**Dr. Shyama Prasad Mukherjee University, Ranchi**

**School of Management Studies**

**MODEL QUESTIONS**

**End-Semester Examination, August, 2021**

Subject : M.B.A. Semester-IV

Paper : Brand Management Paper Code: 23(Major)/25 Minor)B\*

Full Marks : 70 Time : 02:00 Hours

**Section : 'A'**

**MCQs**

1. ............................is a mode of Direct Marketing which owes to well-structured Communications in the Form of Catalogues :

a. Telemarketing b. Sales Promotion

c. Advertising d. Publicity

1. .......................... is either the Head of Marketing Department or a Major Brand, and is .Accountable for Complete Performance of the Brand :

a. Chief Banding Officer b. Chief Executive Officer

c. President of Company d. Director of Company

1. .......................... 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

1. .......................... 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 the above.

1. ..................... shows how consistent Customers are 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

1. A Brand-based Organization provides which of the following Benefits? :

a. Market Share b. Brand Share

c. Product Share d. Customer Share

1. Advertising is part of Sales Promotion by creating awareness and comprehension that form a level of ......... :

a. Customer Pull b. Customer Part

c. Customer Loyal d. Customer Image

1. Brand 'Assets' include :

a. The Name of the Brand b. Reputation, Relevance, and Loyalty

c. Less Quality Complaints d. All the above.

1. Brand Picture is based on which of the following? :

a. Brand Value b. Brand Mission

c. Brand Vision d. Brand Image

1. If a Company introducing a New Brand under the Source Brand or endorsing Brand Strategy to gain the Benefits of Brand Power, it is in a position to charge a .....................

a. Premium Price b. Skimming Price

c. Market Based Price d. Retail Price

1. 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

1. Mostly, the Major Source of Power throughout the Distribution Channel is :

a. The Company b. The Brand

c. The Distributor d. The Customer

1. 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

1. ....................... are incurred by Brands because of Failures and Questionable Business Practices :

a. Brand Assets b. Brand Liabilities

c. Brand Equities d. Market Failures

1. ..................... Branding is a Type of Co-Branding :

a. Ingredient b. Product

c. Service d. Personality

1. ................... defines what the Brand thinks about the Consumer, as per the Consumer :

a. Brand Attitude b. Brand Positioning

c. Brand Relationship d. Brand Manage

1. ..................... refers to a Brand's Objective Attributes in relation to other Brand :

a. Brand Position b. Product Position

c. Brand Relationship d. Both a. & b.

1. ...................... the appropriate Market Segment has become ever more important when carrying out E-Branding Campaigns :

a. Segmentation b. Positioning

c. Targeting d. Implementing

1. 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 them

1. A .................. is a Graphic Mark, Emblem, or Symbol commonly used by Commercial Enterprises/Organizations and even Individuals to aid and promote instant public recognition :

a. Logo b. Slogan

c. Tag Line d. Symbols

1. Achieving the Right Brand Identity means creating Brand ...................with Customers :

a. Salience b. Resonance

c. Awareness d. Loyalty

1. Brand ................... is a Customer's Personal Opinion about a Brand :

a. Judgement b. Image

c. Identity d. Personality

1. Brand Awareness consists of Brand Recognition and Brand ....................... :

a. Growth b. Recall

c. Presence d. Identity

1. Brand Element is also known as ......................... :

a. Awareness b. Recall

c. Identity d. Image

1. Building Brand Equity through leveraging Secondary Brand Associations is an .................. Approach :

a. Direct b. Special

c. Procured d. Indirect

1. Measuring your Brand's Performance means you are :

a. Managing your Brand Right b. Managing your Strategies

c. Maintaining your Brand Position d. Maintaining your Picture.

1. Which one of the following is not a Type of Brand Extensions? :

a. Line Extension b. Vertical Extension

c. Horizontal Extension d. Weight Extension

1. Keith Reinherd suggested Certain Steps to build Brand except one of the following :

a. Having a clear point of View b. Passionate Communication

c. A District Personality supported with Money & Care d. None of these.

1. Evaluating Brand Extension requires :

a. Strength of Brand b. Favourable Brand

c. Unique Brand d. All of the Brand

1. Considerations that are important for building Brand Equity are :

a. Choice of Brand Element that make the Brand

b. Marketing Support Programme

c. Leveraging Secondary Associations by the Brand to other Entities.

d. All of the above.

**Section : 'B'**

**Short-Answer Type Questions**

1. Explain the Concept of 'Brand'.
2. Discuss the different aspects that are involved in the Concept of 'Brand'.
3. Explain the Process of Selection of 'Brand Name'.
4. What are 'Generic Brands'? How is an appropriate Brand Strategy Developed? Discuss.
5. What is the Concept of 'Brand Extensions? Discuss.
6. What different Roles does a Brand Serve? Describe.
7. What do you mean by 'Brand Image'? Explain.
8. What is the Strategic Significance of 'Brand Identity'? Discuss.
9. Explain the Term 'Brand Equity'.
10. What is 'Brand Awareness'? Discuss.
11. Describe, in brief, 'Target Market' and 'Market Segmentation'.
12. What do you understand by the Term 'Brand Tracking'? Explain.
13. Explain the usefulness of 'Brand Tracking', in practical terms.
14. Give a description, in short, of the Concept of 'Measuring Brand Equity', and its need.
15. State some of the 'Advantages and 'Disadvantages' of 'Brand Extension'.
16. Write a note on Meas Return on Brand Investment (ROBI).
17. Why 'Integrated Marketing Communication Programmes must be developed for 'Brand Building'? Explain, in short.
18. Give some reasons for 'Managing Brands' over periods of time.
19. Do you think that it is necessary to reinform and revitalize 'Brand'? Why? Explain.
20. 'Branding Communication is important'. How? Explain.

**Section : 'C'**

**Long Answer Type Questions**

1. Discuss the 'Development of the Concept of Brand'. What details are involved in Branding Decision? Explain.
2. What are various Branding Challenges and Opportunities in the modern times? Discuss.
3. Write a Descriptive note on the Cost-based, Price-based, and Customer-based Equity.
4. Explain in details, Keller's CBBE Model.
5. In Brand Positioning, describe the significance of Brand Audit, Brand Inventory, and Brand Exploratory.
6. What do you mean by identifying and choosing 'Brand Elements' to build 'Brand Equity'? Explain.
7. Write a critical note on either Brand Asset Valuator Model or Aaker Model used for measuring Brand Equity.
8. What are the various Guidelines for Brand Extension? Discuss.
9. Discuss the Role of Advertising in Brand Building. Illustrate your answer.
10. Write an Essay on the importance of 'Brand Management' in the 21st Century.