

**Sample Question Paper**

**Subject - Product & Brand Management**

**Subject code 639**

Note – This is a sample Question paper for student's exam reference only, might be pattern of paper can be change in actual examination.

**Q. 1 Over 3000 years ago, trade fairs were a practice in the \_\_\_\_\_ where hawkers displayed and merchandised their wares.**

1. Ancient India
2. Ancient China
3. Roman Empire
4. South Africa

**Correct Answer :-** Ancient China

**Q. 2 The concepts of ownership gained more prominence during the New Stone Age. The New Stone Age is also known as:-**

1. Neo Stone Age
2. Neolithic Period
3. Stone Period
4. Vedic Period

**Correct Answer :-** Neolithic Period

**Q. 3 The Industrial Revolution sparked off in the Great Britain and spread to Western Europe and the United States, impacting and influencing the social, economical political and almost every faced of nation and individuals, alike. Which of the following brand was born during Industrial Revolution?**

1. Reliance
2. Levi's
3. Sony
4. BMW

**Correct Answer :-** Levi's [Option

**Q. 4 In present context, brand has become a consumer-friendly world.**

1. TRUE
2. FALSE

**Correct Answer :-** TRUE

**Q. 5 Which of the following is a meaningful brand name?**

1. Tata
2. Kissan
3. DHL
4. DFL

**Correct Answer :-** Kissan

**Q. 6 Achieving the right brand identity involves creating brand awareness, which initially involves linking the brand-brand name, logo, symbol etc. What is brand essence?**

1. Wants and needs that the product claims to meet
2. Distinctive brand personality
3. Relevant benefits of product
4. None of these

**Correct Answer :-** Distinctive brand personality

**Q. 7 Keller has charted broad criteria that are useful for choosing and designing brand elements to build brand equity. Which is the prime purpose of using non dictionary word for brand name?**

1. Meaningfulness
2. Memorability
3. Likability
4. Protectability

**Correct Answer :-**Memorability

**Q. 8 Market-based approaches to measure brand equity are based on the amount for which a brand can be sold. This valuation is used when one wishes to sell the brand. 'Royalty Relief Method' suggests that:-**

1. The premium that has been paid for similar brands is taken and applied to brands that the company own
2. Market capitalization plus the market value of debt and other securities of the firm
3. Market capitalization is subtracted from the net asset value
4. Valuation of trademark is used as a base

**Correct Answer :-**

Valuation of trademark is used as a base

**Q. 9 The most approaches can be common valuation classified into five categories. "Estimate the amount of awareness that needs to be generated in order to achieve the current level of sales". This concept is used by:-**

1. Brand equity based on accumulated costs
2. Replacement cost based on launching a new brand
3. Conversion model
4. Brand based on customer preference

**Correct Answer :-** Conversion model

**Q. 10 The most common valuation approaches can be classified into five categories. Which is the following method is easiest to perform?**

1. Cost-based approach
2. Market-based approach
3. Economic use of income-based approach
4. Formulary approaches

**Correct Answer :-** Cost-based approach

**Q. 11 What is the role of 'Brand Loyalty' in brand equity?**

1. Focusing on loyal customers
2. To leverage trade
3. To boost awareness
4. All of these

**Correct Answer :-** All of these

**Q. 12 Think of Johnson & Johnson ad and you will recall mother and infant to your mind. This is an example of:-**

1. Image of provider
2. Image of product
3. Image of the user
4. Image of television

**Correct Answer :-** Image of the user

**Q. 13 Manish often buys several very small size packs to try shampoos and conditioners. This is an example of \_\_\_\_\_ relationship form.**

1. Flings
2. Enmities
3. Secret affairs
4. Enslavements

**Correct Answer :-** Flings

**Q. 14 The process of identifying covers searching for, being exposed to and collecting information about the brand, its category and related brands. What is 'Brand Categorisation'?**

1. Consumers identify information that is relevant to them
2. What is relation of this brand to other
3. Consumer's engagement with the brand at the object-centered level concerns with collecting information about the product category
4. None of these

**Correct Answer :-** Consumer's engagement with the brand at the object-centered level concerns with collecting information about the product category

**Q. 15 Brand may be used to represent a group, a society, or culture. This is an example of:-**

1. Brand as a informational cues
2. Brands as identity signals
3. Brand symbolism
4. None of these

**Correct Answer :-** Brand symbolism