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reviewer4@nptel.iitm.ac.in ▼

Courses » Marketing Management - II Announcements **Course** Ask a Question Progress FAQ



Unit 5 - Brand Management

Register for
Certification exam

Course outline

How to access
the portal ?

Practice

Recap of
Marketing
Management 1
and Introduction
to the Concept
of Product

Design, Launch,
& Management
of Market
Offerings

Brand Management

- Introduction to Brand, Branding and Brand Equity
- Strategic Brand Management Process
- Brand Building I
- Brand Building II
- Secondary Associations of a Brand and Advantages of

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 IS**

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

- 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? **1 point**

- 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. **1 point**

- Consumer based brand equity

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Assignment 3

Feedback For Week 3

Solution Assignment 3

Brand Management II

Pricing

Distribution

Retail Management and Integrated Marketing Communications

Services Marketing

DOWNLOAD VIDEOS

Interaction Session

Consumer based brand equity

4) Desirability, performance and communicability are related to _____ characteristic of a brand image. **1 point**

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 _____. **1 point**

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: **1 point**

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: **1 point**

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? **1 point**

Identify and establish brand positioning
 Measure and integrate brand performance

- Marketing programs for Branding plan and execution
- None of these

No, the answer is incorrect.

Score: 0

Accepted Answers:

Measure and integrate brand performance

9) Recognition is related to _____ of brand awareness while consumption is related to _____ of brand awareness.

1 point



- Depth, Breadth
- Breadth, Depth

No, the answer is incorrect.

Score: 0

Accepted Answers:

Depth, Breadth

10) Which of the following represents the correct sequence of tasks for building a brand (from left to right)?

1 point

- 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

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