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## Unit 6 - Brand Management II

Register for  
Certification exam

### Course outline

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### Assignment 4

The due date for submitting this assignment has passed.

As per our records you have not submitted this **Due on 2019-02-27, 23:59 IS** assignment.

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

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

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Week 4

 Solution  
Assignment 4

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

4) \_\_\_\_\_ is a unique set of brand associations that the brand strategists aspire to create or maintain. These associations represent what the brand stands for and imply a promise to customers. **1 point**

- Brand equity
- Brand identity
- Brand value
- Brand strategy

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

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. **1 point**

- 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: **1 point**

- 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? **1 point**

- 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:**

*Reduces price premium that is charged for the product*

8) Xioami, a well-known Chinese brand started its business with Mi **1 point**  
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 **1 point**  
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 **1 point**  
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*



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