

Question No : 1 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following is the component of brand identity?

Answer (Please select your correct option)

- ☐ Reliable
- ☐ Serious
- ☐ Durable
- ☐ Logo

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Question No : 2 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following is the art of securing brands/products and logos and seamlessly positioning them in TV, film and new media as props?

Answer (Please select your correct option)

- ☐ Brand differentiation
- ☐ Brand integration
- ☐ Brand image
- ☐ Brand identity

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Question No : 3 of 27

Marks: 1 (Budgeted Time 1 Min)

A brand manager is responsible for the destination planning of the brand in terms of its future movements related to all of the following, EXCEPT:

Answer (Please select your correct option)

- ☐ Marketing research
- ☐ Distribution improvements
- ☐ Overtaking competition
- ☐ Markets to serve

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Question No : 4 of 27

Marks: 1 (Budgeted Time 1 Min)

Financial objective deals with which of the following?

Answer (Please select your correct option)

☐ Revenue growth

☐ Winning greater market share

☐ Overtaking competitors on quality

☐ Staging innovations

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Question No : 5 of 27

Marks: 1 (Budgeted Time 1 Min)

One of the top responsibilities of senior management is to develop:

Answer (Please select your correct option)

☐ Business

☐ Brand

☐ Product

☐ Strategy

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Question No : 6 of 27

Marks: 1 (Budgeted Time 1 Min)

Once you have the vision translated into objectives, it is not difficult to determine the:

Answer (Please select your correct option)

☐ Contribution gap

☐ Contribution margin

☐ Strengths of brand

☐ Weaknesses of brand

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Question No : 7 of 27

Marks: 1 (Budgeted Time 1 Min)

To leverage your brand, you should build up the brand vision by considering all possible strategic factors. Which one is most important factor?

Answer (Please select your correct option)

- ☐ Profit potential
- ☐ Ability to reach strategic goals
- ☐ Price sensitivity
- ☐ Competitive rivalry

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Question No : 8 of 27

Marks: 1 (Budgeted Time 1 Min)

When a brand is just able to address the basic needs, it is at the:

Answer (Please select your correct option)

- ☐ Lowest level of associations
- ☐ Highest level of associations
- ☐ Medium level of associations
- ☐ Near the level of associations

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Question No : 9 of 27

Marks: 1 (Budgeted Time 1 Min)

Brand managers should develop those fashionable and effective brands which they think are according to the customer's requirements. For brands staying contemporary means:

Answer (Please select your correct option)

- ☐ Bringing about innovations
- ☐ Living up to consumers' likes and expectations
- ☐ Engaging into a brand contract
- ☐ All of the given options

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Question No : 10 of 27

Marks: 1 (Budgeted Time 1 Min)

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

Answer (Please select your correct option)

- ☐ The negative promises
- ☐ The positive promises
- ☐ The implicit promises
- ☐ The explicit promises

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Question No : 11 of 27

Marks: 1 (Budgeted Time 1 Min)

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:

Answer (Please select your correct option)

- ☐ Consistent performance
- ☐ Customer service
- ☐ Price value relationship
- ☐ Accessibility

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Question No : 12 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following is an approach to communication that solves communication problem by highlighting very special features of the brand?

Answer (Please select your correct option)

- ☐ Positioning
- ☐ Targeting
- ☐ Marketing
- ☐ Branding

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Question No : 13 of 27

Marks: 1 (Budgeted Time 1 Min)

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:

Answer (Please select your correct option)

- ☐ Me-too products
- ☐ Me-too companies
- ☐ Information technology
- ☐ Marketing managers

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Question No : 14 of 27

Marks: 1 (Budgeted Time 1 Min)

The car manufacturer 'Volvo' is well known for its safety standards. This is known as Volvo's:

Answer (Please select your correct option)

- ☐ Advertising
- ☐ Positioning
- ☐ Strategy
- ☐ Image

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Question No : 15 of 27

Marks: 1 (Budgeted Time 1 Min)

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

Answer (Please select your correct option)

- ☐ Product quality
- ☐ Social marketing
- ☐ Specialty marketing
- ☐ Position marketing

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Question No : 16 of 27

Marks: 1 (Budgeted Time 1 Min)

A clear positioning statement takes into account all of the given options, EXCEPT:

Answer (Please select your correct option)

- ☐ The competitive benchmark
- ☐ The target market
- ☐ The point of difference
- ☐ The customer's analysis

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Question No : 17 of 27

Marks: 1 (Budgeted Time 1 Min)

The fundamentals of a brand include all of the following EXCEPT:

Answer (Please select your correct option)

- ☐ Brand dimensions
- ☐ Brand layers
- ☐ Commitments of management
- ☐ Brand contracts

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Question No : 18 of 27

Marks: 1 (Budgeted Time 1 Min)

"By using good brands" which of the following is created by management for the consumers and the company?

Answer (Please select your correct option)

- ☐ Value
- ☐ Price
- ☐ Cost
- ☐ Rate

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Question No : 19 of 27

Marks: 1 (Budgeted Time 1 Min)

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

Answer (Please select your correct option)

- ☐ A brand for what?
- ☐ A brand for whom?
- ☐ A brand for when?
- ☐ A brand against whom?

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Question No : 20 of 27

Marks: 1 (Budgeted Time 1 Min)

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

Answer (Please select your correct option)

- ☐ Desirable benefit
- ☐ Good packaging
- ☐ Service inseparability
- ☐ Strong beliefs and values

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Question No : 21 of 27

Marks: 1 (Budgeted Time 1 Min)

_____ is an evolutionary step in the life of a brand and occurs to address changing needs of the customers:

Answer (Please select your correct option)

- ☐ Differentiation
- ☐ Brand Diversification
- ☐ Line Extension
- ☐ Product Extension

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Question No : 22 of 27

Marks: 1 (Budgeted Time 1 Min)

All of the following are the elements of mission and vision statement EXCEPT:

Answer (Please select your correct option)

- ☐ Purposes
- ☐ Goals
- ☐ Values
- ☐ Objectives

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Question No : 23 of 27

Marks: 3 (Budgeted Time 6 Min)

Briefly describe positioning in your own words?

Answer (Please [click here](#) to Add Answer)

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Question No : 24 of 27

Marks: 3 (Budgeted Time 6 Min)

Briefly describe those two different sets of circumstances under which managers feel the need to leverage their brands?

Answer (Please [click here](#) to Add Answer)

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Question No : 25 of 27

Marks: 3 (Budgeted Time 6 Min)

Industry's key growth factors significantly affect market growth and the level of demand. Define key growth factors and briefly explain it.

Answer (Please [click here](#) to Add Answer)

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Question No : 26 of 27

Marks: 5 (Budgeted Time 10 Min)

Define brand contract and briefly describe its features.

Answer (Please [click here](#) to Add Answer)

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Question No : 27 of 27

Marks: 5 (Budgeted Time 10 Min)

Normally brand managers repositioned the brands only for the purpose of growth and expansion their businesses. Clearly identify why organizations need repositioning, also give an example of MNC.

Answer (Please [click here](#) to Add Answer)

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