Assignment 3

The due date for submitting this assignment has passed. As per our records you have not submitted this assignment.

Due on 2019-02-20, 23:59 IST

1) Major brand marketers often spend huge amounts on advertising to create brand ________ and to build preference and loyalty.

- Extension
- Awareness
- Packaging
- Preference

No, the answer is incorrect.
Score: 0
Accepted Answers:
Awareness

2) Which of the following is not a desirable quality for a brand name?

- It should be easy to pronounce, recognize, and remember.
- The name should translate easily into foreign languages.
- It should be distinctive
- It should suggest something about the product’s benefits and qualities.
- The brand should almost always be a long word to get attention.

No, the answer is incorrect.
Score: 0
Accepted Answers:
The brand should almost always be a long word to get attention.

3) ____________ is defined as the differential effect that brand knowledge has on consumer response to marketing of that brand.

- Consumer based brand equity
- Seller based brand equity
- Brand Power
- Brand Knowledge

No, the answer is incorrect.
Score: 0
Accepted Answers:
Consumer based brand equity
Consumer based brand equity

4) Desirability, performance and communicability are related to ___________ characteristic of a brand image.

- Strong
- Uniqueness
- Favorability
- None of these

No, the answer is incorrect.
Score: 0
Accepted Answers: Favorability

5) In the customer based brand equity pyramid, judgements include ___________ while resonance leads to ________________.

- Quality, Loyalty
- Loyalty, Quality
- Quality, Quality
- Loyalty, Loyalty

No, the answer is incorrect.
Score: 0
Accepted Answers: Quality, Loyalty

6) The topmost level of the BRANDZ model is:

- Relevance
- Performance
- Bonding
- Presence

No, the answer is incorrect.
Score: 0
Accepted Answers: Bonding

7) According to the Brand Asset Valuator model, brand strength consists of:

- Esteem, knowledge
- Esteem, relevance
- Differentiation, Knowledge
- Differentiation, Relevance

No, the answer is incorrect.
Score: 0
Accepted Answers: Differentiation, Relevance

8) Which step of the strategic brand management process is concerned with brand audits, brand tracking and brand equity management system?

- Identify and establish brand positioning
- Measure and integrate brand performance

No, the answer is incorrect.
Score: 0
1) Marketing programs for Branding plan and execution
   - None of these
   No, the answer is incorrect.
   Score: 0
   Accepted Answers:
   Measure and integrate brand performance

2) Recognition is related to _________ of brand awareness while consumption is related to _________ of brand awareness.
   - Depth, Breadth
   - Breadth, Depth
   No, the answer is incorrect.
   Score: 0
   Accepted Answers:
   Depth, Breadth

3) Which of the following represents the correct sequence of tasks for building a brand (from left to right)?
   - Developing marketing programs, Leverage of secondary associations, Choosing brand elements
   - Choosing brand elements, Developing marketing programs, Leverage of secondary associations
   - Choosing brand elements, Leverage of secondary associations, Developing marketing programs
   - Leverage of secondary associations, Choosing brand elements, Developing marketing programs
   No, the answer is incorrect.
   Score: 0
   Accepted Answers:
   Choosing brand elements, Developing marketing programs, Leverage of secondary associations