



Roll No.....

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

POST GRADUATE DIPLOMA IN MANAGEMENT
PGDM Batch
Academic Session- 2021-22
QUIZ (TERM - V)

Subject Name: Product and Brand Management

Subject Code: PGM-03

Name of the Student: _____

Time: 1 Hour

Marks Obtained: _____

Max Marks: 20

Note:

1. Writing anything except Roll Number on Quiz paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.
2. There is no negative marking for wrong answer.
3. Tick mark the correct answer.

1. Features and attributes of brands translate into benefits and _____ are also fulfilled along with these benefits. (CO1)

- a. **Customer values**
- b. Brand values
- c. Organizational goals
- d. Brand associations

2. A good brand contract: (CO1)

- a. Keeps customer perspective in view
- b. Delivers promises made with customers
- c. Unearths negative promises
- d. **All of the given options**

3. Continuously renewing the difference makes your product _____. (CO1)

- a. Look superior
- b. Highly unacceptable
- c. Not conforming with market standards of evolving changes
- d. **Conforming to the changing behavior and beliefs of customer**

4. The most important factor in brand management is to ensure that your _____ must be matching with consumers' perceptions. (CO1)

- a. Brand pinnacle
- b. **Brand's persona**
- c. Brand associations
- d. Brand value

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

5. To have value, a brand must offer which one of the following? (CO1)

- a. A simple product range with a defined set of features
- b. A complex product range with a defined set of features
- c. Consistency, a reduced level of perceived risk for the buyer, and a range of functional and emotional attributes which are of value to buyers**
- d. An identity through which the customer can trace the party responsible for supplying the product.

6. Brands are born out of the following strategies: (CO1)

- a. Segmentation and differentiation strategies**
- b. Promotion strategies
- c. Good purchasing and supply chain strategies
- d. All of the given options

7. Right branding increases _____ of the product, which should be more than that of the generic product. (CO1)

- a. Consumer revolt
- b. Market share
- c. Profit
- d. Value**

8. Introducing additional items in the same product category by adding new flavors, forms, of 20 colors, ingredients or package sizes, under the same brand name, is known as: (CO1)

- a. Line extensions**
- b. Product mix
- c. Interactive marketing
- d. Service intangibility

9. Which one of the following is indicator of a company's desire to better meet the demands of the market, not only through differentiated products but also through different brands and therefore different identities? (CO1)

- a. Brand portfolio
- b. Brand extension**
- c. Line extension
- d. Brand diversification

10. Addition of 2.25 liter bottle by Coca Cola will cause to: (CO1)

- a. Increase customer base and usage**
- b. Enhance customer loyalty
- c. Generate more profit
- d. Develop brand image

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

11. Which of the following is “a concise statement that summarizes brand’s commitment or promise to target consumers and actively communicates the advantage over competing brands”?
(CO2)

a. Positioning statement

- b. Vision statement
- c. Mission statement
- d. Value statement

12. When any brand of cooking oil is launched with new formula (for more safety of health), it is the example of which of the following? (CO2)

- a. Extending your target market
- b. Extending the definition of business
- c. Extending your point of difference**
- d. Extending the entire positioning

13. When we say that brands are staying contemporary than it means: (CO2)

- a. Bringing about innovations
- b. Living up to consumers’ likes and expectations
- c. Engaging into a brand contract
- d. All of the given options**

14. Which of the following is one of the marketer’s major positioning tools, which has a direct impact on product or service performance; thus, it is closely linked to customer value and satisfaction. (CO2)

- a. Social marketing
- b. Product quality**
- c. Specialty marketing
- d. Position marketing

15. Developing a product or service involves defining the benefits that it will offer. These benefits are communicated and delivered by _____ such as quality, features, and style and design.
(CO2)

- a. Package labeling
- b. Product attributes**
- c. Support services
- d. product mixes

16. In which stage of the product life cycle will promotional expenditures be significantly high to create consumer awareness of a product and its features? (CO2)

- a. Product development
- b. Introduction**
- c. Growth

d. Maturity

17. 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? (CO2)

- a. Desirable benefit
- b. Good packaging
- c. Strong beliefs and values**
- d. Service inseparability

18. Brand picture is based on which one of the following? (CO2)

- a. Brand value
- b. Brand mission
- c. Brand vision
- d. Brand image**

19. If a company introducing a new brand under the source brand or endorsing brand strategy to gain the benefits of brand power, you again are in a position to charge a ____. (CO2)

- a. Premium price**
- b. Skimming price
- c. Market based price
- d. Retail price

20. A change in positioning may cause _____ in price. (CO2)

- a. An upward change
- b. A downward change
- c. Both of the given options**
- d. None of the given options

21. Evans and Hills, a beverages manufacturing company, has developed a new line of specialty teas and is seeking regular input from the test marketing process. To facilitate this process, the firm uses BuyerScan, a software that generates store-by-store, week-by-week reports on the actual sales of tested products and the impact of in-store and in-home marketing efforts. Which of the following approaches does this scenario illustrate? (CO3)

- a. Standard test marketing
- b. Inventory tracking
- c. Controlled test markets**
- d. Simulated test markets

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

22. Wayne Industries, a retail and home improvement store, is developing a new lawnmower. The marketing strategy for the product has already been developed and presented. A prototype has also been developed by the company's R&D team. The prototype is now being tested rigorously to ensure that there are no product liability issues. Once the prototype of the lawnmower passes product tests, the next step is most likely to be _____. (CO3)

a. Test marketing

- b. Portfolio analysis
- c. Commercialization
- d. internal marketing

23. When we keep the same brand name of new offerings so that customers may develop an immediate familiarity, the resultant phenomenon is known as: (CO3)

a. Leveraging

- b. Extension
- c. Diversification
- d. Stretching

24. _____ occurs by maintaining the brand contract while undergoing innovations and modifications to stay current. (CO3)

- a. Sustainability
- b. Fit
- c. Uniqueness

d. Credibility

25. Brand assets include: (CO3)

- a. The name of the brand
- b. Reputation, relevance, and loyalty**
- c. Less quality complaints
- d. All of the given options

26. When the same brand name holds several products in different markets, it is known as the : (CO3)

a. Umbrella brand

- b. Source brand
- c. Multi-brand
- d. Range brand

27. _____ includes two visual signals of a brand – its character (e.g. Amul girl, Pillsbury doughboy) and its logo. Both are elements of brand identity. (CO3)

- a. Brand attitude
- b. Brand Image



Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

c. Brand Symbol

d. Brand Positioning

28. A chain of schools cannot create perceptions of good quality education to children unless its program of teaching relates to the central values of: (CO3)

a. Children

b. Parents

c. Teachers

d. Society

29. From a DVD mailing business to producing top notch original content and streaming services across devices, Netflix has developed such a strong relationship with its customers that the brand name has become a verb -the phrase has become part of the national vocabulary. (CO3)

a. Netflix Binge

b. Stream Netflix

c. Netflix MOD

d. Netflix APK

30. In April 1985, Coca Cola replaced its flagship cola brand with a new formula. The motivation behind the change was primarily a competitive one. They want to match the slightly sweeter taste of Pepsi. The epic failure of NEW COKE taught Coca-Cola a valuable lesson about branding. What went wrong(CO3)

a. American nostalgia, its heritage and relationship with consumers

b. Taste of NEW COKE

c. Both its Advertising and its Packaging

d. All of the above

31. Online brands also learned the importance of offline activities to draw customer to website. This could involve introducing a new product sold offline or gaining access to brick and mortar distribution channels., an Amazon Product is offered to consumers in brick and mortar location. (CO4)

a. Amazon Go

b. The Echo

c. Amazon Web Services

d. Amazon Luna

32. In 2013, BookMy Show underwent an evolutionary re branding exercise by tweaking its logo. New logo communicate the three key services (CO4)

a. my day, my time, my seat

b. my show, my time, my seat

c. my place, my seat, my show

d. my day, my place, my show

33. Swedish retailer IKEA took a luxury product- home furnishing and furniture- and made it a reasonably priced alternative for the mass market. Ikea focused on.....(CO4)

a. Point of Parity

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

b. Point of Difference Association

- c. Both a and b
- d. None of the above

34., are not necessarily unique to the brand but may, in fact be shared with other brands. (CO4)

a. POP's

- b. POD's
- c. Both a and B
- d. None of the above

35. Choosing a suitable international brand name is an important, but often difficult, part of the process that creates a strong and distinctive brand. Which of the following statements about choosing a name for a new soft drink is UNTRUE? (CO4)

- a. The name should be memorable and easy to pronounce
- b. The name must be checked by experts to ensure it doesn't infringe on another company's brand name
- c. The name should have positive associations with the benefits and features of the product

d. The brand name must be modern and contemporary

36. A fashion clothing company getting into perfumes refers to the example of: (CO4)

- a. Perceived difficulty of manufacture
- b. Know-how transferability

c. Complementarity

- d. Awareness and reputation of the parent

37. In a recent newspaper article dated 14.1.2022, it was published that *“AMAZON is the new Google”*. Why is Amazon replacing Google? (CO4)

- a. In times of information obesity, Amazon is easier to search as it gives products and brand options that are most suited to one's need and search, hence simplifying the search process.
- b. Amazon's algorithm can trace a person's past searches and post the most relevant search options.
- c. The review from other customers helps in the evaluation of various options.

d. All of the above

38. It's a strange time for **OMICRON granite & Tiles in Ohio,US** whose name feature an "Omicron" a new variant of virus. His MD Harshil Shah is worried as their website is buried behind page after page of news about the coronavirus pandemic. What marketing strategy you can suggest to Mr Harshil ... (CO4)

- a. Change the name of the company by re branding

b. Put a disclaimer on website – There is no connection with the current pandemic

- c. Let the disease change its name
- d. No need to bother about the public relations effect of the company.

39. Zepto, an instant grocery delivery startup founded by two teenagers, has raised \$100 million , taking its valuation to \$570 million within five months of starting services focuses on (CO4)

- a. Offer products below MRP

b. Promises delivery of grocery in 10 minutes.

- c. Offer 20% discount on MRP
- d. Give offers on every order



Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

40. Future of Marketing is Customer Experience but what is the future of Customer Experience?

(CO4)

a. Brand Name

b. Customer Life Time Value

c. Digital Transformation of Brand

d. Delivering products on time.