



**BRAINWARE UNIVERSITY**  
**Term End Examination 2020 - 21**  
**Programme – Master of Business Administration**  
**Course Name – Product and Brand Management**  
**Course Code - MM304**

**Semester / Year - Semester III**

Time allotted : 75 Minutes

Full Marks : 60

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

**Group-A**

(Multiple Choice Type Question)

1 x 60=60

1. *(Answer any Sixty )*

(i) The \_\_\_\_\_ is a basic version of the product containing only those attributes or characteristics absolutely necessary for its functioning but with no distinguishing features.....

- |                            |                          |
|----------------------------|--------------------------|
| a) Augmented product level | b) Core benefit level    |
| c) Expected product level  | d) Generic product level |

(ii) The \_\_\_\_\_ includes additional product attributes, benefits, or related services that distinguish the product from competitors.....

- |                             |                             |
|-----------------------------|-----------------------------|
| a) Augmented product level, | b) Core benefit level,      |
| c) Expected product level,  | d) Potential product level, |

(iii) The \_\_\_\_\_ includes all the augmentations and transformations that a product might ultimately undergo in the future.

- |                           |                             |
|---------------------------|-----------------------------|
| a) Core benefit level..   | b) Potential product level. |
| c) Expected product level | d) expected product level,  |

(iv) The three layers of packaging are: \_\_\_\_\_.

- |  |  |
|--|--|
| a) Primary, Secondary and tertiary packaging | b) Primary, Secondary and shipping packaging |
| c) Shipping, inner and outer packaging       | d) None of these                             |

(v) ..... are tangible goods that normally survive many uses..

- a) Non – durable
- b) Durable
- c) Services
- d) Consumption system

(vi) Everything that can be presented to a marketplace for concentration, attainment, use, or utilization that may satisfy a desire or want is called a

- a) idea
- b) service.
- c) product..
- d) demand

(vii) \_\_\_\_\_ has been affected by the need to include unit pricing, open dating, and nutritional information

- a) Branding
- b) Packaging
- c) Labeling
- d) Product mixing

(viii) “The product is not worth the price paid.” associates

- a) Financial risk
- b) Functional risk
- c) Psychological risk
- d) Social risk

(ix) What is the general term for products that have a physical form (i.e. you can touch them)?

- a) services
- b) goods
- c) components
- d) raw materials

(x) What is a staple product?

- a) office stationery
- b) something people always like to have and so purchase regularly (e.g. soap)
- c) a basic, unsophisticated product (e.g. paper clips)
- d) a complementary product

(xi) “The product poses a threat to the physical well-being or health of the user or others.” associates

- a) Functional risk
- b) Physical risk

c) Financial risk

d) Psychological risk

(xii) In recent years, product safety and environmental responsibility have become major \_\_\_\_\_ concerns.

a) Branding

b) Packaging

c) Product line

d) Service

(xiii) A company's business model can be based on all of the fundamental factors except

a) High quality

b) Affordability

c) Accessibility

d) Low quality

(xiv) An attractive idea must be developed into a \_\_\_\_\_

a) Product idea.

b) Product concept.

c) Product image..

d) Test market.

(xv) Major sources of new product ideas include \_\_\_\_\_.

a) Internal sources, using company R & D

b) Creative approaches

c) Watching and listening to customers

d) All the above sources

(xvi) \_\_\_\_\_ is the stage of new product development in which the product and marketing program are tested in more realistic market setting

a) Business analysis

b) Idea generation

c) Test marketing

d) Marketing strategy development

(xvii) At the introduction stage of the Product Life Cycle (PLC), which of the following are the marketer's two main priorities \_\_\_\_\_

a) Launch planning and creating shelf space

b) Generating awareness and stimulating responses

c) Launch planning and generating awareness

d) Creating shelf space and generating awareness

(xviii) The stage in the product life cycle that focuses on using a cost-plus formula and creating product awareness and trial is the \_\_\_\_\_.

- a) Introduction stage
- b) Growth stage....
- c) Decline stage..
- d) Maturity stage.

(xix) What does the term PLC stands for?

- a) Product life cycle
- b) Production life cycle
- c) Product long cycle
- d) Production long cycle

(xx) The stage of the PLC characterized by overcapacity, greater competition, and the eventual elimination of weaker competitors is called the \_\_\_\_\_.

- a) Decline stage
- b) Maturity stage
- c) Growth stage
- d) Introduction stage

(xxi) Which of the following is not a characteristic of “Market Introduction Stage” in PLC?

- a) Costs are low
- b) Makes no money at this stage
- c) Demands has to be created
- d) There is little or no competition

(xxii) Which of the following has to generate revenues, profits and net earning, whether establish through organic growth or acquisition?

- a) Brand management
- b) Brand
- c) Category
- d) Brand equity

(xxiii) Features and attributes of brands translate into benefits and \_\_\_\_\_ are also fulfilled along with these benefits.

- a) Customer values
- b) Brand values
- c) Organisational goals
- d) Brand associations

(xxiv) Strategic brand management is the long-term effect of consciously providing an offering with an identity that is understood

- a) By the marketing team
- b) At department level only
- c) At all levels
- d) By the sales team

(xxv) Brands perform two major roles for consumers for consumers which are the functional and \_\_\_\_\_ roles of brands.

- a) Informational
- b) Marketing
- c) standardization
- d) Emotional

(xxvi) God's own country is a name given to

- a) Madhya Pradesh
- b) Kerala
- c) Karnataka
- d) None of these

(xxvii) \_\_\_\_\_ is endowing products and services with the power of a brand.

- a) Brand equity
- b) Brand marking
- c) Branding
- d) Differentiation

(xxviii) The design and implementation of marketing programs and activities to build, measure, and manage brand equity is known as

- a) Strategic brand management
- b) Marketing management
- c) Strategic management
- d) Competitive advantage

(xxix) Which of the following models is a means to trace the value creation process for brands, to better understand the financial impact of brand marketing expenditures and investments?

- a) brand resonance model
- b) brand positioning model
- c) brand delivery model
- d) brand value chain

(xxx) ..... includes all that is linked up in memory about the brand. It could be specific to attributes, features, looks of brands

- a) Brand attitude
- b) Brand association
- c) Brand relationship
- d) Brand image

(xxxix) ..... refers to a brand's objective(functional) attributes in relation to other brands

- a) Brand position
- b) Product position
- c) Brand relationship
- d) Both Brand position and Product position

(xxxii) A brand is BEST defined as a \_\_\_\_\_.

- a) Related group of words that describe the product
- b) Name, symbol, design or combination of these that identifies a seller's product
- c) Copyrighted words that give the manufacturer exclusive ownership
- d) Name of manufacturer of the product

(xxxiii) \_\_\_\_\_ is the "act of designing the company's offer and image so that it occupies a distinct and valued place in the target customer's minds.

- a) Brand identity
- b) Brand positioning
- c) Brand marketing
- d) Brand proliferation

(xxxiv) Divide the market into distinct groups of homogeneous consumers who have similar needs and consumer behavior, and who thus require similar marketing mixes, is known as

- a) Brand marketing
- b) Positioning
- c) Market segmentation
- d) Customer assortment

(xxxv) \_\_\_\_\_ are customers' personal opinions about and evaluations of the brand, which consumers form by putting together all the different brand performance and imagery associations

- a) Brand identity
- b) Brand mantras
- c) Brand awareness
- d) Brand judgments

(xxxvi) In most \_\_\_\_\_ situations, one company licenses another company's well-known brand to use in combination with its own

- a) Brand extension
- b) Brand equity
- c) Co-branding
- d) Line extension

(xxxvii) Visual trade name that recognized brand is

- a) logo
- b) customer
- c) sounds
- d) slogan

(xxxviii) In strategic brand management, focus is on

- a) Brand positioning
- b) Brand marketing
- c) Brand performance
- d) all these

(xxxix) A strong brand commands

- a) Intense consumer loyalty
- b) . Intense employer loyalty
- c) Intense employee loyalty
- d) None of these

(xl) \_\_\_\_\_ is the added value endowed on services and products.

- a) brand value
- b) brand strategy
- c) brand equity
- d) None of these

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

- a) Bundling
- b) branding
- c) brand management
- d) Joint venture

(xlii) Which of the following is an example of brand element

- a) Address
- b) Location
- c) Name
- d) Equity

(xliii) At the center of a brand's characteristics is the following:

- a) Identity
- b) Image
- c) Value
- d) None of these

(xliv) Coca-Cola has an easily identified logo (its name written in a flowing script) and is usually packaged in a red can or its famously curvy bottle. What do these elements combine to form?

- a) Brand identity
- b) Brand personality
- c) Brand values
- d) Brand image

(xlv) \_\_\_\_\_ is consumers' ability to confirm prior exposure to the brand when given the brand as a cue.

- a) Brand recognition
- b) Brand recall
- c) Brand equity
- d) Brand awareness

(xlvi) A \_\_\_\_\_ consists of all products-original as well as line and category extensions-sold under a particular brand.

- a) Brand extension
- b) Product extension
- c) Brand line
- d) Product line

(xlvii) IMC stands for .....

- a) Integrated Management consumer
- b) Integrated Marketing Communication
- c) Integrated Marketing Consumer
- d) None of these

(xlviii) Introduction of more brands and extensions leads to \_\_\_\_\_ with no new benefits to customers

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

(xlix) The \_\_\_\_\_ relates to extra benefits that a brand offer to its customers.

- a) Entire positioning
- b) Point of difference
- c) brand benefits
- d) Innovation

(l) The prices of luxury product fall under.....



- a) Plus-one pricing
- b) Skimming pricing
- c) Strategic account pricing
- d) Segment pricing

(li) A global brand is unlikely to have a completely standardized marketing mix but it will have the same brand \_\_\_\_\_ all over the world and this will be expressed through a brand identity that is standardized as far as possible

- a) image
- b) personality
- c) equity
- d) value

(lii) What is the final stage of the new product development process?

- a) Test marketing
- b) Marketing planning
- c) Idea generation
- d) Product launch

(liii) Few companies sell just one product; some sell thousands. Their products are collectively referred to as their product \_\_\_\_\_.

- a) portfolio
- b) bundle
- c) extension
- d) bucket

(liv) The cost, potential sale, profit of the offering are calculated at different price levels in \_\_\_\_\_ stage of “Product Development Process”.

- a) Evaluation
- b) Idea screening
- c) Idea generation
- d) Feature specification

(lv) Which is the next stage after “Idea Generation” in “New Product Development Process”?

- a) Testing
- b) Development
- c) Idea Screening
- d) Evaluation

(lvi) Which one of the following forms of asset the brand has \_\_\_\_\_?

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

(lvii) The functional risk of brand is related to \_\_\_\_\_.

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

(lviii) \_\_\_\_\_ are attributes or benefits that consumers strongly associate with a brand, positively evaluate, and believe they could not find to the same extent with a competitive brand.

- a) Point of difference
- b) Point of sale
- c) Brand equity
- d) Brand awareness

(lix) Consumers can evaluate product attributes like sturdiness, size, color, style, design, weight, and ingredient composition by visual inspection for \_\_\_\_\_.

- a) search goods
- b) experience goods
- c) credence goods
- d) none of these

(lx) E-commerce is often seen as simply buying and selling using the internet but do the following perspectives also apply to e-commerce?

- a) A communications perspective
- b) An online perspective
- c) A business process perspective
- d) All of these