

MKT624 All Finalterm Papers solved 2010 . . .

1. A personal computer with features relating processor's specifications, the size of the hard disk and capacity of RAM is an example of:

- A. **Explicit promise**
- B. Implicit promise
- C. Positive promise
- D. Negative promise

2. All of the following statements would be considered to be TRUE regarding company vision statements EXCEPT:

- A. **Vision statements are never presented with an organization's mission statement**
- B. Vision statements are often combined with the mission statement
- C. Vision statements are often designed to be memorable, one-line statements
- D. Vision statements reflect an organization's strategic intent

3. Market is divided into groups on the basis of age, family size, gender, income, occupation, education, religion, race, generation, nationality, or social class is the best description of which of the following?

- A. **Demographics**
- B. Psychographics
- C. Behavioral
- D. Geographic

4. Building the brand vision is very serious matter and cannot be decided by just one manager because of the issue of:

- A. Marketing **B. Finance**
- B. Production D. Promotion

5. Which of the following is considered the first step of the strategic brand management process?

- A. Building brand mission
- B. **Building brand vision**
- C. Building brand objectives
- D. Building brand picture

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

- A. Jean-Noel Kapferer
- B. **Scot M. Davis**
- C. Philip Kotler
- D. Geoffrey Randall

7. What approach should a brand manager adopt to know the status of a brand stands in terms of consumer perceptions?

- A. **Compare two or three brands** B. Analyze the market segmentations
- B. Select the potential target markets C. Understanding customer's needs

8. While determining levels of preferences of consumers in relation to the criterion, researchers come to know that mostly consumers give priority to the brand due to it's:

- A. Customer service
- B. **Consistent performance**

C. Price value relationship

D. Accessibility

9. A sound mission and value statement must have all the attributes EXCEPT:

A. Memorable

B. Pragmatic

C. Lengthy

D. Inspiring

10. Brand picture is based on which one of the following?

A. Brand value

B. Brand mission

C. Brand vision

D. Brand image

1. The unique selling proposition (USP) was started in:

A. Advertising era

B. Image era

C. Product era

D. The positioning era

2. An apparel marketer is planning to launch an existing brand name into a new product category. Which brand development strategy is being implemented?

A. Line extension

B. Multibrand

C. Brand extension

D. Rebranding

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

A. Social marketing

B. Product quality

C. Specialty marketing

D. Position marketing

4. Opportunities for growth and expansion are identified by finding:

A. Customers' beliefs about the segment

B. Customers believe about our competitors

C. Customer's perceptions about the brand

D. Customer's response about the products

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

A. Two to five years

B. Three to six years

C. Two to six years

D. Three to five years

6. Which of the following is basically getting into different versions of the same base product on the same market?

A. Product extension

B. Brand diversification

C. Market extension

D. Line extension

7. Which of the following is a “concise statement that summarizes brand’s commitment or promise to target consumers and actively communicates the advantage over competing brands”?

A. Vision statement

B. Mission statement

C. Positioning statement

D. Value statement

8. Whichever positioning you may like to choose, it has to stem from which one of the following point of view so that they can own it?

A. Customers

B. Competitors

C. General Managers

D. Brand owners

9. Which one of the following is NOT considered as competitive differentiation?

A. Product

B. Sales

C. Service D. Image

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

A. Desirable benefit

B. Good packaging

C. Strong beliefs and values

D. Service inseparability

Question # 1 of 20 (Start time: 07:29:26 PM) Total Marks: 1

The business growth that takes place because of the internal working of the different parts within an organization is known as which of the following?

Acquisition

Organic growth

Rapid growth

Licensing

Question # 2 of 20 (Start time: 07:30:59 PM) Total Marks: 1

Which of the following is the characteristic of personality of a brand?

Logo
Packaging
Color
Durability

Question # 3 of 20 (Start time: 07:32:57 PM) Total Marks: 1

A strong brand refers to which one of the following?

Offers greater potential to charge a premium price

Helps to recover development and launch costs

Provides large base of loyal customers

All of the given options

Question # 4 of 20 (Start time: 07:34:08 PM) Total Marks: 1

A fashion clothing company getting into perfumes refers to the example of:

Perceived difficulty of manufacture

Know-how transferability

Complementarity

Awareness and reputation of the parent

Question # 5 of 20 (Start time: 07:35:40 PM) Total Marks: 1

Which of the following brand strategy which gives you the benefit of premium pricing?

Umbrella brand strategy

Line brand strategy

Product brand strategy

Family brand strategy

Question # 7 of 20 (Start time: 07:38:50 PM) Total Marks: 1

Which of the following is a set of promises that the brand makes to customers?

Brand contract

Brand association

Brand persona

Brand equity

Question # 8 of 20 (Start time: 07:39:57 PM) Total Marks: 1

When brand management becomes the heart of marketing then which one becomes the heart of brand management.

Owner's equity

Brand equity

Brand assets

Brand value

Question # 10 of 20 (Start time: 07:41:55 PM) Total Marks: 1

To be successful, the company must have all its _____ at work to deliver superior value.

Resources

Brands

Employees

Communication

Question # 11 of 20 (Start time: 07:43:10 PM) Total Marks: 1

Which of the following is created by management for the consumer and for the company through good brands:

Value

Price

Cost

Rate

Question # 12 of 20 (Start time: 07:44:06 PM) Total Marks: 1

When two brands join hands to create one brand by using the strong expressions of both, this is known as:

Bundling

Branding

Brand management

Brand equity

Question # 13 of 20 (Start time: 07:45:13 PM) Total Marks: 1

Building the brand vision is very serious matter and cannot be decided by just one manager because of the issue of:

Finance

Marketing

Production

Promotion

Question # 14 of 20 (Start time: 07:46:17 PM) Total Marks: 1

CRE stands for what?

Customer response effect

Customer relationship effect

Customer responsibility effect

Customer resource effect

Question # 15 of 20 (Start time: 07:47:38 PM) Total Marks: 1

“Intel inside” is a classic example of which one of the following?

Bundling

Ingredient co-branding

Joint venture

Effective packaging

Question # 16 of 20 (Start time: 07:48:49 PM) Total Marks: 1

The prices of luxury product fall under:

Plus-one pricing

Skim pricing

Strategic account pricing

Segment pricing

Question # 20 of 20 (Start time: 09:04:11 PM) Total Marks: 1

Introducing additional items in the same product category by adding new flavors, forms, colors, ingredients or package sizes, under the same brand name, is known as:

Line extensions

Product mix

Interactive marketing

Service intangibility

Question # 1 of 20 (Start time: 07:29:26 PM) Total Marks: 1

The business growth that takes place because of the internal working of the different parts within an organization is known as which of the following?

Acquisition

Organic growth

Rapid growth

Licensing

Question # 2 of 20 (Start time: 07:30:59 PM) Total Marks: 1

Which of the following is the characteristic of personality of a brand?

Logo

Packaging

Color

Durability

Question # 3 of 20 (Start time: 07:32:57 PM) Total Marks: 1

A strong brand refers to which one of the following?

Offers greater potential to charge a premium price

Helps to recover development and launch costs

Provides large base of loyal customers

All of the given options

Question # 4 of 20 (Start time: 07:34:08 PM) Total Marks: 1

A fashion clothing company getting into perfumes refers to the example of:

Perceived difficulty of manufacture

Know-how transferability

Complementarity

Awareness and reputation of the parent

Question # 5 of 20 (Start time: 07:35:40 PM) Total Marks: 1

Which of the following brand strategy gives you the benefit of premium pricing?

Umbrella brand strategy

Line brand strategy

Product brand strategy

Family brand strategy

Question # 7 of 20 (Start time: 07:38:50 PM) Total Marks: 1

Which of the following is a set of promises that the brand makes to customers?

Brand contract

Brand association

Brand persona

Brand equity

Question # 8 of 20 (Start time: 07:39:57 PM) Total Marks: 1

When brand management becomes the heart of marketing then which one becomes the heart of brand

management.

Owner's equity

Brand equity

Brand assets

Brand value

Question # 10 of 20 (Start time: 07:41:55 PM) Total Marks: 1

To be successful, the company must have all its _____ at work to deliver superior value.

Resources

Brands

Employees

Communication

Question # 11 of 20 (Start time: 07:43:10 PM) Total Marks: 1

Which of the following is created by management for the consumer and for the company through good

brands:

Value[/color=green]

Price

Cost

Question # 12 of 20 (Start time: 07:44:06 PM) Total Marks: 1

When two brands join hands to create one brand by using the strong expressions of both, this is known as:

[color=green]Bundling

Branding

Brand management
Brand equity

Question # 13 of 20 (Start time: 07:45:13 PM) Total Marks: 1

Building the brand vision is very serious matter and cannot be decided by just one manager because of the issue of:

Finance
Marketing
Production
Promotion

Question # 14 of 20 (Start time: 07:46:17 PM) Total Marks: 1

CRE stands for what?

Customer response effect
Customer relationship effect
Customer responsibility effect
Customer resource effect

Question # 15 of 20 (Start time: 07:47:38 PM) Total Marks: 1

“Intel inside” is a classic example of which one of the following?

Bundling
Ingredient co-branding
Joint venture
Effective packaging

Question # 16 of 20 (Start time: 07:48:49 PM) Total Marks: 1

The prices of luxury product fall under:

Plus-one pricing
Skim pricing
Strategic account pricing
Segment pricing

Question # 20 of 20 (Start time: 09:04:11 PM) Total Marks: 1

Introducing additional items in the same product category by adding new flavors, forms, colors, ingredients or package sizes, under the same brand name, is known as:

Line extensions
Product mix

Interactive marketing
Service intangibility

1. At the center of a brand's characteristics is the following:

- a. Identity
- b. Image
- c. Value
- d. None of the given options

2. Brand management came into being for which of the following reasons:

- a. Companies wanted to achieve scale economies.
- b. It supplemented financial management practices
- c. It suited production and operations personnel
- d. Companies wanted to differentiate their products and highlight distinctions in a competitive environment.

3. Brands like to stay contemporary because of:

- a. Others do it
- b. Staying attractive
- c. Upholding the contract
- d. None of the given options

4. Features and attributes of brands translate into benefits and _____ are also fulfilled along with these benefits.

- a. Customer values
- b. Brand values c. Organizational goals
- d. Brand associations

5. A good brand contract:

- a. Keeps customer perspective in view
- b. Delivers promises made with customers
- c. Unearths negative promises
- d. All of the given options

6. Continuously renewing the difference makes your product _____

- a. Look superior
- b. Highly unacceptable
- c. Not conforming with market standards of evolving changes
- d. Conforming to the changing behavior and beliefs of customers

7. A brand-based model reveals the following:

- a. Why customers buy the brands they buy?
- b. What are the underlying motives for their purchasing brands of their preference?
- c. Why companies keep their brands contemporary?
- d. All of the given options

8. The most important factor in brand management is to ensure that your _____ must be matching with consumers' perceptions.

- a. Brand pinnacle
- b. Brand's persona
- c. Brand associations
- d. Brand value

9. While developing the brand picture, first of all, you envision:

- a. Attributes
- b. Obsessions
- c. Benefits
- d. All of the given options

10. To have value, a brand must offer which one of the following?

- a. A simple product range with a defined set of features
- b. A complex product range with a defined set of features
- c. Consistency, a reduced level of perceived risk for the buyer, and a range of functional and emotional attributes which are of value to buyers
- d. An identity through which the customer can trace the party responsible for supplying the product

1. The elasticity of sales to sales promotion is _____ that of advertising.
 - a. Less than
 - b. Equal to
 - c. Greater than
 - d. Inversely proportional to

2. A mix of different communication tools has a better chance of achieving:
 - a. Objectives
 - b. Synergy
 - c. Efficiency
 - d. Effectiveness

3. If two different brands are distributed by one company, it is considered under:
 - a. Wholesale
 - b. Co-branding
 - c. Joint venture
 - d. Merger

4. A company's own retail outlets are meant:
 - a. To avoid the threat of distributors' power
 - b. To own and better control the distribution channel
 - c. Distribution, itself, is a good business
 - d. All of the given options

5. For communication to be effective it should be:
 - a. Repetitive
 - b. Reinforcing
 - c. Both of the given options
 - d. None of the given options

6. The power based on a channel member's superior knowledge and information about his products is called:
 - a. Expert power
 - b. Legitimate power
 - c. Coercion

d. Retailer power

7. A good channel system must automatically offer _____ to the customers.

- a. Transaction services
- b. After-sales services
- c. Both of the given options**
- d. None of the given options

8. Advertising _____ is capable to attract consumers only if it is based on their needs.

- a. Reach
- b. Copy**
- c. Frequency
- d. Media

9. Marketing communication is done to achieve the objective of:

- a. Building awareness
- b. Stimulate action
- c. Both of the given options**
- d. None of the given options

10. Mostly, the major source of power throughout the distribution channel is:

- a. The company
- b. The brand**
- c. The distributor
- d. The customer

1. A great effort in terms of time and money is required for _____; and despite the effort, results are not guaranteed.

- a. Growth**
- b. Profitability
- c. Branding
- d. Promotion

2. Brands are born out of the following strategies:

- a. **Segmentation and differentiation strategies**
- b. Promotion strategies
- c. Good purchasing and supply chain strategies
- d. All of the given options

3. Brand identity is followed by _____, which is a reflection of what marketers planned to send to the public.

- a. Brand value
- b. **Brand image**
- c. Advertising
- d. Brand personality

4. Right branding increases _____ of the product, which should be more than that of the generic product.

- a. Consumer revolt
- b. Market share
- c. Profit
- d. **Value**

5. _____ are incurred by brands because of failures and questionable business practices that may increase costs and liabilities.

- a. Brand assets
- b. **Brand liabilities**
- c. Brand equities
- d. Market failures

6. Introduction of more brands and extensions leads to __ with no new benefits to consumers.

- a. Higher cost
- b. Greater revenue
- c. Brand proliferation
- d. Increased competition

7. While defining the industry during the analysis, brand managers must consider:

- a. The range of products and services offered by the industry
- b. A picture of the geographic scope of the industry
- c. Both of the given options
- d. None of the given options

8. The difference between company's present financial position and the financial objectives is known as:

- a. Contribution gap
- b. Contribution margin
- c. Financial objectives' failure
- d. Low demand in market

9. A _____ has to answer the questions like what would be the short of market if our brand is not there.

- a. Brand image
- b. Brand picture
- c. Brand manager
- d. Brand association

10. Brand assets include:

- a. The name of the brand
- b. Reputation, relevance, and loyalty
- c. Less quality complaints
- d. All of the given options

1. A change in positioning may cause _____ in price.

- a. An upward change
- b. A downward change
- c. Both of the given options
- d. None of the given options

2. _____ occurs by maintaining the brand contract while undergoing innovations and modifications to stay current.

- a. Sustainability
- b. Fit
- c. Uniqueness
- d. Credibility

3. When we keep the same brand name of new offerings so that customers may develop an immediate familiarity, the resultant phenomenon is known as

- a. Leveraging
- b. Extension
- c. Diversification
- d. Stretching

4. Introduction of another strength of a medicine by a pharmaceutical company is an example of:

- a. Brand extension
- b. Line extension
- c. Brand diversification
- d. All of the given options

5. Brands are diversified because:

- a. It is essential for brand survival
- b. Some brands have such a high awareness that those are perceived by customers to be in categories where they are not present.
- c. Cost-cutting is possible by advertising products with the same brand name
- d. All of the given options

6. The _____ relates to extra benefits that a brand offers to its customers.

- a. Entire positioning
- b. Point of difference**
- c. Definition of business
- d. Innovation

7. Benefits of having different brands include all of the following except:

- a. Quickly respond to retailers' need
- b. Effectively compete in market
- c. Save the actual brand image
- d. Fill all the gaps in market**

8. When the same brand name holds several products in different markets, it is known as the

- a. Umbrella brand**
- b. Source brand
- c. Multi-brand
- d. Range brand

9. Factors affecting the choice of distribution channel include:

- a. Customer value
- b. Sales revenues
- c. Both of the given options**
- d. None of the given options

10. _____ provides a good quality of service because of a direct interface with the customers, but it is expensive.

- a. Direct sales
- b. Telemarketing
- c. E-marketing
- d. All of the given options**

1. In a specific strategic market plan, a profit centre that is self-supporting in terms of sales, markets, production, and other resources is known

- a. Profit unit.
- b. Strategic business unit
- c. Marketing unit
- d. Small business unit

2. Clarity about dimensions of brands means the clarity in:

- a. The functions of brand
- b. The aspects of differentiation
- c. Both of the given options
- d. None of the given options

3. The drivers of change include all of the following except:

- a. Downfall in industry
- b. Consumer behavior
- c. Market analysis
- d. An investment by a foreign firm in local market

4. Shan Foods is involved in selecting and analyzing a target market and developing a marketing mix to gain long-run competitive advantages.

- Based on this example, Shan Foods is creating a:
- a. Corporate strategy
 - b. Target design
 - c. Mix strategy
 - d. Marketing strategy

5. Which of the following is not a reason of “selling a service is difficult”?

- a. Competitors can copy services very easily
- b. It is hard to summarize and communicate services
- c. Standardization among services is difficult
- d. Customer can never be satisfied with a service

6. Often, the direct consumers of a nonprofit organization are its:

- a. Consumer public
- b. Member public
- c. Client public
- d. Nonbusiness public

7. A _____ organization is customer-centric, and all the decisions it makes are based on involvement of all in the organization.

- a. Brand based
- b. Consumer based
- c. Marketing
- d. Competition based

8. Measuring your brand's performance means you are:

- a. Managing your brand right
- b. Measuring your strategies
- c. Maintaining your brand position
- d. Maintaining your brand picture

9. Critical success factors for a firm include: a. Changing lifestyles and attitudes

- b. Low-cost production efficiency
- c. Both of the given options
- d. None of the given options

10. PIA runs a series of television commercials that show its staff going out of their way to help customers. An important secondary audience for these ads is:

- a. The civil aviation authority
- b. Competitors
- c. PIA employees
- d. All air travelers

1. Which one of the following form of asset the brand has _____?

- a) Tangible assets
- b) Intangible assets
- c) Current assets
- d) Fixed assets

2. The functional risk of brand is related to _____.

- a) Price
- b) Performance
- c) Social image
- d) Our self concept

3. With the effort of team of professionals in a company, produce end product which is related to the ____.

- a) Brand creation
- b) Idea creation
- c) Brand management
- d) Marketing management

4. A differentiated product may be unique in the marketplace, but it will only be successful under which of the following circumstances?

- a) If it satisfies customers' needs
- b) If the price differential is minimal
- c) If the brand can be classed as aspirational
- d) Differentiated products will always be successful

5. Choosing a suitable international brand name is an important, but often difficult, part of the process that creates a strong and distinctive brand. Which of the following statements about choosing a name for a new soft drink is UNTRUE?

- a) The name should be memorable and easy to pronounce

- b) The name must be checked by experts to ensure it doesn't infringe on another company's brand name
- c) The name should have positive associations with the benefits and features of the product
- d) **The brand name must be modern and contemporary**

6. Which of the following is the indicator of brand strength?

- a) Brand reputation
- b) Patents and rights
- c) Perceived brand values
- d) **Growth rate**

7. There are lot of customers have the knowledge of brand. They are inclined to be bound into a contract. A customer bound by a contract is known as _____.

- a) **Loyal customer**
- b) Difficult customer
- c) Potential customer
- d) Finicky customer

8. Which one of the following is the best example of implicit promise?

- a) Personal computer
- b) Furniture
- c) **Green tea**
- d) Crockery

9. "Developing budgets and steering resources into strategy are critical areas of success," Correlates which of the following strategy.

- a) Crafting strategy
- b) **Implementing strategy**
- c) Evaluating strategy
- d) Performing strategy

10. The process of establishing and maintaining a distinctive place in the market for an organization or its specific product offers is known as

_____.

- a) Profiling
- b) Profiling Segmentation
- c) Segmentation
- d) Positioning

Q.1 _____ is either the head of marketing department or a major brand and is responsible for the brand strategy and its implementation, important for complete performance of the brand.

- a) Chief Branding Officer
- b) Chief Executive officer
- c) President of company
- d) Director of Company

Q.2 _____ shows how consistent customers are in buying your brand, how long they have been buying and how long they may buy?

- a) Customer loyalty
- b) Brand loyalty
- c) Product loyalty
- d) Company loyalty

Q.3 The brand stature construct is equivalent to:

- a) Esteem multiplied by knowledge
- b) Differentiation multiplied by knowledge
- c) Knowledge multiplied by relevance
- d) Esteem multiplied by differentiation

Q.4 This pricing model offers opportunity to set different levels of pricing for different needs is known as _____.

- a) Segment pricing
- b) Skim pricing
- c) Value-in-use pricing
- d) Strategic account pricing

Q.5 If a company introducing a new brand under the source brand or endorsing brand strategy to gain the benefits of brand power, you again are in a position to charge a __.

- a) Premium price
- b) Skimming price
- c) Market based price
- d) Retail price

Q.6 __ is a mode of direct marketing owes to well structured communications in the form of catalogs.

- a) Telemarketing
- b) Sales promotion
- c) Advertising
- d) Publicity

Q.7 Advertising is part of sales promotion by creating awareness and comprehension that form a level of _____.

- a) Customer pull
- b) Customer push
- c) Customer loyal
- d) Customer image

Q.8 _____ of ad means how many times you should expose your target customers to your message.

- a) Frequency
- b) Copy
- c) Copy strategy
- d) Media

Q.9 What purpose does an advertising copy serves?

- a) Provides a degree of continuity in a brand's advertising
- b) Help a brand achieve distinctiveness
- c) Provides a common benchmark on which all concerned in the company and the agency can evaluate the merits of advertising submissions
- d) All of the given options

Q.10 The image of brand is the _____ with customer.

- a) Actual association
- b) Vision
- c) Positioning
- d) Personality traits

Q.1 A brand based organization provides which of the following benefits?

- a) Clarity of role
- b) Commitment to brand growth
- c) A collective responsibility
- d) All of the given options

Q.2 _____ lets you to have your loyal customer's lifetime worth in terms of your brand's purchasing.

- a) Lifetime value of a customer
- b) Lifetime value of a brand
- c) Lifetime value of a company
- d) Lifetime value of a market

Q.3 _____ lets you to have a clear picture of the number of customers or usage of your brand in comparison with competition.

- a) Market share
- b) Brand share
- c) Product share
- d) Customer share

Q.4 _____ works best under the circumstances of high differentiation that gives you a sustainable advantage in a quality conscious market.

- a) Value-in-use Pricing
- : b) Skim Pricing
- c) Segment pricing

d) Strategic account pricing

Q.5 Which of the following strategy give the benefit of premium pricing?

- a) Umbrella strategy
- b) Line brand strategy
- c) Product brand strategy
- d) Branding strategy

Q.6 Delivery services offered by restaurants and other food chains in our market on phone calls are examples of:

- a) Sales promotion
- b) Direct marketing
- c) Publicity
- d) Personal selling

Q.7 Duration of _____ should be short and should not be repeated too often.

- a) Sales promos
- b) Market promos
- c) Brand promos
- d) Product promos

Q.8 An effective advertising campaign:

- a) Revolves around a strong single idea
- b) Should appeal to self interest of customer
- c) Must not wander off
- d) All of the given options

Q.9 The term “story board” is specifically related to:

- a) TV commercial
- b) Newspaper Editorial
- c) Magazine ad
- d) Press release

Q.10 _____ evokes a hierarchical set of customer response effects – i.e. building awareness, comprehension, intentions, and actions.

- a) Distribution
- b) Communication
- c) Merchandizing
- d) Branding

Q.11 To keep your brand into recognition, it is important to __ according to an effective through plan.

- a) **Advertise**
- b) Position
- c) Place
- d) Market

Q.12 In_____, internal workshop consisting of important aspects of 'detailed strategic definition' and 'objectives of the brand' is arranged.

- a) **Brand chartering**
- b) Brand planning
- c) Brand extension
- d) Brand equity

Q.13 Apart from the 'four Ps' of marketing mix, the three additional elements of service brands are people, process, and_____.

- a) **Physical evidence**
- b) Physiological evidence
- c) Psychological evidence
- d) Packaging

Q.14 A _____ organization is customer-centric, and all the decisions it makes are based on involvement of all in the organization.

- a) **Brand-based**
- b) Customer-based
- c) Product-based
- d) None of the given options

Q.15 According to researches, the highest brand loyalty of customers is among:

- a) Coffee
- b) Shampoo
- c) Cigarette
- d) Tea