

**PRODUCT AND MANAGEMENT MULTIPLE QUESTION:**

**1. ....refers to a brands objective (functional) attributes in relation to other brands.**

- a. Brand position
- b. Product position
- c. Brand relationship
- d. Both a and b

Answer:d

**2. ....defines what the brand thinks about the consumer, as per the consumer.**

- a. Brand attitude
- b. Brand positioning
- c. Brand relationship
- d. Brand image

Answer: a

**3. ....includes two aspects of a brand – its associations and its personality.**

- a. Brand attitude
- b. Brand positioning
- c. Brand relationship
- d. Brand image

Answer: d

**4. ....includes all that is linked up in memory about the brand. It could be specific to attributes, features, benefits or looks of the brand.**

- a. Brand attitude
- b. Brand Associations
- c. Brand relationship

d. Brand image

Answer:b

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

a. Brand attitude

b. Brand Image

c. Brand Symbol

d. Brand Positioning

Answer: c

**6.....can be thought of as a perceptual map of in which like products of the same company (say, toothpaste) are positioned very close to one another and compete more with one another than with brands of other companies.**

a. Brand Comparison

b. Cannibalization

c. Positioning

d. Brand Associations

Answer: b

**7. A marketer needs to understand that some ‘general traits’ of a brand name are:**

a. Easy to recognize

b. Easy to pronounce

c. Easy to memorize or recall

d. All of the above

e. None of the above

Answer:d

**8. Close up, Doordarshan, Frooti, Babool, Fair and Lovely, Band-aid and Ujala are the examples of.....**

- a. Descriptive Brand Name
- b. Suggestive brand name
- c. Free Standing brand name
- d. None of the above

Answer: a

**9. Kadak, Xerox, Exxon, Fidji are examples of**

- a. Free Standing brand name
- b. Descriptive Brand Name
- c. Suggestive brand name
- d. Both b and c

Answer: a

**10. Visa, Tropicana, Surf, Limca, Crush, Denim are examples of**

- a. Descriptive Brand Name
- b. Suggestive brand name
- c. Free Standing brand name
- d. None of the above

Answer: b

**11. Watches sold as a Jewellery is related to**

- a. Titan Raga
- b. Tanishq
- c. Swatch
- d. GoldPlus

Answer: b

**12. Vaseline- petroleum jelly sold as lip salve and moisturizer, is an example of**

- a. Benefit related positioning
- b. Positioning by usage occasion and time of use
- c. Category related positioning
- d. Price Quality positioning

Answer: c

**16. Which is not an example of Positioning by usage occasion and time of use?**

- a. Listerine – night time rinse
- b. Nescafe – Great start to the morning
- c. NIIT (Inspired.....life begins at NIIT)
- d. Domino's (When families are having fun)

Answer: c

**17.A strong brand commands**

- a) Intense consumer loyalty
- b) Intense employer loyalty
- c) Intense employee loyalty
- d) None of the above

Answer: a

**18.Which of the following statement is true?**

- a) Branding helps to organize inventory
- b) Branding helps in getting a competitive advantage
- c) Brand signals a certain level of quality
- d) All of the above

Answer: d

**19. There are \_\_\_\_\_ key elements of customer-based brand equity.**

- a) Four
- b) Five
- c) Three
- d) None of the above

Answer: c

**20. Brand equity is a result of**

- a) Similarity in consumer response
- b) Differences in consumer response
- c) a & b
- d) None of the above

**ANSWER: b**

**21. A \_\_\_\_\_ can be defined as the marketers vision of brand and what is should do for consumers.**

- a) Brand exploration
- b) Brand promise
- c) Brand creation
- d) None of the above

**ANSWER: b)**

**22-The ultimate objective of the product is**

- (A) To provide a new look
- (B) Utilizing existing manpower
- (C) To monopolize the market
- (D) All of the above

Ans: c

**23-Based on their field of application, manufactured goods can be classified as**

- (A) Primary, Secondary and Tertiary
  - (B) Consumer, Capital and Defense
  - (C) Essential, Market and Standard
  - (D) Primary, Luxury and Consumer
- (Ans: B)

**24. The “simplicity to operate and easy to understand” of product is concerned with its following aspect**

- (A) Functional aspect
- (B) Operational aspect
- (C) Durability aspect
- (D) Aesthetic aspect

**(Ans: A)**

**25-The following eases the process of stock control**

- (A) Standardization
- (B) Simplification
- (C) Both 'A' and 'B'
- (D) None of the above

Ans: C

**26-\_\_\_\_\_ helps in establishing the interchangeability of products.**

- A) Standardization
- (B) Simplification
- (C) Diversification
- (D) Specialization

(Ans: A)

**27. The following is the Durability aspect(s) of a product**

- (A) Efficiency of the product
- (B) Easy to understand
- (C) Ease with which a product can be maintained
- (D) All of the above

(Ans: C)