



4. "Brand Resonance Pyramid" is developed by -----.  

a) Peter Drucker	b) Philip Kotler
c) Kevin Keller	d) C.K. Prahalad
  5. 'Xerox' is an example of ----- brand name.  

a) Nominal	b) General
c) Generic	d) None
  6. The overall impression of the Brand in consumer's' mind is termed as -----  

a) Brand Reflection	b) Brand Imitation
c) Brand Performance	d) Brand Image
  7. '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
  8. 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
  9. 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
  10. 'Coca-Cola' and 'McDonalds Pizza' are jointly promoting their brands is termed as -----.  

a) Co-branding	b) Umbrella branding
c) Individual branding	d) None
  11. Registered brand gets ----- protection.  

a) Informal	b) Normal
d) Legal	d)General
  12. ----- 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
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