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-- Instructor
Contemporary Resource
Brand
Management

1. A _____ is a name attached to a product or service.
 - a. Logo
 - b. Slogan
 - *c. Brand
 - d. Advertisement

2. A strong brand improves the companies' ability to _____.
 - a. Enter new markets
 - b. Increase its channel leverage
 - c. Facilitate product line extension
 - *d. All of the above

3. Brands are important today because _____.
 - a. It complicates the decision making process
 - *b. Consumers have learned to trust brands and rely on them when buying
 - c. With a saturated market, brands allow consumers varied promises
 - d. Consumers like to try different types of products

4. What the brand stands for is its _____.
 - a. Brand attribute
 - b. Brand personality
 - *c. Brand identity
 - d. Brand image

5. How important the brand is in consumer decisions depends partly on the product _____.
 - a. Promise
 - b. Position
 - *c. Category
 - d. Identity

6. When an established brand has a certain _____ consumers use it to express their own.

- a. Brand attributes
- *b. Brand personality
- c. Brand identity
- d. Brand image

7. The brand's _____ will set expectations of a certain level of product performance.

- *a. Promise
- b. Position
- c. Loyalty
- d. Identity

8. A brand that stands for much more than the particular product or service is _____.

- a. A myth
- b. Cachet
- *c. Iconic
- d. Out of the ordinary

9. To be successful a brand should have _____.

- *a. A clear brand identity
- b. Brand confidence
- c. Brand personality
- d. Brand promise

10. The first step in the consumer decision process is:

- *a. Problem search
- b. Intention
- c. Satisfaction
- d. Evaluation of alternatives

11. The _____ will set the expectations of brand performance.

- a. Brand identity
- b. Brand confidence
- c. Brand personality
- *d. Brand promise

12. When products are _____ consumers are usually more involved in the decision process.

- a. Less expensive
- b. Iconic
- *c. More expensive
- d. Out of the ordinary

13. The last step in the consumer decision process is:

- a. Problem search
- b. Intention
- *c. Satisfaction
- d. Evaluation of alternatives

14. A strong brand has _____.

- a. An identity
- b. Positive image
- c. A unique personality
- *d. All of the above

15. The brand _____ answers the question "Who are you."

- a. Promise
- b. Position
- c. Loyalty
- *d. Identity

16. The brand _____ is influenced by the traits of the typical user.

- *a. Personality
- b. Image
- c. Loyalty
- d. Identity

17. The brand _____ gives assurances to consumers that they made the right choice.

- *a. Image
- b. Position
- c. Loyalty
- d. Identity

18. All the following are things brands do for a firm EXCEPT.

- a. Price advantage
- b. Channel advantages
- *c. Prevents for entering markets
- d. Stock market advantages

19. All of the following are things a brand can do for consumers EXCEPT.

- *a. Support commonality
- b. Reduce psychological risk
- c. Reduce functional risk
- d. Support self-expression

20. Brands serve to _____, the cognitive dissonance when a consumer fears they have made the wrong choice.

- a. Increase psychological risk
- b. Reduce functional risk
- *c. Reduce psychological risk
- d. Increase functional risk

21. Even when a large number of people are loyal to a brand, the trust has to be reinforced on every occasion that the brand is chosen.

- *a. True
- b. False

22. Research has shown that brand matters more in some product categories than in others

- *a. True
- b. False

23. Weaker brands can collect a price premium from customers over a stronger brand.

- a. True
- *b. False

24. With a well known brand the customer can trust the brand "promise" and can rely on the brand name to make the choice.

- *a. True
- b. False

25. A company is able to determine how to make consumers perceive the image of the brand.

- a. True
- *b. False

26. All products have some identification and are therefore potential brands.

- *a. True
- b. False

27. A strong brand has a unique and distinct identity.

- *a. True
- b. False

28. Increase functional risk is one thing brands do for consumers.

- a. True
- *b. False

29. All brands, such as Colgate, are different enough to stand out.

- a. True
- *b. False

30. Since a brand is basically a name, anything with a name, including a person, can potentially become a brand.

- *a. True
- b. False

31. Describe the difference between brand identity, brand image and brand personality.

Correct Answer:

Brand identity answer the question "Who are you; Brand Image is determined by the perceptions of customers and outside observers; Brand personality the subset of the image associations that are personality traits or characteristics.

32. Describe what brands do for consumers.

Correct Answer:

Help reduce risk, simplify decisions, and self expression.

33. Describe the typical consumer decision process.

Correct Answer:

Problem solving, consideration set, evaluation of alternatives, intention, brand choice, satisfaction.

