

Name _____

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 1) An identifying mark, symbol, word or words, or combination of mark and words that separates one product from another is a(n) 1) _____
 - A) brand.
 - B) brand name.
 - C) advertisement.
 - D) endorsement.
 - E) watermark.

- 2) The Nike "swoosh" is an example of a 2) _____
 - A) brand name.
 - B) brand mark.
 - C) logo.
 - D) both A and B
 - E) both B and C

- 3) The Wal- Mart name always appears in the exact same font and colour. This stylized treatment of the brand name is called a 3) _____
 - A) word mark.
 - B) font.
 - C) typographic mark.
 - D) logo.
 - E) watermark.

- 4) The Apple "apple" with a bite taken out of it is an example of a 4) _____
 - A) brand name.
 - B) font.
 - C) brand image.
 - D) word mark.
 - E) logo.

- 5) A brand mark or other brand element that is granted legal protection so that only the owner can use is called a: 5) _____
 - A) trademark.
 - B) legal brand.
 - C) word mark.
 - D) name- brand.
 - E) protected brand.

- 6) Brands are more than tangible products, they include a(n) _____ element. 6) _____
 - A) unrealistic
 - B) emotional
 - C) intangible
 - D) physical
 - E) both B and C

- 7) All of the following are benefits of branding, except: 7) _____
- A) Brand name suggests a level of quality.
 - B) There can be psychological rewards for possessing brands.
 - C) Brands allow consumers to make informed decisions by distinguishing products.
 - D) Brand name means products are cheaper.
 - E) Brands give products a "personality".
- 8) The primary benefit of a product or service that distinguishes it from its competitors is also called a(n) 8) _____
- A) positioning statement.
 - B) USP.
 - C) ASP.
 - D) brand name.
 - E) brand differentiation.
- 9) For many years, Volvo cars were the only cars with side air bags. This benefit which distinguishes Volvo cars from other cars is also called a 9) _____
- A) unique selling point.
 - B) USD.
 - C) brand distinction.
 - D) positioning statement.
 - E) competitive positioning statement.
- 10) The degree of consumer attachment to a particular brand is called 10) _____
- A) brand loyalty.
 - B) branding.
 - C) brand preference.
 - D) brand recognition.
 - E) brand insistence.
- 11) Peter drinks only Coke and if a particular restaurant does not serve Coke, he will not drink anything or will go to another restaurant. This is an example of 11) _____
- A) brand loyalty.
 - B) brand insistence.
 - C) brand name.
 - D) brand preference.
 - E) brand recognition.
- 12) _____ occurs when a consumer buys one brand only, postponing the purchase if the brand is not available. 12) _____
- A) Brand recognition
 - B) Brand awareness
 - C) Brand equity
 - D) Brand insistence
 - E) Brand preference

- 13) Brand loyalty is measured in three distinct stages. In order, they are 13) _____
A) brand recognition, brand preference, brand insistence.
B) brand insistence, brand preference, brand recognition.
C) brand loyalty, brand insistence, brand preference.
D) brand recognition, brand insistence, brand preference.
E) brand loyalty, brand preference, brand insistence.
- 14) Toni likes to use Pantene shampoo to wash her hair and will usually buy Pantene, if it is available at her grocery store. This is an example of 14) _____
A) branding naming.
B) brand equity.
C) brand insistence.
D) brand preference.
E) brand recognition.
- 15) Sue likes to use Tide detergent to wash her clothes and will usually buy Tide, if it is available at her grocery store. This is an example of 15) _____
A) brand insistence.
B) brand naming.
C) brand recognition.
D) brand preference.
E) brand suspension.
- 16) In the early stages of a brand's life, the marketing objective is to create 16) _____
A) brand recognition.
B) brand loyalty.
C) brand equity.
D) brand preference.
E) brand insistence.
- 17) While at the grocery store, Nancy bought Trident gum because it was the only gum whose name she had heard of. This illustrates 17) _____
A) brand equity.
B) brand insistence.
C) brand recognition.
D) brand loyalty.
E) brand preference.
- 18) The value of a brand in its holistic sense to its owners as a corporate asset is called 18) _____
A) brand name.
B) brand trademark.
C) brand equity.
D) brand loyalty.
E) brand value.

- 19) Despite many consumer reports citing the reliability of Honda cars, Jim will only buy General Motor's vehicles. This is an example of 19) _____
- A) brand preference.
 - B) brand equity.
 - C) brand name.
 - D) brand insistence.
 - E) brand recognition.
- 20) In most organizations, the responsibility for building a brand and brand equity is the responsibility of the 20) _____
- A) brand manager.
 - B) category manager.
 - C) president.
 - D) both A and B
 - E) both A and C
- 21) The first step in the process of building a brand is: 21) _____
- A) measure and interpret brand performance.
 - B) plan and implement brand marketing programs.
 - C) establish a target market.
 - D) identify and establish brand values and positioning strategy.
 - E) grow and sustain brand equity.
- 22) The primary attributes and benefits that a brand delivers to consumers are the _____ of the brand. 22) _____
- A) core values
 - B) selling positions
 - C) personality
 - D) benefits
 - E) positioning elements
- 23) The final step taken by a brand manager in the brand- building process is 23) _____
- A) plan and implement the marketing program.
 - B) identify brand values and positioning.
 - C) identify target market and segmentation.
 - D) measure and evaluate brand performance.
 - E) grow and sustain brand equity.
- 24) The primary attributes and benefits that a brand delivers to the customer are also called 24) _____
- A) positioning points.
 - B) core values.
 - C) brand benefits.
 - D) brand points.
 - E) attributes.

- 25) The fact that Olay tells women to "love the skin you're in" and communicates the key attribute of how Olay adds moisture to protect the skin is an example of the brand's 25) _____
- A) core values.
 - B) demographic positioning.
 - C) brand equity.
 - D) headline.
 - E) tag line.
- 26) In this step in the brand- building process, brand managers identify key attributes and benefits, identifying what their brand will do for consumers. 26) _____
- A) Plan and implement the marketing program.
 - B) Measure and evaluate brand performance.
 - C) Identify target market and segmentation.
 - D) Identify brand values and positioning strategy.
 - E) Build brand loyalty and brand equity.
- 27) In this step in the brand- building process, brand managers alter, expand and rejuvenate brands to retain their position in the marketplace. 27) _____
- A) Measure and evaluate brand performance.
 - B) Identify target market and segmentation.
 - C) Build brand loyalty and brand equity.
 - D) Identify brand values and positioning strategy.
 - E) Plan and implement the marketing program.
- 28) The image that marketers desire a brand to have in the minds of consumers is called 28) _____
- A) advertising.
 - B) brand equity.
 - C) brand loyalty.
 - D) brand positioning.
 - E) imaging.
- 29) Bell Canada's marketing plan includes the following: "To reinforce our leadership position in the long distance market as the most reliable, trustworthy provider." This is an example of a 29) _____
- A) corporate objective.
 - B) brand objective.
 - C) mission statement.
 - D) marketing objective.
 - E) positioning statement.
- 30) A _____ positioning strategy communicates meaningful attributes and benefits of a product to a target market. 30) _____
- A) head- on
 - B) innovation
 - C) product differentiation
 - D) product leadership
 - E) brand leadership

- 31) Volvo consistently communicates the message that Volvo cars are safer than any other car on the market. This is an example of 31) _____
A) innovation positioning.
B) brand leadership positioning.
C) competitive positioning.
D) product differentiation positioning.
E) head- on positioning.
- 32) Crest's advertising focuses on the fact that it is the brand preferred by most consumers and dentists. This is an example of 32) _____
A) innovation positioning.
B) channel positioning.
C) leadership positioning.
D) head- on positioning.
E) image positioning.
- 33) _____ positioning is a strategy often used by brand leaders when they present themselves as a preferred choice among customers. 33) _____
A) Head- on
B) Benefit
C) Value
D) Leadership
E) Innovation
- 34) PineSol recently ran an advertisement which demonstrated a housewife cleaning a floor using both PineSol and Mr. Clean (a competitive brand). The PineSol half of the floor was much cleaner, with less work. This illustrates 34) _____
A) innovation positioning.
B) head- on positioning.
C) value positioning.
D) image positioning.
E) leadership positioning.
- 35) _____ positioning is a strategy in which one product is presented as an equal or better alternative to a competing product. 35) _____
A) Head- on
B) Innovation
C) Comparative
D) Leadership
E) both A and C
- 36) When P&G launched the Swiffer, it was touted as a brand new way to clean. This is an example of 36) _____
A) innovation positioning.
B) value positioning.
C) leadership positioning.
D) lifestyle positioning.
E) new product positioning.

- 37) A marketing strategy that stresses newness (based on a commitment to research and development) as a means of differentiating a company or a brand from competing companies and brands is called 37) _____
- A) head-on positioning.
 - B) leadership positioning.
 - C) lifestyle positioning.
 - D) innovation positioning.
 - E) new product positioning.
- 38) A marketing strategy based on the premise that consumers search for the best possible value given their economic circumstances is called 38) _____
- A) head-on positioning.
 - B) value positioning.
 - C) price positioning.
 - D) leadership positioning.
 - E) both B and C.
- 39) In its advertising, Zellers focuses on its low prices and the value for money it offers consumers. They are known as the "low price leader". This is an example of 39) _____
- A) comparative positioning.
 - B) lifestyle positioning.
 - C) head-on positioning.
 - D) price positioning.
 - E) leadership positioning.
- 40) Dell Canada has achieved success based on its ability to sell directly to consumers rather than going through retailers. This marketing strategy is an example of 40) _____
- A) channel positioning.
 - B) delivery positioning.
 - C) lifestyle positioning.
 - D) head-on positioning.
 - E) price positioning.
- 41) The positioning strategy that moves away from a product's tangible characteristics toward intangible characteristics is 41) _____
- A) channel positioning.
 - B) brand leadership positioning.
 - C) lifestyle positioning.
 - D) head-on positioning.
 - E) product differentiation positioning.
- 42) The use of psychographic information is particularly important for _____ positioning strategies. 42) _____
- A) brand leadership
 - B) channel
 - C) innovation
 - D) value
 - E) lifestyle

- 43) The automobile industry uses images of people enjoying a variety of outdoor activities and adventures to sell SUV's. This is an example of 43) _____
- A) channel positioning.
 - B) innovation positioning.
 - C) brand leadership positioning.
 - D) product differentiation positioning.
 - E) lifestyle positioning.
- 44) Brand names, logos, symbols, characters, packaging and slogans are all examples of 44) _____
- A) core values.
 - B) brand elements.
 - C) brand equity.
 - D) positioning approaches
 - E) brand differentiators.
- 45) Over time, consumers start associating specific colouring with a brand and they know exactly what they are looking for when they are trying to spot a brand on the store shelf. This illustrates the importance of 45) _____
- A) advertising.
 - B) branding.
 - C) retailers.
 - D) lifestyle marketing.
 - E) packaging.
- 46) The most visible form of marketing communications is 46) _____
- A) personal selling.
 - B) interactive marketing.
 - C) sales promotion.
 - D) billboards.
 - E) advertising.
- 47) Communications in the form of sales promotion, street-level and buzz marketing, and event marketing help create 47) _____
- A) referrals.
 - B) brand equity.
 - C) desire and action.
 - D) interest.
 - E) awareness.
- 48) A good package serves three functions: it _____ the product, _____ the product and offers convenience to consumers. 48) _____
- A) sells, markets
 - B) protects, sells
 - C) protects, markets
 - D) advertises, markets
 - E) sells, helps locate

- 49) For durable goods, like cars and computers, which are not sold in "packages", a key influencer in the buying decision is the _____
A) retailer.
B) mileage.
C) brand personality.
D) design.
E) lifestyle image.

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 50) Packaging is playing a diminished role in influencing purchase decisions. _____
- 51) The unique design, symbol or other special representation of a brand is referred to as the brand mark or logo. _____
- 52) Coke is a trademark as well as a brand name. _____
- 53) A brand mark or other brand element that is granted legal protection so that only the owner can use it is called a word mark. _____
- 54) Most Canadian consumers believe that it is more difficult to trust most brands today than it was 20 years ago. _____
- 55) The three stages of brand loyalty, in order, are: brand preference, brand recognition, and brand insistence. _____
- 56) When a brand achieves brand preference, it is on a short list of brand alternatives that a buyer will consider buying. _____
- 57) An attribute is a descriptive feature of a product, while a benefit is the value a customer attaches to a brand benefit. _____
- 58) The value (monetary or otherwise) of a brand in the holistic sense to its owner is called brand recognition. _____
- 59) According to the text book, the Disney brand is the world's most popular brand. _____
- 60) Most brands take multiple- benefit positioning strategies. _____
- 61) Brand equity is the selling concept that motivates purchase or the image that marketers desire a brand to have in the minds of customers. _____
- 62) A product differentiation strategy is a plan of action for communicating meaningful attributes and benefits of a product to a target market. _____
- 63) A marketing strategy in which a product presents itself as a preferred choice among customers is called innovation positioning. _____
- 64) The "Pepsi- Challenge" is an example of brand leadership positioning. _____

- 65) When Coors Light ran television ads showing young guys drinking the brand and having fun in a variety social situations with some very attractive women all around them, they were engaging in lifestyle positioning. 65) _____
- 66) Marketing communications is the "voice" of a brand's (or company's) positioning strategy. 66) _____
- 67) The brand building process involves three steps: identifying brand values and positioning strategy, measuring and interpreting brand performance, and growing and sustaining brand equity. 67) _____
- 68) In order to maximize brand equity, each element of the communications mix should deliver a different and unique message. 68) _____
- 69) Expensive durable goods rely on the design of the product, rather than the packaging, to create images in consumer's minds. 69) _____
- 70) The positioning strategy that is based on the premise that consumers search for the best possible value given their economic circumstances is value positioning. 70) _____
- 71) An innovation like a cell phone or digital camera that has an impact on society and the way we do things is a continuous innovation. 71) _____

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

- 72) Identify and briefly explain the three key components of a brand. 72) _____
- 73) Explain the difference between a brand mark and a trademark. 73) _____
- 74) Explain the three main benefits of branding. 74) _____
- 75) What is a USP? Explain your answer with an example. 75) _____
- 76) List and describe the three stages of brand loyalty, giving examples of each stage. 76) _____
- 77) What is brand equity? Use an example to illustrate brand equity. 77) _____
- 78) Define what positioning is and explain the importance of having a clearly worded positioning statement. 78) _____
- 79) Identify the four steps in the brand building process and explain each step. 79) _____
- 80) What are core values? Use an example to illustrate your answer. 80) _____
- 81) What is the difference between product differentiation positioning and brand leadership positioning. Use examples to illustrate. 81) _____
- 82) Explain head-on positioning, using an example to illustrate. 82) _____

- 83) Describe three positioning strategies, using examples to illustrate each one. 83) _____
- 84) What is lifestyle positioning? Use an example to illustrate your answer. 84) _____
- 85) Discuss the role of packaging in marketing a brand. 85) _____
- 86) Explain the role of product design for durable goods. 86) _____

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 87) What is brand positioning? Describe four different positioning strategies, using examples to illustrate. Describe a brand that you think illustrates a clear positioning strategy.
- 88) Discuss the benefits of branding, both from the consumers standpoint and from a marketing context. Discuss a brand that you think is a strong brand to illustrate the benefits of branding.
- 89) What is brand equity. Discuss a brand that you think has garnered brand equity and illustrate how this brand equity has been achieved.
- 90) "A brand is a product with personality". Explain.
- 91) Evaluate the role that package design plays in building a brand's image. What is the relationship between the package design and other forms of marketing communications?

Answer Key

Testname: UNTITLED3

- 1) A
- 2) E
- 3) A
- 4) E
- 5) A
- 6) E
- 7) D
- 8) B
- 9) A
- 10) A
- 11) B
- 12) D
- 13) A
- 14) D
- 15) D
- 16) A
- 17) C
- 18) C
- 19) D
- 20) D
- 21) D
- 22) A
- 23) E
- 24) B
- 25) A
- 26) D
- 27) C
- 28) D
- 29) E
- 30) C
- 31) D
- 32) C
- 33) D
- 34) B
- 35) E
- 36) A
- 37) D
- 38) E
- 39) D
- 40) A
- 41) C
- 42) E
- 43) E
- 44) B
- 45) E
- 46) E
- 47) C
- 48) C
- 49) D
- 50) FALSE

Answer Key

Testname: UNTITLED3

- 51) TRUE
- 52) TRUE
- 53) FALSE
- 54) TRUE
- 55) FALSE
- 56) TRUE
- 57) TRUE
- 58) FALSE
- 59) FALSE
- 60) FALSE
- 61) FALSE
- 62) TRUE
- 63) FALSE
- 64) FALSE
- 65) TRUE
- 66) TRUE
- 67) FALSE
- 68) FALSE
- 69) TRUE
- 70) TRUE
- 71) FALSE
- 72) brand name, brand logo, trademark
- 73) A brand mark is a unique design, symbol or other special representation of a brand name or company name. A trademark is a brand mark or other brand element that is granted legal protection so that only the owner can use it.
- 74) The brand name suggests a certain level of quality, there can be psychological rewards for possessing certain brands, brands distinguish competitive offerings.
- 75) A Unique Selling Point is the primary benefit of a product or service that distinguishes it from its competitors.
- 76) brand recognition, brand preference, brand insistence.
- 77) Brand equity is the value of a brand to owners.
- 78) Positioning is the selling concept that motivates purchase, or the image that marketers desire a brand to have in the minds of consumers.
- 79) Identify brand values and positioning strategy, plan and implement the marketing program, measure and evaluate brand performance, build brand equity and brand loyalty.
- 80) Core values are the primary attributes and benefits a brand delivers to the customer.
- 81) In product differentiation positioning, a product communicates meaningful and valued differences in order to distinguish itself from competitive offerings. With brand leadership positioning, a product presents itself as a preferred choice among customers.
- 82) Head- on positioning is a marketing strategy in which one product is presented as an equal or better alternative to a competing product.
- 83) product differentiation, brand leadership, head- on, innovation, price, channel, lifestyle.
- 84) Lifestyle positioning is a marketing strategy based on intangible characteristics associated with a lifestyle instead of tangible characteristics.
- 85) Packaging protects the product, markets the product, and it offers convenience to consumers.
- 86) For durable goods, like cars, that don't come in a package, the key influencer in the buying process could be design. In the durable goods market, designers have traditionally followed one basic premise: form follows function.
- 87) Brand positioning is the selling concept that motivates purchase or the image that marketers want a brand to have in the minds of consumers.

Answer Key

Testname: UNTITLED3

- 88) For the consumer: the brand name suggests a certain level of quality, there can be psychological rewards for possessing certain brands, and brand distinguish competitive offerings. In a marketing context, a good brand name communicates a USP, branding allows for the creation and development of an image and satisfied customers will make repeat purchases
- 89) Brand equity is the value (monetary or non- monetary) to its owners, determined by the success of marketing activities; influenced by brand name awareness, degree of customer loyalty and perceived quality.
- 90) A brand is an identifying mark, symbol, word or words, or combination of mark and words that separates one product from another. It can also be defined as the sum of all tangible and intangible characteristics that make a unique offer to customers.
- 91) Packaging protects the product, markets the product, and it offers convenience to consumers. Packaging must support and enhance the positioning strategy and other elements of the communication mix.