

Exam

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) endorsement.
 - B) brand.
 - C) advertisement.
 - D) watermark.
 - E) brand name.

Answer: B

Page Ref: 69

- 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

Answer: E

Page Ref: 69

- 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) font.
 - B) word mark.
 - C) logo.
 - D) watermark.
 - E) typographic mark.

Answer: B

Page Ref: 69

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

Answer: E

Page Ref: 70

- 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) name-brand.
 - B) legal brand.
 - C) trademark.
 - D) word mark.
 - E) protected brand.

Answer: C

Page Ref: 70

- 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

Answer: E

Page Ref: 71

- 7) All of the following are benefits of branding, except: 7) _____
- A) Brand name suggests a level of quality.
 - B) Brands allow consumers to make informed decisions by distinguishing products.
 - C) There can be psychological rewards for possessing brands.
 - D) Brand name means products are cheaper.
 - E) Brands give products a "personality".

Answer: D

Page Ref: 73

- 8) The primary benefit of a product or service that distinguishes it from its competitors is also called a(n) 8) _____
- A) ASP.
 - B) brand differentiation.
 - C) positioning statement.
 - D) brand name.
 - E) USP.

Answer: E

Page Ref: 73

- 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) brand distinction.
 - B) competitive positioning statement.
 - C) unique selling point.
 - D) positioning statement.
 - E) USD.

Answer: C

Page Ref: 73

- 10) The degree of consumer attachment to a particular brand is called 10) _____
- A) brand preference.
 - B) brand recognition.
 - C) brand loyalty.
 - D) branding.
 - E) brand insistence.

Answer: C

Page Ref: 74

- 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 preference.
 - B) brand insistence.
 - C) brand recognition.
 - D) brand name.
 - E) brand loyalty.

Answer: B

Page Ref: 74

- 12) _____ occurs when a consumer buys one brand only, postponing the purchase if the brand is not available. 12) _____
- A) Brand preference
 - B) Brand recognition
 - C) Brand equity
 - D) Brand insistence
 - E) Brand awareness

Answer: D

Page Ref: 74

- 13) Brand loyalty is measured in three distinct stages. In order, they are 13) _____
- A) brand insistence, brand preference, brand recognition.
 - B) brand recognition, brand preference, brand insistence.
 - C) brand recognition, brand insistence, brand preference.
 - D) brand loyalty, brand insistence, brand preference.
 - E) brand loyalty, brand preference, brand insistence.

Answer: B

Page Ref: 74

- 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) brand recognition.
 - B) brand preference.
 - C) brand equity.
 - D) branding naming.
 - E) brand insistence.

Answer: B

Page Ref: 74

- 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 recognition.
 - C) brand suspension.
 - D) brand preference.
 - E) brand naming.

Answer: D

Page Ref: 74

- 16) In the early stages of a brand's life, the marketing objective is to create 16) _____
- A) brand insistence.
 - B) brand loyalty.
 - C) brand equity.
 - D) brand recognition.
 - E) brand preference.

Answer: D

Page Ref: 74

- 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 insistence.
 - B) brand recognition.
 - C) brand preference.
 - D) brand equity.
 - E) brand loyalty.

Answer: B

Page Ref: 74

- 18) The value of a brand in its holistic sense to its owners as a corporate asset is called 18) _____
- A) brand value.
 - B) brand trademark.
 - C) brand name.
 - D) brand equity.
 - E) brand loyalty.

Answer: D

Page Ref: 75

- 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 recognition.
 - B) brand insistence.
 - C) brand name.
 - D) brand preference.
 - E) brand equity.

Answer: B

Page Ref: 74

- 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

Answer: D

Page Ref: 76

- 21) The first step in the process of building a brand is: _____ 21) _____
- A) identify and establish brand values and positioning strategy.
 - B) grow and sustain brand equity.
 - C) plan and implement brand marketing programs.
 - D) establish a target market.
 - E) measure and interpret brand performance.

Answer: A

Page Ref: 76

- 22) The primary attributes and benefits that a brand delivers to consumers are the _____ of the brand. _____ 22) _____
- A) selling positions
 - B) benefits
 - C) positioning elements
 - D) core values
 - E) personality

Answer: D

Page Ref: 76

- 23) The final step taken by a brand manager in the brand –building process is _____ 23) _____
- A) plan and implement the marketing program.
 - B) measure and evaluate brand performance.
 - C) identify target market and segmentation.
 - D) grow and sustain brand equity.
 - E) identify brand values and positioning.

Answer: D

Page Ref: 76

- 24) The primary attributes and benefits that a brand delivers to the customer are also called _____ 24) _____
- A) core values.
 - B) brand points.
 - C) attributes.
 - D) positioning points.
 - E) brand benefits.

Answer: A

Page Ref: 75

- 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) tag line.
 - B) demographic positioning.
 - C) brand equity.
 - D) headline.
 - E) core values.

Answer: E

Page Ref: 77

- 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) Identify brand values and positioning strategy.
 - B) Plan and implement the marketing program.
 - C) Identify target market and segmentation.
 - D) Build brand loyalty and brand equity.
 - E) Measure and evaluate brand performance.

Answer: A

Page Ref: 76

- 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) Build brand loyalty and brand equity.
 - B) Plan and implement the marketing program.
 - C) Identify target market and segmentation.
 - D) Measure and evaluate brand performance.
 - E) Identify brand values and positioning strategy.

Answer: A

Page Ref: 76

- 28) The image that marketers desire a brand to have in the minds of consumers is called 28) _____
- A) brand loyalty.
 - B) brand equity.
 - C) imaging.
 - D) brand positioning.
 - E) advertising.

Answer: D

Page Ref: 78

- 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) marketing objective.
 - C) positioning statement.
 - D) mission statement.
 - E) brand objective.

Answer: C

Page Ref: 78

- 30) A _____ positioning strategy communicates meaningful attributes and benefits of a product to a target market. 30) _____
- A) product leadership
 - B) head-on
 - C) brand leadership
 - D) innovation
 - E) product differentiation
- Answer: E
Page Ref: 81
- 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) competitive positioning.
 - B) product differentiation positioning.
 - C) brand leadership positioning.
 - D) innovation positioning.
 - E) head-on positioning.
- Answer: B
Page Ref: 82
- 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) leadership positioning.
 - B) channel positioning.
 - C) image positioning.
 - D) innovation positioning.
 - E) head-on positioning.
- Answer: A
Page Ref: 82
- 33) _____ positioning is a strategy often used by brand leaders when they present themselves as a preferred choice among customers. 33) _____
- A) Innovation
 - B) Head-on
 - C) Leadership
 - D) Value
 - E) Benefit
- Answer: C
Page Ref: 82
- 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) leadership positioning.
 - B) head-on positioning.
 - C) value positioning.
 - D) innovation positioning.
 - E) image positioning.
- Answer: B
Page Ref: 83

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

Answer: E

Page Ref: 83

36) When P&G launched the Swiffer, it was touted as a brand new way to clean. This is an example of 36) _____

- A) value positioning.
- B) new product positioning.
- C) lifestyle positioning.
- D) leadership positioning.
- E) innovation positioning.

Answer: E

Page Ref: 83

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) leadership positioning.
- B) head-on positioning.
- C) lifestyle positioning.
- D) new product positioning.
- E) innovation positioning.

Answer: E

Page Ref: 83

38) A marketing strategy based on the premise that consumers search for the best possible value given their economic circumstances is called 38) _____

- A) leadership positioning.
- B) value positioning.
- C) price positioning.
- D) head-on positioning.
- E) both B and C.

Answer: E

Page Ref: 83

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) price positioning.
- B) lifestyle positioning.
- C) leadership positioning.
- D) head-on positioning.
- E) comparative positioning.

Answer: A

Page Ref: 83

- 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) head-on positioning.
 - B) delivery positioning.
 - C) price positioning.
 - D) lifestyle positioning.
 - E) channel positioning.

Answer: E

Page Ref: 85

- 41) The positioning strategy that moves away from a product's tangible characteristics toward intangible characteristics is 41) _____
- A) head-on positioning.
 - B) brand leadership positioning.
 - C) product differentiation positioning.
 - D) lifestyle positioning.
 - E) channel positioning.

Answer: D

Page Ref: 85

- 42) The use of psychographic information is particularly important for _____ positioning strategies. 42) _____
- A) lifestyle
 - B) innovation
 - C) channel
 - D) brand leadership
 - E) value

Answer: A

Page Ref: 85

- 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) product differentiation positioning.
 - B) brand leadership positioning.
 - C) channel positioning.
 - D) lifestyle positioning.
 - E) innovation positioning.

Answer: D

Page Ref: 85

- 44) Brand names, logos, symbols, characters, packaging and slogans are all examples of 44) _____
- A) positioning approaches
 - B) brand equity.
 - C) core values.
 - D) brand differentiators.
 - E) brand elements.

Answer: E

Page Ref: 85

- 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 _____
- A) packaging.
 - B) lifestyle marketing.
 - C) branding.
 - D) retailers.
 - E) advertising.

Answer: A

Page Ref: 88

- 46) The most visible form of marketing communications is _____
- A) personal selling.
 - B) sales promotion.
 - C) interactive marketing.
 - D) advertising.
 - E) billboards.

Answer: D

Page Ref: 86

- 47) Communications in the form of sales promotion, street-level and buzz marketing, and event marketing help create _____
- A) referrals.
 - B) brand equity.
 - C) interest.
 - D) desire and action.
 - E) awareness.

Answer: D

Page Ref: 87

- 48) A good package serves three functions: it _____ the product, _____ the product and offers convenience to consumers. _____
- A) sells, markets
 - B) protects, markets
 - C) protects, sells
 - D) sells, helps locate
 - E) advertises, markets

Answer: B

Page Ref: 89

- 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) brand personality.
 - C) mileage.
 - D) lifestyle image.
 - E) design.

Answer: E

Page Ref: 93

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. 50) _____

Answer: True False

Page Ref: 88

51) The unique design, symbol or other special representation of a brand is referred to as the brand mark or logo. 51) _____

Answer: True False

Page Ref: 69

52) Coke is a trademark as well as a brand name. 52) _____

Answer: True False

Page Ref: 69

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. 53) _____

Answer: True False

Page Ref: 70

54) Most Canadian consumers believe that it is more difficult to trust most brands today than it was 20 years ago. 54) _____

Answer: True False

Page Ref: 73

55) The three stages of brand loyalty, in order, are: brand preference, brand recognition, and brand insistence. 55) _____

Answer: True False

Page Ref: 74

56) When a brand achieves brand preference, it is on a short list of brand alternatives that a buyer will consider buying. 56) _____

Answer: True False

Page Ref: 74

57) An attribute is a descriptive feature of a product, while a benefit is the value a customer attaches to a brand benefit. 57) _____

Answer: True False

Page Ref: 75

58) The value (monetary or otherwise) of a brand in the holistic sense to its owner is called brand recognition. 58) _____

Answer: True False

Page Ref: 75

59) According to the text book, the Disney brand is the world's most popular brand. 59) _____

Answer: True False

Page Ref: 75

- 60) Most brands take multiple-benefit positioning strategies. 60) _____
Answer: True False
Page Ref: 76
- 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. 61) _____
Answer: True False
Page Ref: 78
- 62) A product differentiation strategy is a plan of action for communicating meaningful attributes and benefits of a product to a target market. 62) _____
Answer: True False
Page Ref: 81
- 63) A marketing strategy in which a product presents itself as a preferred choice among customers is called innovation positioning. 63) _____
Answer: True False
Page Ref: 82
- 64) The "Pepsi-Challenge" is an example of brand leadership positioning. 64) _____
Answer: True False
Page Ref: 83
- 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) _____
Answer: True False
Page Ref: 85
- 66) Marketing communications is the "voice" of a brand's (or company's) positioning strategy. 66) _____
Answer: True False
Page Ref: 87
- 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) _____
Answer: True False
Page Ref: 76
- 68) In order to maximize brand equity, each element of the communications mix should deliver a different and unique message. 68) _____
Answer: True False
Page Ref: 93
- 69) Expensive durable goods rely on the design of the product, rather than the packaging, to create images in consumer's minds. 69) _____
Answer: True False
Page Ref: 94

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) _____

Answer: True False

Page Ref: 83

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) _____

Answer: True False

Page Ref: 83

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) _____

Answer: brand name, brand logo, trademark

Page Ref: 69

73) Explain the difference between a brand mark and a trademark. 73) _____

Answer: 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.

Page Ref: 70

74) Explain the three main benefits of branding. 74) _____

Answer: The brand name suggests a certain level of quality, there can be psychological rewards for possessing certain brands, brands distinguish competitive offerings.

Page Ref: 73

75) What is a USP? Explain your answer with an example. 75) _____

Answer: A Unique Selling Point is the primary benefit of a product or service that distinguishes it from its competitors.

Page Ref: 73

76) List and describe the three stages of brand loyalty, giving examples of each stage. 76) _____

Answer: brand recognition, brand preference, brand insistence.

Page Ref: 74

77) What is brand equity? Use an example to illustrate brand equity. 77) _____

Answer: Brand equity is the value of a brand to owners.

Page Ref: 75

78) Define what positioning is and explain the importance of having a clearly worded positioning statement. 78) _____

Answer: Positioning is the selling concept that motivates purchase, or the image that marketers desire a brand to have in the minds of consumers.

Page Ref: 78

- 79) Identify the four steps in the brand building process and explain each step. 79) _____
Answer: Identify brand values and positioning strategy, plan and implement the marketing program, measure and evaluate brand performance, build brand equity and brand loyalty.
Page Ref: 76
- 80) What are core values? Use an example to illustrate your answer. 80) _____
Answer: Core values are the primary attributes and benefits a brand delivers to the customer.
Page Ref: 76
- 81) What is the difference between product differentiation positioning and brand leadership positioning. Use examples to illustrate. 81) _____
Answer: 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.
Page Ref: 80-82
- 82) Explain head-on positioning, using an example to illustrate. 82) _____
Answer: Head-on positioning is a marketing strategy in which one product is presented as an equal or better alternative to a competing product.
Page Ref: 83
- 83) Describe three positioning strategies, using examples to illustrate each one. 83) _____
Answer: product differentiation, brand leadership, head-on, innovation, price, channel, lifestyle.
Page Ref: 81-85
- 84) What is lifestyle positioning? Use an example to illustrate your answer. 84) _____
Answer: Lifestyle positioning is a marketing strategy based on intangible characteristics associated with a lifestyle instead of tangible characteristics.
Page Ref: 85
- 85) Discuss the role of packaging in marketing a brand. 85) _____
Answer: Packaging protects the product, markets the product, and it offers convenience to consumers.
Page Ref: 87
- 86) Explain the role of product design for durable goods. 86) _____
Answer: 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.
Page Ref: 93

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.

Answer: Brand positioning is the selling concept that motivates purchase or the image that marketers want a brand to have in the minds of consumers.

Page Ref: 78-85

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.

Answer: 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

Page Ref: 73-74

89) What is brand equity. Discuss a brand that you think has garnered brand equity and illustrate how this brand equity has been achieved.

Answer: 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.

Page Ref: 75-76

90) "A brand is a product with personality". Explain.

Answer: 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.

Page Ref: 69

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: 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.

Page Ref: 86