Unit 6 - Brand Management II

Assignment 4

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

Due on 2019-02-27, 23:59 IST.

1) If Amul IceCream decides to introduce an apricot flavored Ice cream, it will be an example of:

- Brand extension
- Co-branding
- Line extension
- Ingredient branding

No, the answer is incorrect.
Score: 0

Accepted Answers:
Line extension

2) Right branding increases ___________ of the product, which should be more than that of the generic product.

- Market Share
- Profit
- Sales
- Value

No, the answer is incorrect.
Score: 0

Accepted Answers:
Value

3) The correct sequence in brand association works is(from left to right):

- Brand recognition, Brand association, Cognitive and affective judgement, Basis for decision

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4) ____________ is a unique set of brand associations that the brand strategists aspires to create or maintain. These associations represent what the brand stands for and imply a promise to customers.  
- Brand equity
- Brand identity
- Brand value
- Brand strategy

No, the answer is incorrect.
Score: 0
Accepted Answers: Brand recognition, Brand association, Cognitive and affective judgement, Basis for decision

5) A ____________ is one which belongs to the same product category as that of a main brand but has a different brand name and is aimed at pre-empting competition and covering market completely.  
- Sub brand
- Co-brand
- Flanker brand
- Ingredient brand

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

6) A certain bank has a credit card which is known by the name of a famous airline. This is an example of:  
- Co-branding
- Ingredient branding
- Sub-brand
- Line extension

No, the answer is incorrect.
Score: 0
Accepted Answers: Co-branding

7) Which of the following is not true regarding the role of a brand?  
- Reduces buyers search cost
- Reduces buyers perceived risk regarding quality and consistency
- Enhances repeat purchase for the seller
- Reduces price premium that is charged for the product

No, the answer is incorrect.
Score: 0
Accepted Answers:
8) Xioami, a well-known Chinese brand started its business with Mi branded mobile phone. Later they started producing Television sets with the same brand name. this is an example of:

- Co-branding
- Brand extension
- Ingredient branding
- Flanker brand

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

9) Advertising and distribution are examples of __________ type of measure which are used for brand health check.

- Perceptual
- Profitability
- Purchasing and sales
- Marketing support

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

10) Car manufacturers like Maruti, Honda create several sub brands linked to the main brand like Honda City, Honda Jazz, Honda Brio etc. This is an example of:

- Umbrella branding
- Co-branding
- Line extension
- Ingredient branding

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