

**TYBMS SEM VI**  
**Brand Management**  
**Sample MCQ**

1. A challenge in marketing of services is that they are\_\_\_\_\_.
  - A. Tangible
  - B. Intangible
  - C. Physical
  - D. Goods
  
2. \_\_\_\_\_Is the act of creating a brand.
  - A. Branding
  - B. Brand cannibalization
  - C. Brand building
  - D. Brand hierarchy
  
3. \_\_\_\_\_consist of brand recognition and brand recall performance.
  - A. Brand association
  - B. Brand image
  - C. Brand awareness
  - D. Brand identity
  
4. Which of this is NOT the importance of brand positioning?
  - A. No Differentiation In Product
  - B. Protect Market Share
  - C. Changing Competition
  - D. Creates a Niche.
  
5. A brand is defined as an\_asset.
  - A. Liquid
  - B. Fixed
  - C. Current
  - D. Intangible
  
6. The brand image is a symbolic construct created within\_\_\_\_\_of product and company.

- A. Hands
- B. Minds
- C. Hearts
- D. Stomach

7. Branding creates trust and\_\_\_\_\_attachment of product and company.

- A. Traditional
- B. Cultural
- C. Emotional
- D. Occasional

8. Generally branding brings (builds)\_\_\_\_\_recognition for product (company)

- A. Trade
- B. Colour
- C. Size
- D. Name

9. Strong brand can make actual\_\_feature insignificantly

- A. price
- B. product
- C. process
- D. pattern

10.The branded products own the\_ for its usefulness.

- A. Repetitiveness
- B. Responsibility
- C. Reparative
- D. Renewability

11.Brands\_\_\_\_\_decision-making time.

- A. consume
- B. save
- C. cut
- D. reduce

12.Branding exists in almost\_\_\_\_\_the industries.

- A. one
- B. two
- C. ten
- D. Three

13.Brand tracking studies collect information from the \_\_\_

- A. government
- B. society
- C. members
- D. buyers

14. Brand-positioning would mean to position the brand or\_\_\_\_\_.

- A. process
- B. product
- C. price
- D. prize

15. \_\_\_\_\_helps make purchasing decisions easier.

- A. Brand
- B. Branding
- C. Brand Identity
- D. Brand Essence

16. A \_\_\_\_\_is something that nobody can take away.

- A. Brand
- B. Price
- C. customer
- D. supplier

17. A \_\_\_\_\_signals to build customer loyalty and not just sell product.

- A. Strong Brand
- B. Branding
- C. Brand Identity
- D. Brand Essence

18. Strong brands exhibit the \_\_\_\_\_of branding.

- A. 5P
- B. 3C
- C. 7S
- D. 4D

19. A \_\_\_\_\_ should be focused on customer benefits.

- A. Brand Positioning
- B. Branding
- C. Brand Identity
- D. Brand Essence

20. The \_\_\_\_\_ serves as a metric to evaluate the seller's marketing strategies.
- A. Brand Positioning
  - B. Branding
  - C. Brand Identity
  - D. Brand Essence
21. A \_\_\_\_\_ is a specific item that different organizations sell in the market to their consumers with the sole purpose of making profits.
- A. Market
  - B. Goods
  - C. Product
  - D. Things
22. \_\_\_\_\_ is the sum total of all the different values people attach to brand, or the holistic value of the brand to its owner as a corporate asset.
- A. Brand Positioning
  - B. Brand Equity
  - C. Brand Identity
  - D. Brand Essence
23. \_\_\_\_\_ is market segmentation on the basis of the attitudes, interests, opinions, values, and activities (the lifestyles) of consumers.
- A. Psychographic segmentation
  - B. Demographic segmentation
  - C. Behavioural segmentation
  - D. Geographical segmentation
24. The growth pattern followed by the marketers are \_\_\_ or Vertical or on both directions.
- A. Vertical
  - B. Downwards
  - C. Circle
  - D. Horizontal
25. Brand management is an art of creating a \_\_\_\_\_ and maintaining it
- A. Brand
  - B. Product
  - C. Management
  - D. Pace