***Integrated Advertising, Promotion, and Marketing Communications***

**Branding, Positioning, and the Integrated Marketing Communications Plan**

1) Procter & Gamble is world-renowned for its many brands.

a. True

b. False

Answer: a

2) A firm's image is based on the feeling consumers and businesses have about the overall organization and its individual brands.

a. True

b. False

Answer: a

3) Effective marketing communications are based on a clearly defined brand.

a. True

b. False

Answer: a

4) What a firm's employees believe about the company's image is far more important than what consumers think.

a. True

b. False

Answer: b

5) Brand parity occurs when there are many tangible distinctions between competing brands in mature markets.

a. True

b. False

Answer: b

6) Brand parity means consumers see only minor product differences.

a. True

b. False

Answer: a

7) The brand equity of Tide laundry detergent is based on the price premium customers are willing to pay versus other brands.

a. True

b. False

Answer: a

8) The value of a brand can be considerable.

a. True

b. False

Answer: a

9) From the consumer's perspective, the brand provides psychological reinforcement and social acceptance of a purchasing decision.

a. True

b. False

Answer: a

10) A strong brand can reduce search time when a consumer is making a buying decision.

a. True

b. False

Answer: a

11) While a corporation's image plays a key role in marketing to consumers, it is not significant when selling to other businesses.

a. True

b. False

Answer: b

12) Brand image is especially valuable to a company that is expanding internationally because it reduces risk and uncertainty on the part of the buyer.

a. True

b. False

Answer: a

13) A strong brand affects the firm's ability to charge a higher price.

a. True

b. False

Answer: a

14) A well-developed, favourable brand creates loyal customers who will generate positive word-of-mouth endorsements about the company and its products.

a. True

b. False

Answer: a

15) A corporation's brand has little or no effect on other business activities, such as recruiting employees.

a. True

b. False

Answer: b

16) A strong brand is especially helpful when a company seeks to raise capital.

a. True

b. False

Answer: a

17) Brand awareness is the extent to which customers recognize the elements associated with the brand.

a. True

b. False

Answer: a

Page Reference: 34

18) Brand associations are the thoughts customers have pertaining to one or more aspects of the brand.

a. True

b. False

Answer: a

Page Reference: 34

19) Customer brand associations for the BMW brand are such things as speed, handling, and precision.

a. True

b. False

Answer: b

Page Reference: 34

20) Brand attachment involves attitudes customers have on the ability of a brand to outperform competitors on a relevant association.

a. True

b. False

Answer: b

Page Reference: 34

21) BlackBerry’s cult-like devotion among customers is an example of brand attachment.

a. True

b. False

Answer: a

Page Reference: 34

22) The fourth key dimension to customer mindset may involve activity such as the Jeep Jamboree events that offer driving tips for off-roading.

a. True

b. False

Answer: b

Page Reference: 34

23) The Jeep Jamboree events that encourage Jeep owners to connect with one another are examples of the brand activity dimension of customer mindset.

a. True

b. False

Answer: a

Page Reference: 34

24) A family brand is a situation in which a series of companies produce one brand in a cooperative venture.

a. True

b. False

Answer: b

Page Reference: 34

25) The advantage of a family brand is that consumers usually transfer the image associated with the brand name to any new products added to current lines.

a. True

b. False

Answer: a

Page Reference: 34

26) A brand extension is the use of a new brand name to identify an old product.

a. True

b. False

Answer: b

Page Reference: 34

27) Leveraging an existing brand to enter a new market is known as brand extension.

a. True

b. False

Answer: a

Page Reference: 34

28) A flanker brand is the use of a new brand name to identify a product marketed with another company.

a. True

b. False

Answer: b

29) When Procter & Gamble adds new laundry detergents to help dominate the market, it is an example of using flanker brands.

a. True

b. False

Answer: a

30) A flanker brand can be introduced when company leaders think that offering the product under the current brand name may adversely affect the overall marketing program.

a. True

b. False

Answer: a

Page Reference: 36

31) Ingredient branding is the placement of one brand within another, such as Intel microprocessors in HP computers.

a. True

b. False

Answer: a

32) Complementary branding is the marketing of two brands together to encourage co-consumption or co-purchases.

a. True

b. False

Answer: a

33) Cooperative branding is the placement of one brand within another brand.

a. True

b. False

Answer: b

34) Co-branding succeeds when it builds the brand equity of both brands involved.

a. True

b. False

Answer: a

35) Private brands and private label programs diminished greatly in the 1990s, due to increasing levels of consumer affluence.

a. True

b. False

Answer: b

36) In recent years, loyalty toward retail stores has been declining, while loyalty toward individual brands has been increasing.

a. True

b. False

Answer: b

Page Reference: 38

37) Many retailers are treating private labels more like national brands and investing more money into marketing, advertising, and in-store displays.

a. True

b. False

Answer: a

Page Reference: 38

38) In some cases, it is the package that sells the product.

a. True

b. False

Answer: a

Page Reference: 39

39) A corporate name is really the cornerstone of a company’s relationship with its customers.

a. True

b. False

Answer: a

Page Reference: 39

40) An overt corporate name reveals what the company does.

a. True

b. False

Answer: a

41) An overt corporate name captures the essence of what a company offers, but does not reveal it directly.

a. True

b. False

Answer: b

42) Krispy Kreme is an example of an overt corporate name.

a. True

b. False

Answer: b

43) An implied corporate name contains recognizable words or word parts that suggest what the company does.

a. True

b. False

Answer: a

44) Google is an example of an implied corporate name.

a. True

b. False

Answer: b

45) A conceptual corporate name seeks to capture the essence of the idea behind the brand.

a. True

b. False

Answer: a

46) Federal Express is an example of a conceptual corporate name seeking to suggest the idea of express delivery.

a. True

b. False

Answer: b

Page Reference: 39

47) Positioning is the process of creating a perception in the consumer's mind regarding the nature of a company and its products relative to the competition.

a. True

b. False

Answer: b

48) In positioning products, it is important to be sure that the positioning strategy chosen is relevant to consumers and provides them with a benefit that consumers consider to be useful in decision making.

a. True

b. False

Answer: a

49) Consumers ultimately determine the position a product holds.

a. True

b. False

Answer: a

50) Using an attribute positioning strategy would involve emphasizing a particular trait or characteristic of the product.

a. True

b. False

Answer: a

51) A product user positioning strategy is creating a new or unusual product class that the brand can dominate.

a. True

b. False

Answer: b

52) When producers promote the idea that orange juice can be consumed at any time during the day, the attempt is to reposition it using the product class positioning approach.

a. True

b. False

Answer: a

53) Businesses on the extremes of the price range often use the price-quality relationship.

a. True

b. False

Answer: a

54) Arm & Hammer uses use or application positioning by attempting to convince consumers to use its baking soda as a deodorizer in the refrigerator.

a. True

b. False

Answer: a

55) Rejuvenating a firm’s image can be difficult.

a. True

b. False

Answer: a

56) Maintaining a strong brand over time is easy.

a. True

b. False

Answer: b

57) In some cases, modifying the current image or trying to create an entirely new image for a firm is not possible.

a. True

b. False

Answer: a

58) Changing a brand positioning is not necessary when target markets have begun to shrink or disappear.

a. True

b. False

Answer: b

59) Re-establishing or rebuilding the firm's image that has been hurt by bad press is usually not a difficult task if the firm admits the mistake.

a. True

b. False

Answer: b

60) One of the most important aspects of any strong brand is its consistency.

a. True

b. False

Answer: a

61) The key to successful brand rejuvenation is to be inconsistent with a previous image.

a. True

b. False

Answer: b

62) Every brand consists of a unique set of components.

a. True

b. False

Answer: a

Page Reference: 43

63) Many customer contact points are beyond the control of marketers.

a. True

b. False

Answer: a

Page Reference: 43

64) Many customer contact points are within the control of marketers.

a. True

b. False

Answer: a

Page Reference: 43

65) A growing number of companies now advertise on social networking websites.

a. True

b. False

Answer: a

66) A brand contains invisible elements.

a. True

b. False

Answer: a

67) A brand contains intangible elements.

a. True

b. False

Answer: a

68) An organizational policy to actively recruit minority employees impacts a company's brand.

a. True

b. False

Answer: a

69) The beliefs that consumers have about Japan do not influence their views of brands such as Sony.

a. True

b. False

Answer: b

70) Marketing communications play a vital role in the development and maintenance of brand equity.

a. True

b. False

Answer: a

71) The ultimate objective for a brand manager is to have imagery between a brand and a customer.

a. True

b. False

Answer: b

72) Brand awareness is enough to create the building blocks for a relationship with a brand.

a. True

b. False

Answer: b

73) Brand salience is built upon brand meaning.

a. True

b. False

Answer: b

74) The identity stage of development is related to brand salience.

a. True

b. False

Answer: a

75) Brand salience refers to customers’ knowledge of how the brand will satisfy their needs.

a. True

b. False

Answer: a

76) Brand meaning consists of three elements.

a. True

b. False

Answer: b

77) Active loyalty is the branding objective found at the resonance stage of the brand equity model pyramid.

a. True

b. False

Answer: a

78) Once brand meaning is established, the objective in building brand equity is brand identity.

a. True

b. False

Answer: b

79) When Corona beer uses the idea of a laid-back beach holiday to create an image that consumers associate with consumption of the brand, the company is trying to create a tangible value for customers.

a. True

b. False

Answer: b

80) The first step in the IMC plan is definition of the target audience for the campaign.

a. True

b. False

Answer: b

Page Reference: 47

81) In international markets, an adaptation strategy reduces costs.

a. True

b. False

Answer: b

82) The Procter & Gamble company is an example of:

a. advertising success based on building greater brand awareness

b. an advertising program based on stimulus codability

c. a strong and identifiable corporate image

d. an advertising failure

Answer: c

83) The feelings consumers and businesses have about an organization and its brand is the corporation's:

a. advertising program impact

b. flanker brand

c. image

d. persona

Answer: c

84) Maintaining a quality image is primarily the responsibility of:

a. advertising creatives

b. the CEO

c. the advertising agency

d. brand managers and advertising account executives

Answer: d

85) Effective marketing communication starts with a clearly defined:

a. advertising campaign

b. channel structure

c. brand

d. advertising theme

Answer: c

86) Brand parity means customers see \_\_\_\_\_\_\_\_\_\_\_\_ product differences.

a. only minor

b. minor and major

c. only major

d. many

Answer: a

87) Social networks are just another \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for companies to be able to reach their customers.

a. scam

b. pricing strategy

c. attribute

d. contact point

Answer: d

88) Which of the following is an intangible element of a corporate brand?

a. the corporate name and logo

b. the ideals and beliefs of corporate personnel

c. the employees

d. the package and label

Answer: b

89) In the mind of the consumer, a strong corporate brand is linked to:

a. perceptions of economic conditions

b. ratings by financial advisors

c. reduction of search time in purchase decisions

d. finding substitute goods when making purchases

Answer: c

90) From a consumer's perspective, a strong corporate brand provides each of the following functions, *except:*

a. provides assurance regarding purchase decisions in unfamiliar settings

b. provides purchase alternatives

c. reduces search time

d. provides social acceptance of purchases

Answer: b

91) Feeling good after making a purchase from a company with a strong brand is an example of:

a. an impulse buy

b. psychological reinforcement

c. cognitive dissonance

d. brand metrics

Answer: b

92) When you know other people have purchased the same brand that you are buying, the feeling is called:

a. social acceptance

b. reliability

c. cognitive dissonance

d. brand recognition

Answer: a

93) From a business-to-business perspective, a strong corporate image provides each of the following functions, *except:*

a. provides assurance regarding purchase decisions in unfamiliar settings

b. provides purchase alternatives

c. reduces search time

d. provides social acceptance of purchases

Answer: b

94) From the perspective of the corporation, a strong brand is related to each of the following, *except:*

a. being able to charge a higher price

b. psychological reinforcement and social acceptance

c. more frequent purchases by customers

d. more favourable ratings by financial observers

Answer: b

95) From the company's perspective, a quality corporate image enhances the introduction of a new product because:

a. the company can charge a lower price for the new product

b. a new distribution channel can be established

c. customers normally transfer their trust in and beliefs about the corporation to a new product

d. the competition does not know how to respond

Answer: c

96) Which of the following statements about brand is *false*?

a. Reinforcing or rejuvenating a current image that is consistent with the view of consumers is easier to accomplish than changing a well-established image that is not consistent with the image the company wants to project.

b. It is relatively easy to change the image people hold about a given company.

c. Any negative or bad press can quickly destroy an image that took years to build.

d. The image being projected must accurately portray the firm and coincide with its goods and services.

Answer: b

97) In making decisions about the image to be projected, marketers are most likely to be able to successfully:

a. rejuvenate an image that is consistent with consumers' current view of the company

b. reinforce an image that is not consistent with consumers' current view of the company

c. develop a new image for a new company

d. revert to an earlier image of the company

Answer: a

98) It is important that the image being projected by a company's marketing messages:

a. reinforce the competition's concept of the image

b. accurately portray the firm and coincide with the goods and services being offered

c. be consistent with what consumers already believe about the firm

d. coincide with what competitors are doing

Answer: b

99) Strong brands:

a. coincide with the majority of companies within the industry

b. coincide with competitors’ perceptions

c. are consistent with the views of management of each company

d. are consistent in their positioning over time

Answer: d

100) Keeping a consistent image while incorporating new elements is an example of:

a. developing a new image

b. image positioning

c. rejuvenating an image

d. completing an image

Answer: c

101) When business travelers began to view Holiday Inn as outdated with old decor, the management team remodeled many properties and terminated contracts with proprietors that did not meet the new standards. This is an example of:

a. reinforcing the current image

b. developing a new image

c. rejuvenating an image

d. changing an image

Answer: c

102) Hewlett-Packard's management team decided to move their image from being viewed as a staid company run by engineers to an ultimate lifestyle technology company in tune with pop culture. This is an example of:

a. developing a new image

b. reinforcing a current image

c. rejuvenating an image

d. changing an image

Answer: d

103) Changing an image is most necessary:

a. every few years to meet changing consumers

b. when sales begin to decline

c. when target markets shrink or disappear or a firm's image no longer matches industry trends and consumer expectations

d. when a competitor enters the market with a product that is viewed as being superior

Answer: c

104) The extent to which customers recognize the elements associated with the brand is called

a. brand activity

b. brand attachment

c. brand associations

d. brand awareness

Answer: d

Page Reference: 34

105) When U.S. president Obama fought to keep his BlackBerry he was displaying

a. brand activity

b. brand attachment

c. brand associations

d. brand awareness

Answer: b

Page Reference: 34

106) Which type of corporate name reveals what a company does?

a. overt

b. implied

c. conceptual

d. iconoclastic

Answer: a

107) American Airlines and BMW Motorcycles are examples of:

a. overt names

b. implied

c. conceptual names

d. iconoclastic names

Answer: a

Page Reference: 39

108) Which type of corporate name contains recognizable words or word parts that imply what the company is about?

a. overt

b. implied

c. conceptual

d. iconoclastic

Answer: b

109) Federal Express and International Business Machines (IBM) are examples of:

a. overt names

b. implied names

c. conceptual names

d. iconoclastic names

Answer: b

Page Reference: 39

110) Which type of corporate name captures the essence of the idea behind the brand?

a. overt

b. implied

c. conceptual

d. iconoclastic

Answer: c

111) Google is an example of a(n):

a. overt name

b. implied name

c. conceptual name

d. iconoclastic name

Answer: c

112) Which type of corporate name does not reflect the company's goods or services?

a. overt

b. implied

c. conceptual

d. iconoclastic

Answer: d

113) Which type of corporate name is unique, different, and memorable without suggesting the company's goods or services?

a. overt

b. implied

c. conceptual

d. iconoclastic

Answer: d

114) Monster.ca is an example of a(n):

a. overt name

b. implied name

c. conceptual name

d. iconoclastic name

Answer: d

115) Overt names:

a. reveal what the company does

b. capture the essence of the idea behind the brand

c. contain recognizable words or word parts that imply what the company is about

d. do not reflect the company's good or services, but instead something that is unique, different, and memorable

Answer: a

116) Implied names:

a. reveal what the company does

b. capture the essence of the idea behind the brand

c. contain recognizable words or word parts that imply what the company is about

d. do not reflect the company's good or services, but instead something that is unique, different, and memorable

Answer: c

117) Conceptual names:

a. capture the essence of the idea behind the brand

b. contain recognizable words or word parts that imply what the company is about

c. do not reflect the company's good or services, but instead something that is unique, different, and memorable

d. reveal what the company does

Answer: a

118) Iconoclastic names:

a. reveal what the company does

b. capture the essence of the idea behind the brand

c. contain recognizable words or word parts that imply what the company is about

d. do not reflect the company's good or services, but instead something that is unique, different, and memorable

Answer: d

119) Brand meaning is built upon

a. brand salience

b. brand responses

c. resonance

d. feelings

Answer: a

120) Once brand meaning is established, the objective in building brand equity is generating

a. brand salience

b. brand responses

c. resonance

d. feelings

Answer: b

121) At the most basic level, marketing communications helps establish

a. brand prominence

b. brand awareness

c. brand parity

d. product positioning

Answer: b

122) The branding objective of active loyalty is related to

a. salience

b. imagery

c. feelings

d. resonance

Answer: d

123) The psychological bond between the customer and the brand is called

a. salience

b. resonance

c. feelings

d. performance

Answer: b

124) The first step in the IMC plan is to define the \_\_\_\_\_\_\_\_\_\_\_\_.

a. objectives of the marketing communications

b. target market

c. budget

d. brand

Answer: a

125) The marketing plan outlines all of the following, *except*:

a. research and development plans

b. product enhancement

c. pricing strategies

d. production plans

Answer: a

126) Research has identified \_\_\_\_\_ key dimensions to mindset that essentially follow the customer, from introduction to the brand to post-purchase behaviours.

a. seven

b. six

c. five

d. four

Answer: c

Page Reference: 34

127) How customers use the brand is called

a. brand activity

b. brand attachment

c. brand associations

d. brand awareness

Answer: a

Page Reference: 34

128) A family brand is:

a. one in which a company offers a series or group of products under one brand name

b. a type of extension or flanker brand offered by one company

c. a logo or theme of a brand

d. one that has a high level of brand equity

Answer: a

Page Reference: 34

129) Black & Decker's line of power tools is an example of a(n):

a. adaptation

b. family brand

c. flanker brand

d. private label brand

Answer: b

Page Reference: 34

130) When Black & Decker introduced a new form of wrench with the name "Black & Decker Adjustable Wrench," which of the following was being used?

a. family brand

b. cooperative brand

c. flanker brand

d. complementary brand

Answer: a

Page Reference: 34

131) The final step of the IMC plan is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. customer research

b. the budget

c. evaluation and feedback

d. market analysis

Answer: c

Page Reference: 47

132) Brand responses include \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. resonance and relationship

b. salience and identity

c. performance and imagery

d. judgments and feelings

Answer: d

133) The perception that all brands are essentially the same is called:

a. brand equity

b. brand parity

c. flanker branding

d. the private label problem

Answer: b

134) Charles sees only minor differences among the various brands of high definition televisions. This is an example of:

a. brand equity

b. brand parity

c. flanker branding

d. the private label problem

Answer: b

135) The perception that a brand is different and better is called:

a. brand equity

b. brand parity

c. flanker branding

d. the private label advantage

Answer: a

136) When a customer believes Black & Decker makes the best and most reliable tools, this is an example of:

a. brand parity

b. brand equity

c. brand co-operation

d. brand decision

Answer: b

137) Which statement is *not* true concerning brand equity?

a. it allows the company to charge a higher price

b. it reduces name retention

c. it is helpful in business-to-business markets

d. it is helpful in international markets

Answer: b

138) A product trait or characteristic that sets it apart from other products is called a(n) \_\_\_\_\_\_\_\_\_\_\_\_\_.

a. application

b. class

c. attribute

d. symbol

Answer: c

139) Which positioning strategy is GMC adopting when it uses the idea that its customers have very difficult jobs that require tough, durable and dependable trucks?

a. use and application

b. cultural symbol

c. product user

d. product class

Answer: c

140) When Subway takes aim at other quick-service restaurants in its marketing communications, comparing the nutritional content of its food directly with other options, it is using which positioning strategies?

a. application

b. attributes

c. competitors

d. use

Answer: c

141) When Tim Hortons introduced sandwiches to their menu, customers were more likely to assume that the same quality found in other Tim Hortons products would be found in the new item because of this company benefit generated by strong brands:

a. higher level of channel power

b. ability to charge a higher price

c. more frequent purchases

d. extension of positive customer feelings

Answer: d

142) Which of the following measures returns on branding investments?

a. brand infringement

b. brand parity

c. brand equity

d. brand metrics

Answer: d

143) Attitudinal measures associated with branding can be used to track all of the following *except*:

a. awareness

b. recall

c. purchase intentions

d. recognition

Answer: c

144) A name, logo or symbol used by firms to differentiate themselves from competitors is called a(n)

a. patent

b. brand

c. product

d. advantage

Answer: b

Page Reference: 28

145) A brand extension is:

a. a group of related core products sold under one name

b. the creation of a logo which further explains the brand

c. the design of a public relations campaign to support a brand

d. using an established brand name on goods or services not related to the core brand

Answer: d

Page Reference: 34

146) American Express Traveler's Cheques are a form of:

a. flanker brand

b. brand extension

c. co-operative brand

d. complementary brand

Answer: b

Page Reference: 34

147) Which of the following is a flanker brand?

a. the offering of two or more brands in a single marketing offer

b. the joint venture of two or more brands into a new product or service

c. development of a new brand by a company in a good or service category where it currently has an offer

d. a brand with the same name in a different industry

Answer: c

148) When Procter & Gamble introduces a new laundry detergent with a different brand name, it is an example of creating a:

a. family brand

b. cooperative brand

c. co-brand

d. flanker brand

Answer: d

149) When Procter & Gamble added a new laundry detergent in Asia called "Panda" to its current line of laundry detergents, the Panda brand would be considered a(n):

a. brand extension

b. family brand

c. flanker brand

d. complementary brand

Answer: c

150) If a company feels that offering a new product under the current brand name may adversely affect the current brand, the best approach would be to introduce the product as a(n):

a. brand extension

b. ingredient brand

c. flanker brand

d. co-brand

Answer: c

151) Which of the following involves using an established brand name on goods or services that are not related to the core brand?

a. brand extension

b. private brand

c. flanker brand

d. complementary brand

Answer: a

Page Reference: 34

152) When a company develops a new brand in the same category in which the firm already has a branded product, it is a:

a. brand extension

b. private brand

c. flanker brand

d. complementary brand

Answer: c

153) When a company's marketing team introduces a new brand within a product category where it already has brands in an effort to appeal to target markets the team believes is not being reached by the company's main brand, which of the following is being used?

a. brand extension

b. private brand

c. flanker brand

d. complementary brand

Answer: c

154) When a firm whose main brand operates in the high-end market wants to introduce a product in the low-end market, which approach is used in order to avoid damaging the high-end brand’s reputation?

a. brand extension

b. private brand

c. flanker brand

d. complementary brand

Answer: c

Page Reference: 36

155) A firm that is expanding to international markets often adds additional brands to current brands in order to strengthen an international presence, reflecting which strategy?

a. brand extension

b. private brand

c. flanker brand

d. complementary brand

Answer: c

156) Co-branding can take the following forms, *except:*

a. flanker brand

b. ingredient brand

c. cooperative brand

d. complementary brand

Answer: a

157) Ingredient branding involves:

a. placing one brand within another

b. developing a new brand to be sold in a category where the firm already has a brand

c. a joint venture of two brands in one product

d. marketing two brands together to encourage co-consumption

Answer: a

158) Intel microprocessors placed inside HP computers is a form of:

a. ingredient branding

b. placing one brand in another as a form of cooperation

c. cooperative branding

d. complementary branding

Answer: a

159) Cooperative branding is:

a. private labeling with a major brand

b. placing one brand in another as a form of cooperation

c. the joint venture of two or more brands in one product

d. the marketing two brands together to encourage co-consumption

Answer: c

160) Co-branding works the best when:

a. the two brands are unrelated

b. a well-known brand is attached to a lesser-known brand

c. a private label is co-branded with a manufacturer's brand

d. it builds the brand equity of both brands

Answer: d

161) Complementary branding is:

a. using a private label to complement the main brand

b. placing one brand within another brand

c. the joint venture of two or more brands in one product

d. marketing two brands together to encourage co-consumption

Answer: d

162) Selling Reese's Peanut Butter Cup milkshakes at the DQ is an example of:

a. flanker branding

b. extension branding

c. cooperative branding

d. complementary branding

Answer: d

163) A Pillsbury cookie mix featuring Hershey's Chocolate is a form of:

a. flanker branding

b. cooperative branding

c. ingredient branding

d. complementary branding

Answer: c

164) The placement of one brand within another brand is:

a. ingredient branding

b. cooperative branding

c. complementary branding

d. flanker branding

Answer: a

165) The joint venture of two or more brands into a new good or service is:

a. ingredient branding

b. cooperative branding

c. complementary branding

d. flanker branding

Answer: b

166) The marketing of two or more brands together to encourage co-consumption or co-purchases is:

a. ingredient branding

b. cooperative branding

c. complementary branding

d. flanker branding

Answer: c

167) In terms of co-branding, the highest risk strategy is

a. ingredient branding

b. cooperative branding

c. complementary branding

d. flanker branding

Answer: c

168) A proprietary brand marketed by an organization and normally distributed within the organization's outlets is a:

a. private label

b. flanker brand

c. co-brand

d. complementary brand

Answer: a

169) Private brands are:

a. new brands sold in the same category

b. the joint venture of two or more brands in a new good or service

c. the use of established brand names on goods and services not related to the company's core brand

d. proprietary brands marketed by an organization and normally distributed exclusively within the organization's outlets

Answer: d

170) Over the past few years, each of the following are changes that have occurred in the area of private branding, *except:*

a. priced equal to national brands

b. improved quality

c. increased advertising of private brands

d. increased quality of in-store displays of private brands

Answer: a

Page Reference: 38

171) Private labels are attractive to retail stores because:

a. they are priced higher than national brands

b. they do not require any advertising

c. they tend to have higher margins than national brands

d. consumers are becoming more loyal to private brands

Answer: c

Page Reference: 38

172) The following statements about private labels are true, *except:*

a. quality levels of many private label products have improved

b. prices for private labels are going up in many markets

c. consumers still perceive private labels as being inferior to manufacturer's brands

d. some firms have begun advertising private labels

Answer: c

Page Reference: 38

173) Manufacturers are using all of the following methods to respond to inroads made by private labels *except*:

a. focusing on a few core brands

b. expanding product offerings

c. introducing new products and new versions of current products

d. reducing prices to meet private label pricing

Answer: d

Page Reference: 38

174) Manufacturers are using all of the following methods to respond to inroads made by private labels *except*:

a. modifying the brand's position in the marketplace

b. expanding product offerings

c. using alternative promotional methods

d. improving in-store displays and packaging

Answer: a

Page Reference: 38

175) Global brands enjoy the most success in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. high-profile, high-involvement products

b. everyday, low-involvement products

c. high-profile, low-involvement products

d. everyday, high-involvement products

Answer: a

176) Which of the following is not an example of products that have done well as successful global brands?

a. food

b. automobiles

c. computers

d. designer clothes

Answer: a

177) Which of the following is positioning?

a. a form of logo

b. a form of extension brand

c. creating a perception in the consumer's mind regarding the nature of a brand relative to the competition

d. creating the impression that the company is from a particular industry

Answer: c

178) Creating a perception in the consumer's mind regarding the nature of a company and its products relative to the competition is called:

a. product positioning

b. brand management

c. stimulus codability

d. changing a corporate image

Answer: a

179) Positioning a product using the attribute positioning strategy would involve promoting:

a. a product trait or characteristic which sets the product apart from its competitors

b. the product in relation to the competition

c. an extension of a brand name

d. the price of the product in relation to its best attribute

Answer: a

180) A brand that is compared to competitors is using which type of product positioning strategy?

a. attribute

b. competitor

c. use or application

d. price-quality relationship

Answer: b

181) When Arm & Hammer advertises that baking soda can be used as a deodorizer in refrigerators, which product positioning strategy is being used?

a. attribute

b. competitor

c. use or application

d. price-quality relationship

Answer: c

182) When Hallmark advertises cards that are for those who "want to send the best," which product positioning strategy is being used?

a. attribute

b. competitor

c. use or application

d. price-quality relationship

Answer: d

183) Distinguishing a product from its competitors based on who uses it is a positioning strategy based on:

a. product user

b. product class

c. use or application

d. competitors

Answer: a

184) When a vegetable soup is promoted as having less sodium for individuals on a low-sodium diet, the positioning strategy is based on:

a. attributes

b. use or application

c. product user

d. product class

Answer: c

185) Using a standardized global brand offers all of the following advantages *except*:

a. lower marketing costs

b. meets the need of individual cultures within different countries

c. transference of best practices from one country to another

d. a higher perceived quality because it is sold in different countries

Answer: b

186) Global brands do the best in:

a. highly visible products such as clothing and furniture

b. high-profile, low-involvement products

c. high-profile, high-involvement products

d. low-involvement everyday products

Answer: c