Test Bank for Brand Management 3rd Beverland

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Testbanks

Chapter 1: Brands and branding

1. Which of the following does not characterize a strong brand?

a. Providing user value.

b. Having a catchy jingle.

c. Communicating meaning.

d. Differentiating one firm from another.

Ans: B

2. The historic term for branding, *brandr* referred to which of the following?

a. To mark animals or captured humans.

b. To burn one's mark into or stigmatize something.

c. An early logo-driven strategy.

d. To identify one tribe from another.

Ans: B

3. Why might consumers tattoo themselves with a brand logo?

a. To signal something to others.

b. Because they love the brand.

c. To gain power from the brand for personal transformation.

d. All of these.

Ans: D

4. The American Marketing Association definition of a brand contains references to:

a. Customers.

b. Stakeholders.

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c. Co-creation.

d. Competitors.

Ans: D

5. David Aaker's brand definition is limited because it fails to mention:

a. Competitors.

b. Symbols.

c. Differentiation.

d. Users.

Ans: D

6. What characterizes strong brands?

a. Identification and distinction.

b. Differentiation and value.

c. Experience and meaning.

d. All of these.

Ans: D

7. Brand meaning is created by:

a. Marketers.

b. Users.

c. Society.

d. A mix of the above.

Ans: D

8. Since the late 1990s, how have metaphors for brand management changed?

a. Greater emphasis has been placed on controlling the brand by marketers.

b. Greater emphasis has been placed on the inability of managers to control the brand.

c. Greater attention has been placed on interacting with users to shape meaning.

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d. None of these.

Ans: C

9. If your brand is made fun of in a television series, which author in Holt's model is shaping the brand's meaning?

a. Influencers.

b. Marketers.

c. Consumers.

d. Popular culture.

Ans: D

10. Sid Levy was influential on the development of brand management. His main contribution is

a. Identifying that brands should stand for functional benefits.

b. Identifying that brands should represent a personality.

c. Identifying that brands signify higher-order meaning.

d. Identifying that creative advertising was critical for brands.

Ans: C

11. Which sectors influenced the development of brand management models?

a. Advertising agencies.

b. Financial markets.

c. Academic researchers.

d. All of these.

Ans: D

12. It is said brands are co-created. What is not an example of co-creation?

a. Working directly with users to shape brand meaning.

b. Undertaking research to understand users lives.

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c. Assuming the user will accept the brand's identity as you communicate it.

d. Tracking how users converse about the brand in fan forums online.

Ans: C

13. Your manager says that the main job of a brand is to minimize consumer confusion. Which theoretical influence on branding underpins their statement?

a. Psychology.

b. Sociology.

c. Economics.

d. Law.

Ans: C

14. The psychological influence on brand management places emphasis on:

a. How groups of consumers co-create brand meaning.

b. Why individual consumers buy certain brands.

c. How brand communities are created.

d. How social class influences brand choices.

Ans: B

15. Consumer culture theory focuses on understanding:

a. What makes a brand cool.

b. What cues encourage users to buy brands.

c. How consumers use brands to achieve their identity goals.

d. None of these.

Ans: C

Chapter 2: Understanding brand users

1. In middle-upper income economies, consumers primarily buy brands for

a. Their reputation.

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b. Their functional benefits.

c. Their country of origin image.

d. Their potential to reflect one's identity.

Ans: D

2. Belk's idea of the extended self suggests:

a. We buy brands to impress others.

b. We buy brands because they provide functional benefits.

c. We buy brands because of their creative advertising.

d. We buy brands because they say something about who we are.

Ans: D

3. A consultant suggests your brand should act like a rebel. What approach of branding does this exemplify?

a. The experiential approach.

b. The identity approach.

c. The personality approach.

d. The consumer approach.

Ans: C

4. The key insight of the service-dominant logic of marketing on branding is:

a. Services firms should be branded.

b. Users buy brands for the services they offer.

c. Manufacturers should also sell services.

d. None of these.

Ans: B

5. What are examples of liquid consumption?

a. Platform brands such as Air BnB and Uber.

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b. Brands of fast-moving consumer goods.

c. Brands that change their meaning a lot.

d. Brands that are bought to signal one's wealth.

Ans: A

6. Solid consumption is reflected in:

a. An emphasis on accessing things when needed.

b. A focus on experiences.

c. The belief that owning things is important.

d. Changing practices depending on context.

Ans: C

7. A liquid approach to luxury branding would:

a. Result in greater emphasis on the brand logo.

b. Require ownership of the most exclusive objects.

c. See Uber invest in an upmarket service.

d. Associate status with access to critical networks.

Ans: D

8. The belief that the brand should be engineered into all aspects of the marketing mix derives from which approach to branding?

a. Relational.

b. Economic.

c. Communal.

d. Experiential.

Ans: B

9. Themed flagship stores that immerse users in the brand's identity represent which branding approach?

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a. Cultural.
b. Economic.
c. Experiential.
d. Relational.
Ans: C

10. If you are encouraged to understand the user and their world, which approach to branding is being used?
a. Relational.
b. Personality.
c. Cultural.
d. Communal.
Ans: A

11. A consultant focused on ensuring that all of your firm's visual assets look the same is drawing on what branding approach?
a. Identity.
b. Personality.
c. Relational.
d. Communal.
Ans: A

12. Some brands encourage events to build connections between users. Which branding approach does this represent?
a. Cultural.
b. Relational.
c. Communal.
d. Personality.
Ans: C

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13. Gillette's recent campaign focused on challenging toxic masculinity is an example of what type of brand approach?

a. Experiential.

b. Cultural.

c. Personality.

d. Communal.

Ans: B

14. A brand's strength is a function of how much the user knows about it. Which approach to branding does this represent?

a. Consumer-based.

b. Personality.

c. Economic.

d. Relational.

Ans: A

15. Examples of strong and deep, emotionally invested brand relationship metaphors are:

a. Best customer and abused spouse.

b. Neighbour.

c. Secret admirer and childhood buddy.

d. Fling and marriage partner.

Ans: D

16. Customers' jobs to be done refer to which of the following needs?

a. Functional needs only.

b. Emotional needs only.

c. Any need.

d. None of these.

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Ans: C

17. To identify jobs to be done, brand managers should look for which of the following:

a. Poorly solved problems.

b. Things customers try to avoid.

c. User innovations.

d. All of these.

Ans: D

18. What type of value is not relevant for co-creation of brand meaning?

a. Linking value.

b. Value-in-exchange.

c. Symbolic value.

d. Value-in-use.

Ans: B

19. When someone claims that consumers buy a Makita power drill for the hole it will create, what type of value is being referred to?

a. Value-in-exchange.

b. Symbolic value.

c. Value-in-use.

d. Linking value.

Ans: C

20. The communal brand model is primarily based on what form of value?

a. Linking value.

b. Value-in-exchange.

c. Value-in-use.

d. Symbolic value.

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Ans: A

21. Luxury brands primarily sell themselves on what type of value?

a. Value-in-exchange.

b. Value-in-use.

c. Symbolic value.

d. Linking value.

Ans: C

22. Which of the following statements is true?

a. Brands do not matter in B2B markets because buyers choose the cheapest option.

b. Branding in B2B is not relevant because B2B purchases are too complex when compared to B2C.

c. B2B buyers are solely motivated by rational concerns.

d. B2B buyers will buy brands because of the complexity of their needs.

Ans: D

23. Authenticity is believed to be essential to co-creation. What does authenticity refer to?

a. That brand claims are true.

b. The desire of millennials for simplicity.

c. A sense that the brand feels true to me.

d. That only brands which have a social conscious will be successful.

Ans: C

24. Which of the following is an example of motivated reasoning?

a. Removing someone from your social media page who you do not agree with.

b. Claims by your critics that you are peddling fake news.

c. Dismissing evidence that does not confirm your view.

d. All of these.

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Ans: D

25. An authenticating act involves which of the following?

a. Doing something that truly reflects who you are.

b. Unquestionably following cultural traditions.

c. Trying to fit in with others, regardless of whether you think they are right.

d. None of these.

Ans: A

26. An authoritative performance involves which of the following?

a. Buying brands to stand out among the crowd.

b. Buying brands you do not like but that conform to society's expectations.

c. Being an expert.

d. None of these.

Ans: B

27. Someone tells you that you need to buy the brand Vans to be a true skateboarder. You don't like the brand, but buy them anyway. This is an example of which of the following?

a. An authoritative performance.

b. Self-authentication.

c. An authenticating act.

d. Brand equity.

Ans: A

28. Someone tells you that you need to buy the brand Vans to be a true skateboarder. You don't like the brand, but buy them anyway. This relates to which of the following forms of authenticity?

a. Authenticity as consistency.

b. Authenticity as conformity.

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c. Authenticity as connection.

d. All of these.

Ans: B

29. In *No Logo*, Naomi Klein suggested brands were inauthentic because they did not live their principles. What type of authenticity is being referred to here?

a. Authenticity as conformity.

b. Authenticity as connection.

c. Authenticity as consistency.

d. Self-authentication.

Ans: C

30. The brand Shinola Detroit has been accused of not being made in Detroit. What type of authenticity does this refer to?

a. Authenticity as connection.

b. Authenticity as conformity.

c. Authenticity as consistency.

d. All of these.

Ans: A

31. Invisible brands refer to which of the following?

a. Brands we cannot see.

b. Weak brands.

c. Brands that have little web presence.

d. Ordinary everyday brands we take for granted.

Ans: D

Chapter 3: Brand equity

1. Brand equity refers to which of the following?

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