Test Bank for Brand Management - Co-creating Meaningful Brands 2nd Beverland

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Test banks – Brand management: Co-creating brand meaning

Chapter 1: Brands and branding

1. What is not a characteristic of a brand?

a. To identify origin

b. A strong jingle

c. To communicate meaning

d. To differentiate 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 first American Marketing Association definition of a brand contains references to _____.

a. customers

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b. stakeholders

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. all of these

Ans: D

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

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

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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.

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

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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

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?

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d. None of these.

Ans: C

Chapter 2: Brand users

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

a. their reputation

b. their functional benefits

c. their country of origin image

d. their potential to say something about who we are

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 refer to?

a. The experiential approach

b. The identity approach

c. The personality approach

d. The consumer approach

Ans: C

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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

b. Soft drinks

c. Brands that change their meaning a lot

d. Buying brands to signal our 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

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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 you in the brand's identity represent which branding approach?
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

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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. What type of brand approach is this?

a. Cultural

b. Relational

c. Communal

d. Personality

Ans: C

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

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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 refers to _____.

a. only functional needs

b. only emotional needs

c. any need

d. none of these

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

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

a. Linking value

b. Exchange value

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. Exchange value

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. Exchange value

c. Use value

d. Symbolic value

Ans: A

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

a. Exchange value

b. Use value

c. Symbolic value

d. Linking value

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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. Does this 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. Examples of motivated reasoning include _____.

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

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

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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. Is this an example of?

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. Is this an example of?

a. Authenticity as consistency

b. Authenticity as conformity

c. Authenticity as connection

d. All of these

Ans: B

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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. Kat von D suffered a fan backlash when see suggested her new born child would not be vaccinated. What type of authenticity does this backlash concern?

a. Authenticity as connection
b. Authenticating act
c. Authenticity as consistency
d. Authenticity as conformity

Ans: D

31. 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

32. Invisible brands refer to which of the following?

a. Brands we cannot see
b. Weak brands

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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?

a. How much the brand is worth when we sell it

b. The value of the brand to the user

c. The value of the brand on the firm's balance sheet

d. All of these

Ans: D

2. Brands are valuable to firms because _____.

a. they are intangible assets

b. they add to the firm's prestige

c. they are part of any firm's strategic tool kit

d. they make employees feel better

Ans: A

3. The financial value of a brand is determined by which of the following?

a. The amount of revenue that can be attributed to the brand

b. The strategic outlook for the brand

c. The strength of the consumer-brand relationship

d. All of these

Ans: D

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4. Advertisers said they would never again advertise in UK paper *News of the World*, after a scandal. Is the equity of *News of the World* _____.
a. low
b. falling
c. high
d. negative

Ans: D

5. Brand equity implies which of the following?
a. That the brand has a strong logo
b. That the brand team invests in advertising
c. The brand makes a difference to key stakeholders
d. None of these

Ans: C

6. Customer-based brand equity refers to which of the following?
a. How many people buy the brand
b. How customers talk about the brand online
c. Whether the brand is relevant to millennials
d. The strength of the customer-brand relationship

Ans: D

7. Keller's customer-based brand equity model identifies we should build brands by doing which of the following?
a. Raising brand awareness
b. Converting aided recognition into unaided recall

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c. Building a strong relationship with a category of need
d. All of these

Ans: D

8. The customer-based brand equity model suggests brands are built in steps. Which step is the responsibility of the marketer?
a. Resonance
b. Feelings
c. Salience
d. Judgements

Ans: C

9. The customer-based brand equity model suggests that brand equity is a function of brand image. What does this refer to?
a. Brand associations
b. Recognition
c. Recall
d. Awareness

Ans: A

10. Brand knowledge is important to building brand equity. What are examples of strategies to build knowledge?
a. Advertising functional benefits
b. Campaigns that use liked-celebrities
c. Flagship stores that bring the brand to life
d. All of these

Ans: D

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