

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

**POST GRADUATE DIPLOMA IN MANAGEMENT (2021-23)  
MID TERMQUIZ EXAMINATION (TERM -III)**

Subject Name: Product and Brand Management

Time: **01.00 hrs**

Sub. Code: PGM-32

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 marks the correct answer.**

Attempt all questions. All questions are compulsory.

**40×0.5 = 20 Marks**

**Q. 1.** At the center of a brand's characteristics is the following: **(CO1, L1)**

- Identity
- Image
- Value**
- None of the given options

**Ans: C**

**Q. 2.** Brand management came into being for which of the following reasons: **(CO1, L2)**

- Companies wanted to achieve scale economies.
- It supplemented financial management practices
- It suited production and operations personnel
- Companies wanted to differentiate their products and highlight distinctions in a competitive environment.**

**Ans: d**

**Q.3** To have value, a brand must offer which one of the following? **(CO1, L2)**

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

**Ans: C**

**Q.4** While defining the industry during the analysis, brand managers must consider: **(CO1, L1)**

- The range of products and services offered by the industry
- A picture of the geographic scope of the industry
- Both of the given options**
- None of the given options

**Ans: C**

**Q.5** Which of the following is not a reason of "selling a service is difficult"? **(CO1, L2)**

- Competitors can copy services very easily
- It is hard to summarize and communicate services
- Standardization among services is difficult
- Customer can never be satisfied with a service**

**Ans d**

**Q.6** If two different brands are distributed by one company, it is considered under: (CO1, L1 )

- a. Wholesale
- b. Co-branding**
- c. Joint venture
- d. Merger

**Ans b**

**Q.7** A \_\_\_\_\_ organization is customer-centric, and all the decisions it makes are based on involvement of all in the organization. (CO1, L2)

- a. Brand based**
- b. Consumer based
- c. Marketing
- d. Competition based

**Ans a**

**Q.8** Measuring your brand's performance means you are: (CO1, L2)

- a. Managing your brand right**
- b. Measuring your strategies
- c. Maintaining your brand position
- d. Maintaining your brand picture

**Ans a**

**Q.9** Which one of the following form of asset the brand has \_\_\_\_\_? (CO1, L1 )

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

**Ans b**

**Q.10** A differentiated product may be unique in the marketplace, but it will only be successful under which of the following circumstances? (CO1, L3)

- a) If it satisfies customers' needs**
- b) If the price differential is minimal
- c) If the brand can be classed as aspirational
- d) Differentiated products will always be successful

**Ans a**

**Q.11** Brands are diversified because: (CO2, L3 )

- a. It is essential for brand survival
- b. Some brands have such a high awareness that those are perceived by customers to be in categories where they are not present.
- c. Cost-cutting is possible by advertising products with the same brand name
- d. All of the given options**

**Ans: d**

**Q.12** A change in positioning may cause \_\_\_\_\_ in price. (CO2, L4)

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

**Ans. C**

**Q.13** Benefits of having different brands include all of the following except: (CO2, L4)

- a. Quickly respond to retailers' need
- b. Effectively compete in market
- c. Save the actual brand image
- d. Fill all the gaps in market**

**Ans. D**

**Q.14** In a specific strategic market plan, a profit centre that is self-supporting in terms of sales, markets, production, and other resources is known as: **(CO2, L3)**

a. Profit unit.

**b. Strategic business unit**

c. Marketing unit

d. Small business unit

**Ans B**

**Q.15** Shan Foods is involved in selecting and analyzing a target market and developing a marketing mix to gain long-run competitive advantages. Based on this example, Shan Foods is creating a: **(CO2, L4)**

a. Corporate strategy

b. Target design

c. Mix strategy

**d. Marketing strategy**

Ans d

**Q.16** There are lot of customers have the knowledge of brand. They are inclined to be bound into a contract. A customer bound by a contract is known as \_\_\_\_\_. **(CO2, L3)**

**a) Loyal customer**

b) Difficult customer

c) Potential customer

d) Finicky customer

Ans a

**Q.17** The process of establishing and maintaining a distinctive place in the market for an organization or its specific product offers is known as \_\_\_\_\_. **(CO2, L3)**

a) Profiling

b) Profiling Segmentation

c) Segmentation

**d) Positioning**

Ans d

**Q.18** 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, L3)**

**a) Premium price**

b) Skimming price

c) Market based price

d) Retail price

Ans a

**Q.19** A brand based organization provides which of the following benefits? **(CO2, L3)**

a) Clarity of role

b) Commitment to brand growth

c) A collective responsibility

**d) All of the given options**

Ans d

**Q.20** \_\_\_\_\_ lets you to have a clear picture of the number of customers or usage of your brand in comparison with competition. **(CO2, L3)**

**a) Market share**

b) Brand share

c) Product share

d) Customer share

Ans a

**Q.21** An apparel marketer is planning to launch an existing brand name into a new product category. Which brand development strategy is being implemented? **(CO3, L4)**

- A. Line extension
  - B. Multibrand
  - C. Brand extension**
  - D. Rebranding
- Ans C

**Q.22** 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? (CO3, L5)

- A. Desirable benefit
  - B. Good packaging
  - C. Strong beliefs and values**
  - D. Service inseparability
- Ans C

**Q.23** When two brands join hands to create one brand by using the strong expressions of both, this is known as: (CO3, L4)

- A. Bundling**
  - B. Branding
  - C. Brand management
  - D. Brand equity
- Ans A

**Q.24** Brand assets include: (CO3, L4)

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

**Q.25** 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, L4)

- a. Test marketing**
- b. Portfolio analysis
- c. Commercialization
- d. internal marketing

Ans A

**Q.26** 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, L6)

- a. Netflix Binge**
  - b. Stream Netflix
  - c. Netflix MOD
  - d. Netflix APK
- Ans A

**Q.27** 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, L4)

- a. Leveraging**
- b. Extension
- c. Diversification
- d. Stretching

Ans A

**Q.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, L4)**

- a. Children
- b. Parents**
- c. Teachers
- d. Society

Ans B

**Q.29** \_\_\_\_\_ 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, L4)**

- a. Brand attitude
- b. Brand Image
- c. Brand Symbol**
- d. Brand Positioning

Ans C

**Q.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, L5)**

- 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**

Ans d

**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, L5)**

- 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, L4)**

- 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, L4)**

- a. Point of Parity
- 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, L4)**

- 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, L4)

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, L4)

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, L5)

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 MrHarshil ..... (CO4, L6)

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, L4)

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

40. Future of Marketing is Customer Experience but what is the future of Customer Experience? (CO4, L4)

a. Brand Name

b. Customer Life Time Value

**c. Digital Transformation of Brand**

d. Delivering products on time.

**Mapping of Questions with Course Learning Outcome**

Question Number	COs	Bloom's taxonomy level	Marks Allocated
Q. 1:	CO1	L1 and L2	
Q. 2:	CO1	L3 and L4	
Q. 3:	CO1	L4 and L6	
Q. 4:	CO1	L5 and L6	