

CH 12 Branding Test Review**Multiple Choice**

Identify the choice that best completes the statement or answers the question.

- _____ 1. Which of the following brand elements is a tangible element?
- A. brand promise
 - B. perception of brand image
 - C. brand consistency
 - D. brand name
- _____ 2. Which of the following functions is *not* performed by product packaging?
- A. reinforces the brand image
 - B. promotes competitive advantages
 - C. protects the brand from theft
 - D. verifies facts about the product
- _____ 3. A word or phrase for one thing used in reference to something very different to suggest a similarity is a _____.
- A. jingle
 - B. metaphor
 - C. value
 - D. tagline
- _____ 4. The idea that a product or service will have the same characteristics and quality wherever you buy it is brand _____.
- A. promise
 - B. consistency
 - C. loyalty
 - D. perception
- _____ 5. A product that is owned by and created specifically for a large retailer is a _____ brand.
- A. private-label
 - B. national
 - C. manufacturer's
 - D. generic
- _____ 6. The name given to a product, consisting of words, numbers, or letters that can be read and spoken, are the product's _____.
- A. trade character
 - B. logo
 - C. slogan
 - D. brand name
- _____ 7. A company is considering the colors for the graphic design and packaging for its new line of lawn mowers. The marketers want to play up the dependability of these mowers including easy start-up and long life. Which of the following colors might be the best choice for the primary packaging color or design feature?
- A. blue
 - B. red
 - C. orange
 - D. yellow

- _____ 8. Which of the following statements about brands is *not* true?
- A. All goods, services, and businesses have a brand.
 - B. Brands are created through both tangible and intangible elements.
 - C. Brands are a result of everything a customer experiences about a product or company.
 - D. All brands are equally effective in ensuring product success.
- _____ 9. A product that consistently meets the needs and expectations of customers creates brand _____ because it creates a strong relationship between the customer and the brand.
- A. protection
 - B. identity
 - C. loyalty
 - D. recognition
- _____ 10. The symbol ® can be used only for products that _____.
- A. demonstrate social responsibility
 - B. have been registered with the USPTO
 - C. have passed into generic usage
 - D. have been on the market for at least 7 years
- _____ 11. A company that sells security systems has developed a stylized image of a panther that appears on its packaging, labels, and stationery. The panther is an example of a _____.
- A. logo
 - B. tagline
 - C. jingle
 - D. metaphor
- _____ 12. The Jolly Green Giant is an example of a company's _____.
- A. tagline
 - B. trade character
 - C. packaging
 - D. metaphor
- _____ 13. The direct interactions of customers with a brand is considered a(n) _____.
- A. brand promise
 - B. brand image
 - C. tangible brand element
 - D. intangible brand element
- _____ 14. Which of the following statements about generic brands is true?
- A. They generally cost more than national brands.
 - B. They have widely recognized logos.
 - C. Their manufacturer is immediately obvious from the packaging.
 - D. They are not advertised.
- _____ 15. A company's brand _____ is what the company wants customers to think and the image it tries to project.
- A. equity
 - B. name
 - C. identity
 - D. loyalty

Matching

Match the following terms and identifying phrases.

- A. brand equity
- B. brand identity
- C. brand promise
- D. intellectual property
- E. jingle
- F. logo
- G. service mark
- H. tagline
- I. trade character
- J. trademark

- ___ 16. Way in which a business wants to be perceived by customers.
- ___ 17. Slogan set to music.
- ___ 18. Protection for names, graphics, symbols, or any unique method used to identify a product or company.
- ___ 19. Idea, invention, or process that comes from a person's mind.
- ___ 20. Phrase or sentence that summarizes an essential part of a product or business.
- ___ 21. Protection of the way a service is uniquely identified.
- ___ 22. Statement that tells customers what they can expect from an organization's products.
- ___ 23. Picture, design, or graphic image that represents a brand.
- ___ 24. Value of having a well-known brand name.
- ___ 25. Animal, person, or object used to advertise a good or service.

Completion

Complete each statement.

- 26. Another name for a brand mark is _____.
- 27. Customer dedication to a certain brand of product is brand _____.
- 28. A brand name that becomes so popular that people use the name instead of the general product category name is said to have become _____.
- 29. A(n) _____ is a slogan or catchy phrase that helps people remember a brand.
- 30. A consumer product that lacks a widely recognized name or logo is a(n) _____ brand.
- 31. A brand's name, graphic design elements, slogan, and packaging are considered its _____ brand elements.

32. A brand's promise to its customers, consistency, and public perception are considered its _____ brand elements.
33. The relative worth of something to a person is its _____.
34. The mental image, or _____, people have about a product can considerably affect their product choices.
35. Another term for manufacturer's brand is _____ brand.
36. The real power of a brand is its ability to influence _____ behavior.
37. A brand is considered the _____ property of its owner and should be protected.
38. One of the reasons negative perceptions about a brand are difficult to change is that they spread quickly through _____.
39. Laws that protect the unique phrases, symbols, and designs associated with brands are known as _____ laws.
40. The physical expression of a brand is its _____, which displays the graphic elements prominently and reinforces the brand image.

Short Answer

41. What function does the labeling on product packaging perform?
42. Why do marketers often include the word *brand* along with a product's name in their marketing materials?
43. What is the difference between tangible and intangible brand elements?
44. In what three ways do consumers form perceptions of brand images?
45. What are the three goals of a marketer's branding efforts?
46. What is the corporate marketing purpose behind buying naming rights for a sports stadium or convention center?
47. What is the difference between a trademark and a registered trademark?
48. Why is the selection of colors in a design element an important step in branding?
49. What is corporate social responsibility?
50. Why do marketers spend so much effort to keep existing customers?