Differentiation

(b) Knowledge

(c) Energy

(d) Relevance

7. Aaker model was developed in the year _____ [a]

(a) 1996

(b) 1997

(c) 1998

(d) 1999

8. $RMP = \frac{\text{Avg } Sp_{\text{brand}}}{\text{Avg } Sp_{\text{total}}}$ brand is the formula to calculate [c]

(a) Brand Awareness

(b) Perceived quality

(c) Market price and distribution indices

(d) Market share

9. They are _____ types of brand equity [b]

(a) Four

(b) Two

(c) There

(d) Five

10. _____ is the most important and prevailing function, which is practised by all the managers at various levels. [a]

- (a) Brand planning
- (b) Brand management
- (c) Brand extension
- (d) Brand positioning

II. Fill in the Blanks

1. Brand personality refers to the unique set of human personality traits both applicable and relevant to brands".
2. Brand personality helps in building relationship between Brand and Customer
3. The five personality traits are sincerity, excrement, competence, and sophist
4. The sophistication trait of brand personality includes upper class and Charming ruggednice
5. Brand positioning is defined as the process of developing a unique position in the minds of the target audience for the organizations product which positively differentiates it from the competitors' products.
6. Reposi Honing of brand helps in increasing the sales volume of the product.
7. Contemporary image is essential in few categories where it is visible in the form of consumer's usage and observation.
8. Product is an important factor that greatly influences the Positioning of a brand.
9. Sincerity is the act of being kind
10. Jennifer Aaker developed the framework of personality traits.
11. According to Simon and Sullivan, Brand Value is defined as, "the incremental cash flow resulting from the association of branded products over unbranded ones"
12. Brand strength was first coined by Srivastava and shocker in the year 1991.
13. Brand differentiation means to differentiate the brand from its competitors either in a unique or distinctive way.
14. Brand resonance is defined as the degree of relationship that the customer has with the brand.
15. Brand resonance is also called as Brand pyramid or process of brand equity
16. There are four steps involved in brandz model.
17. Brand equity helps to develop brand loyalty, brand awareness, brand personality and decreases the marketing costs of a brand.

18. Customer service is all about the relationship between a customer and company.

19. According to Biel “Brand equity can be thought of as the additional cash flow achieved by associating a brand with the underlying product or service”.

20. The process of developing a positive attitude and preference for a particular brand is referred as Brand loyalty

III. Short questions.

1. Define Brand equity?
2. Define Brand value?
3. Write about brand asset valuator model?
4. Write about aaker model?
5. What is brand resonance?
6. Define Brand value?
7. Write about brand asset valuator model?
8. Write about aaker model?
9. What is Brand Resonance?
10. Define brand equity?