

5. “Apple iPhone is one of the most popular brand sold in many countries. “The Apple iPhone is an example of -----.

a) National Brand	b) Knowledge
c) International Brand	d) None

6. ----- refers to the nature of the ultimate relationship and level of identification that the customer has with the brand.

a) Brand Recognition	b) Brand Resonance
c) Brand Rectification	d) Brand Reassurance

7. Which one of the following is NOT the dimension of the Brand Personality in the David Aaker’s model?

a) Sophistication	b) Excitement
c) Competence	d) Downfall

8. ‘Internalization’ approach by an organization in order to build its brand means-----

a) Developing confidence within its employees about the brand	b) Making the brand Global
c) Launching the brand in the market	d) None

9. Registered brand gets -----protection.

a) Informal	b) Normal
c) Legal	d) General

10. In the Holistic Marketing Activities/ Programmes for building Brands, the Personalization strategy of brand building deals with the -----.

a) Customers	b) Advertizing Agency
c) Employees	d) None

11. ‘Honda’ is a leading Japanese brand in automobile sector. Which one of the following is the secondary association of Honda Brand?

a) Event	b) Third Party Resource
c) Country of Origin	d) Channels

12. ‘Big Bazaar is an example of -----.

a) Retail Brand	b) Industrial Brand
c) Product Brand	d) Food Brand
