Spring 2009
MKT624 - Brand Management

MKT624 Question No: 1 (M - 1)

Brand equity is the difference of brand's __________ and brand's __________.

Expense; liabilities

Expense; assets

Tangible assets; intangible assets

Assets; liabilities

MKT624 Question No: 2 (M - 1)

The brand equity can gain strength if:

Brand assets are more than brand liabilities

Brand assets are less than brand liabilities

Brand assets are equal to the brand liabilities

None of the given options

MKT624 Question No: 3 (M - 1)

Features that make a brand truly unique and distinctive as compared to competitive offerings are known as:

Brand differentiation

Brand identity

Brand image

Brand integration

MKT624 Question No: 4 (M - 1)

Which of the following is NOT a product category?

Cigarette

Cold drink

Banaspati ghee

Surf excel

MKT624 Question No: 5 (M - 1)

If a market is very mature, the challenges are:

Intense

Weak

Concentrated

Deep

MKT624 Question No: 6 (M - 1)

Which one is least likely to be considered a critical task associated with an organization's strategic management process?

Evaluation of the process for use in future decision making

Evaluation of options relative to the company's mission

Decreasing the levels of hierarchy present within the company's management structure (doubted)

Developing a set of short-term objectives

MKT624 Question No: 7 (M - 1)

Which aspect is least likely to be a consideration addressed in an organization's mission statement?

Who are the firm's primary customers? (doubted)

What image does the firm wish to project?

Which areas of technology will be empathized?

What are the number of levels the corporate hierarchy will contain?

MKT624 Question No: 8 (M - 1)

Customer does not give the same treatment to a fake brand even if it carries the label that may look genuine because:

The actual brand is not there

The actual product is not there

The actual brand is there

Actual product is there

MKT624 Question No: 9 (M - 1)

Brand picture is based on which one of the following?

Brand image

Brand value

Brand mission

Brand vision

MKT624 Question No: 10 (M - 1)

Which of the following is an incremental process in which associations get strengthened through different phases?

Brand value pyramid

Brand association

Brand persona

Brand image

MKT624 Question No: 11 (M - 1)

Brand managers should develop those fashionable and effective brands which they think are according to the customer's requirements. For brands staying contemporary means:

Bringing about innovations

Living up to consumers' likes and expectations

Engaging into a brand contract

All of the given options

MKT624 Question No: 12 (M - 1)

Which one of the following promises are also called bad promises?

Negative promises

Uncovered promises

Implicit promises

Explicit promises

MKT624 Question No: 13 (M - 1)

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

Family members are potential buyers

Family is an important social group

Family income is higher

Family takes good decisions

MKT624 Question No: 14 (M - 1)

Which of the following is one of the marketer's major positioning tools, that has a direct impact on product or service performance; thus, it is closely linked to customer value and satisfaction.

Product quality

Social marketing

Specialty marketing

Position marketing

MKT624 Question No: 15 (M - 1)

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

Three to five years

Two to five years

Three to six years

Two to six years

MKT624 Question No: 16 (M - 1)

__________ comes with keeping the brand contract while we go through innovations to stay

current.

Uniqueness

Credibility

Sustainability

Fit

MKT624 Question No: 17 (M - 1)

PIMS stands for which of the following?

Positioning Impact of Marketing Strategy

Profit Impact of Market Strategy

Price Impact of Marketing Strategy

Promotion Impact of Marketing Strategy

MKT624 Question No: 18 (M - 1)

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

Brand Equity

Brand Power

Brand Value

Brand Ownership

MKT624 Question No: 19 (M - 1)

Which of the following statements would NOT be considered a dimension of strategic issues?

Strategic issues require large amounts of the firm's resources

Strategic issues always impact the firm's long-term income

Strategic issues require the firm's external environment be considered

Strategic issues are future-oriented

MKT624 Question No: 20 (M a r k s)

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

MKT624 Question No: 21 (M - 1)

If a brand of milk has a regular “tetra pack milk” and another with “higher calcium” then the brand has two ________.

Offerings

Lines

Extensions

Different categories

MKT624 Question No: 22 (M - 1)

A cellular phone company talks a lot about efficiency of service, low rates at particular time of the day, and many other options to its subscribers but the service cannot catch up with the growing demand of customers by way of frequency distortions or non- connectivity; then the company has brought into the contract which of the following?

Implicit promise

Explicit promise

Negative promise

Positive promise

MKT624 Question No: 23 (M - 1)

Which of the following authors states that benefits are weak unless they relate to the customers' central values and beliefs?

Jean-Noel Kapferer

Philip Kotler

Scot M. Davis

Geoffrey Randall

MKT624 Question No: 24 (M - 1)

Which of the following are the functional and emotional associations which are assigned to a brand by its customers and prospects?

Brand picture

Brand attribute

Brand image

Product identity

MKT624 Question No: 25 (M - 1)

How many principles does brand contract have?

Three

Two

Five

Four

MKT624 Question No: 26 (M - 1)

Which of the following is NOT the basic principle of a brand contract?

Translate into standards

Fulfill good promises

Uncover bad promises

Fulfill bad promise

MKT624 Question No: 27 (M - 1)

All of the following are the primary components of positioning EXCEPT :

Customer’s analysis

Company business

Target market

Point of difference and key benefits

MKT624 Question No: 28 (M - 1)

Which of the following positioning properties describes that “Good positioning opens many new avenues for the brands to leverage themselves in areas of growth”?

New avenues for brand leveraging

Externally driven

Provides focus

Unique valued place

MKT624 Question No: 29 (M - 1)

Which of the following statements summarizes brand’s commitment or promise to target consumers and actively communicates the advantage over competing brands”?

Positioning statement

Vision statement

Mission statement

Value statement

MKT624 Question No: 30 (M - 1)

Marketers need to position their brands clearly in target customers’ minds. The strongest brands go beyond attributes or benefit positioning so, the strongest brands are positioned on the basis of which of the following?

Desirable benefit

Good packaging

Service inseparability

Strong beliefs and values

MKT624 Question No: 31 (M - 5)

What are the common uses of mission and vision statements?

MKT624 Question No: 32(M - 10)

Discuss all the steps of strategic management process which you have learned from this course.