

MKT624 Brand Management - Virtual University of Pakistan

Midterm 2009 Paper unsolved 2

MIDTERM EXAMINATION

Spring 2009

MKT624- Brand Management

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MKT624 Question No: 1

Brand management is the function of which of the following?

Marketing

Selling

Branding

Packaging

MKT624 Question No: 2

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

Expense; liabilities

Expense; assets

Tangible assets; intangible assets

Assets; liabilities

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MKT624 Question No: 3

Which one of the following is a brand?

Cooking oil

Shampoo

Detergent

Dalda

MKT624 Question No: 4

Which of the following strategies have to be prepared by the brand manager for success of brand?

Marketing strategy

Short-term strategy

Long-term strategy

Production strategy

MKT624 Question No: 5

Brands are acknowledged and recognized on the basis of their:

Functionality

Quality

Loyalty

Reputation

MKT624 Question No: 6

The point of departure toward the strategic brand management process is to have a clear_____ for your brand.

Vision

Mission

Image

Idea

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MKT624 Question No: 7

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: 8

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

Who are the firm's primary customers?

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: 9

Brand picture is based on which one of the following?

Brand image

Brand value

Brand mission

Brand vision

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MKT624 Question No: 10

Which of the following is part of a laddering approach, whereby the more you ladder up the perceived benefit in your consumers' mind the stronger is the association?

Associations

Persona

Product characteristics

Human characteristics

MKT624 Question No: 11

According to Scot Davis, features and attributes remain undifferentiated in the minds of consumers unless they translate into perceived:

Benefits

Value

Image

Picture

MKT624 Question No: 12

Brand associations and the brand value pyramid are half of your:

Brand image

Brand picture

Brand persona

Brand contract

MKT624 Question No: 13

Through a consistent contact with the marketplace and through research studies, a brand manager can easily uncover which one of the following promises?

The negative promises

The positive promises

The implicit promises

The explicit promises

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MKT624 Question No: 14

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:

Reliability

Price

Accessibility

Quality

MKT624 Question No: 15

In the image era the general thinking was "talk of the image and the consumer would pay attention"; but this image era was killed by:

Me-too products

Me-too companies

Information technology

Marketing managers

MKT624 Question No: 16

Which of the following is a term used for an outcome of product differentiation?

Positioning

Point of difference

Innovation

Repositioning

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MKT624 Question No: 17

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

Line extension

Product extension

Brand diversification

Market extension

MKT624 Question No: 18

The disadvantage of line extensions is that it may lead to:

Retailer power

Lack of scale economies

Weak brands range

All of the given options

MKT624 Question No: 19

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

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MKT624 Question No: 20

“The company should be able to clearly state brand positioning” relates to which of the following?

Awareness

Understanding

Direction

Inspiration

MKT624 Question No: 21

_____ comes with keeping the brand contract while we go through innovations to stay current.

Uniqueness

Credibility

Sustainability

Fit

MKT624 Question No: 22

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: 23

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

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MKT624 Question No: 24

Which of the following is NOT an approach for building brand vision as expressed by Scot

Davis ?

Seek senior management's input

Determine the financial contribution gap

Collect industry data and create a brand vision starter

Meet with junior management to create the vision

MKT624 Question No: 25

Which of the following statements is TRUE regarding brand contract?

The terminology of "contract" is used when it comes to communicating with the market.

- ☐ The terminology of "contract" is very intra-company and is not used when it comes to communicating with the market.
- ☐ The terminology of "contract" is not used when it comes to communicating with the market.
- ☐ The terminology of "contract" not very intra-company and is not used when it comes to communicating with the market.

MKT624 Question No: 26

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 (doubted)

Brand image

Product identity

MKT624 Question No: 27

Under brand perception, which of the following statements is NOT true?

Twenty five percent of customers spend no time in their decision making

Fifty six percent of customers spend less than 8 seconds in decision making

The brand messages must not be so simple and much focused

Customers use little information in routine purchases of low involvement items

MKT624 Question No: 28

Which of the following MKT624 Questions reflects this example: "Milk is milk, and it can be drunk any time of the day by anyone"?

A brand for what?

A brand for whom?

A brand for when?

A brand against whom?

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MKT624 Question No: 29

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

A company serves the “50-year old baby boomers” who share common needs in music. The group of “50-year old baby boomers” is reflecting which of the following?

Market segment

Target market

Well-defined market

Lucrative market

MKT624 Question No: 31 (M - 5)

How many kind of extensions are there? Briefly describe each kind with examples.

MKT624 Question No: 32 (M - 10)

There are five different criteria to judge if there is need to update the brand positioning and each criteria contain some type of queries which brand manager must consider while updating the positioning. Enlist all five criteria and briefly describe any two criteria with queries.