

**Test Bank for Integrated Advertising Promotion and Marketing Communications 5th Edition by Clow and Baack**

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**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 1) At one time, the Barbie doll-line held 80 percent of the market share. 1) \_\_\_\_\_
- 2) A firm's image is based on the feeling consumers and businesses have about the overall organization and its individual brands. 2) \_\_\_\_\_
- 3) Effective marketing communications are based on a clearly defined corporate image. 3) \_\_\_\_\_
- 4) What a firm's employees believe about the company's image is far more important than what consumers think. 4) \_\_\_\_\_
- 5) According to a study by Edelman Asia Pacific, perceptions of how the firm dealt with customers ranked as the most important component of corporate image. 5) \_\_\_\_\_
- 6) Perceptions of a corporation's image are based solely on price and quality. 6) \_\_\_\_\_
- 7) A corporate image contains both visible and intangible elements. 7) \_\_\_\_\_
- 8) An organizational policy to actively recruit minority employees would be an element of a company's image. 8) \_\_\_\_\_
- 9) From the consumer's perspective, corporate image provides psychological reinforcement and social acceptance of a purchasing decision. 9) \_\_\_\_\_
- 10) A positive corporate image can reduce search time when a consumer is making a buying decision. 10) \_\_\_\_\_
- 11) While a corporation's image plays a key role in marketing to consumers, it is not significant when selling to other businesses. 11) \_\_\_\_\_
- 12) Brand image is especially valuable to a company that is expanding internationally because it reduces risk and uncertainty on the part of the buyer. 12) \_\_\_\_\_
- 13) A strong corporate image does not affect the price a company can charge for its products. 13) \_\_\_\_\_
- 14) A well-developed, favorable image creates loyal customers who will generate positive word-of-mouth endorsements about the company and its products. 14) \_\_\_\_\_
- 15) A corporation's image has little or no effect on other business activities, such as recruiting employees. 15) \_\_\_\_\_
- 16) The image a firm tries to project should accurately portray the firm and coincide with the goods and services being offered. 16) \_\_\_\_\_
- 17) Rejuvenating a firm's image can be difficult and takes time and effort. 17) \_\_\_\_\_
- 18) While rejuvenating an image will help a firm sell more products, it will seldom attract new customers. 18) \_\_\_\_\_
- 19) Normally, an image can be rejuvenated with a good advertising campaign. 19) \_\_\_\_\_

- 20) In each industry, the right image is one that sends a clear message about the unique nature of an organization and its products. 20) \_\_\_\_\_
- 21) The key to successfully rejuvenating a corporation's image is to remain consistent with the previous image while adding new elements. 21) \_\_\_\_\_
- 22) It is impossible to change a corporation's image. 22) \_\_\_\_\_
- 23) Changing a corporation's image requires both internal programs and external promotions. 23) \_\_\_\_\_
- 24) An overt corporate name reveals what the company does. 24) \_\_\_\_\_
- 25) A conceptual corporate name captures the essence of what a company offers, but does not reveal it directly. 25) \_\_\_\_\_
- 26) Krispy Kreme is an example of an overt corporate name. 26) \_\_\_\_\_
- 27) An implied corporate name contains recognizable words or word parts that suggest what the company does. 27) \_\_\_\_\_
- 28) Google is an example of an implied corporate name. 28) \_\_\_\_\_
- 29) A conceptual corporate name seeks to capture the essence of the idea behind the brand or a vision of what the company does. 29) \_\_\_\_\_
- 30) Federal Express is an example of a conceptual corporate name seeking to suggest the idea of express delivery. 30) \_\_\_\_\_
- 31) Conceptual and implied corporate names require a greater marketing effort to ensure consumers connect the corporate name with the goods and services that are being sold since there is no connection between the name and goods or services being sold. 31) \_\_\_\_\_
- 32) Quality corporate logos should be easily recognizable and elicit a consensual meaning among those in the target market. 32) \_\_\_\_\_
- 33) The notion that a logo can elicit a consensual meaning among customers is known as stimulus codability. 33) \_\_\_\_\_
- 34) Quality logos and corporate names should meet four tests. They should be 1) easily recognizable, 2) elicit a consensual meaning among those in the firm's target market, 3) be familiar, and 4) evoke positive feelings. 34) \_\_\_\_\_
- 35) Because Nike's "Swoosh." logo does not have any natural relationship to its product, it was necessary to spend considerable amount of advertising dollars to embed the logo in consumers' minds. 35) \_\_\_\_\_
- 36) Brands are names generally assigned to individual goods or services or to sets of products in a line. 36) \_\_\_\_\_
- 37) A family brand is a situation in which a series of companies produce one brand in a co-operative venture. 37) \_\_\_\_\_

- 38) A brand extension is the use of a new brand name to identify an old product. 38) \_\_\_\_\_
- 39) A flanker brand is the use of a new brand name to identify a product marketed with another company. 39) \_\_\_\_\_
- 40) When Proctor & Gamble adds new laundry detergents to help dominate the market, it is an example of using flanker brands. 40) \_\_\_\_\_
- 41) A flanker brand can be introduced when company leaders think that offering the product under the current brand name may adversely affect the overall marketing program. 41) \_\_\_\_\_
- 42) Ingredient branding is the placement of one brand within another, such as NutraSweet as part of Diet Coke. 42) \_\_\_\_\_
- 43) Oreo cookies placed in milkshakes sold in a Dairy Queen is an example of complementary branding. 43) \_\_\_\_\_
- 44) Ingredient branding is the joint venture of two or more brands into a new good or service. 44) \_\_\_\_\_
- 45) Co-branding succeeds when it builds the brand equity of both brands involved. 45) \_\_\_\_\_
- 46) Consumers recommend brands to their families and friends because of one or more salient attributes. 46) \_\_\_\_\_
- 47) Developing a strong brand begins with discovering why consumers buy a brand and why they rebuy the brand. 47) \_\_\_\_\_
- 48) To establish a strong brand image, a brand name must be prominently promoted in repetitious ads or it should be associated with one of the product's benefits. 48) \_\_\_\_\_
- 49) The goal of branding is to set a product apart from its competitors. 49) \_\_\_\_\_
- 50) The secret to a successful brand is discovering what influences consumers to make purchases. 50) \_\_\_\_\_
- 51) Brand parity is the perception that most brands within a product category are relatively similar or have no distinct differences. 51) \_\_\_\_\_
- 52) Brand equity is the perception that most brands within a product category are relatively similar or have no distinct differences. 52) \_\_\_\_\_
- 53) Brand equity is a set of characteristics that are unique to a brand that make it seem different and better. 53) \_\_\_\_\_
- 54) Brand equity is not as important in business-to-business markets because pricing is often the primary decision variable. 54) \_\_\_\_\_
- 55) Brand equity is not as important in international markets because fewer brands are available. 55) \_\_\_\_\_
- 56) Brand parity is a strong weapon that might dissuade consumers from looking for a cheaper product or for special deals or incentives to purchase other brands. 56) \_\_\_\_\_
- 57) The first step in building brand equity is developing brand awareness and brand recognition. 57) \_\_\_\_\_

- 58) Brand equity is weakened by continuous innovation. 58) \_\_\_\_\_
- 59) In today's society, customers want product innovations and new products. They also want them fast. 59) \_\_\_\_\_
- 60) Integrating new and old media is important in building brand equity. 60) \_\_\_\_\_
- 61) To develop brand equity in today's competitive markets, companies must always be on the cutting edge, create new products, move faster than the competition, and effectively reach consumers. 61) \_\_\_\_\_
- 62) Brand equity involves some type of domination or strongly held position in the marketplace. 62) \_\_\_\_\_
- 63) Brand metrics measure returns on branding investments. 63) \_\_\_\_\_
- 64) Popular and well-known brands are not always powerful brands. 64) \_\_\_\_\_
- 65) Although brand equity can be measured using various metrics, CEOs and other corporate leaders often want real, hard numbers. 65) \_\_\_\_\_
- 66) Private brands are proprietary brands marketed by an organization and normally distributed within the organization's outlets. 66) \_\_\_\_\_
- 67) In recent years, loyalty toward retail stores has been declining, while loyalty toward individual brands has been increasing. 67) \_\_\_\_\_
- 68) Many retailers are treating private labels more like national brands and investing more money into marketing, advertising, and in-store displays. 68) \_\_\_\_\_
- 69) A product's package is the final opportunity for a brand to make an impression on a consumer before a purchase is made. 69) \_\_\_\_\_
- 70) Marketing surveys have revealed that only about one-third of purchases are planned prior to reaching a store. 70) \_\_\_\_\_
- 71) Packaging today needs to meet the needs of consumers for speed, convenience, and portability. 71) \_\_\_\_\_
- 72) Although a label on a package must meet legal requirements, it represents another opportunity to reach consumers with a marketing message. 72) \_\_\_\_\_
- 73) Brand infringement occurs when a company creates a brand name that closely resembles a popular or successful brand. 73) \_\_\_\_\_
- 74) Buying domain names on the Internet that may be important to famous people or businesses with the idea of making money from selling the domain name to them is called domain squatting. 74) \_\_\_\_\_
- 75) In expanding internationally, an adaptation strategy means using the same brand name and products across all countries. 75) \_\_\_\_\_
- 76) In international markets, an adaptation strategy reduces costs. 76) \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 77) To revive the Barbie brand name, the following changes were made to the marketing program, *except*: 77) \_\_\_\_\_
- A) advertising on children's television programs was expanded
  - B) the Barbie web site was expanded to include contests, games, videos, and a virtual world
  - C) a real-life Barbie dream home was designed and built in Malibu
  - D) fashion giant Diane von Furstenberg created life-size Barbie apparel for *Fashion Week* magazine
- 78) The feelings consumers and businesses have about an organization and its brand is the corporation's: 78) \_\_\_\_\_
- A) flanker brand
  - B) image
  - C) persona
  - D) advertising program impact
- 79) Maintaining a quality image is primarily the responsibility of: 79) \_\_\_\_\_
- A) the advertising agency
  - B) brand managers and advertising account executives
  - C) the CEO
  - D) advertising creatives
- 80) A corporate image summarizes: 80) \_\_\_\_\_
- A) all of the tangible elements of a company
  - B) what employees and customers think of a company
  - C) all of the intangible components that surround a firm
  - D) what the company stands for as well as how it is known in the marketplace
- 81) A study by Edelman Asia Pacific revealed all of the following were important components of a corporate image *except*: 81) \_\_\_\_\_
- A) quality of a company's goods and services
  - B) the price the company charged for its goods and services
  - C) the willingness of a firm to stand behind its goods and services
  - D) the perception of how the firm dealt with customers
- 82) The following items are tangible components of a corporate image, *except*: 82) \_\_\_\_\_
- A) competing businesses
  - B) retail outlets where the product is sold
  - C) goods and services sold
  - D) advertising, promotions, and other forms of communication
- 83) Which is an intangible element of a corporate image? 83) \_\_\_\_\_
- A) the employees
  - B) ideals and beliefs of corporate personnel
  - C) the corporate name and logo
  - D) the package and label
- 84) In the mind of the consumer, a strong corporate image is linked to: 84) \_\_\_\_\_
- A) ratings by financial advisors
  - B) finding substitute goods when making purchases
  - C) reduction of search time in purchase decisions
  - D) perceptions of economic conditions
- 85) From a consumer's perspective, a strong corporate image provides each of the following functions, *except*: 85) \_\_\_\_\_

- A) provides assurance regarding purchase decisions in unfamiliar settings
- B) provides purchase alternatives
- C) provides social acceptance of purchases
- D) reduces search time

86) Feeling good after making a purchase from a company with a strong and positive image is an example of: 86) \_\_\_\_\_

- A) an impulse buy
- B) brand metrics
- C) psychological reinforcement
- D) cognitive dissonance

87) When you know other people have purchased the same brand that you are buying, the feeling is called: 87) \_\_\_\_\_

- A) social acceptance
- B) brand recognition
- C) reliability
- D) cognitive dissonance

88) From the perspective of the corporation, a strong brand image is related to each of the following, except: 88) \_\_\_\_\_

- A) ability to attract quality employees
- B) higher level of channel power
- C) positive word-of-mouth recommendations by customers
- D) higher level of brand parity

89) From the perspective of the corporation, a strong brand image is related to each of the following, except: 89) \_\_\_\_\_

- A) more frequent purchases by customers
- B) being able to charge a higher price
- C) psychological reinforcement and social acceptance
- D) more favorable ratings by financial observers

90) From the company's perspective, a quality corporate image enhances the introduction of a new product because: 90) \_\_\_\_\_

- A) customers normally transfer their trust in and beliefs about the corporation to a new product
- B) the competition does not know how to respond
- C) the company can charge a lower price for the new product
- D) a new distribution channel can be established

91) Which of the following statements about image is *false*? 91) \_\_\_\_\_

- A) It is relatively easy to change the image people hold about a given company.
- B) Any negative or bad press can quickly destroy an image that took years to build.
- C) Reinforcing or rejuvenating a current image that is consistent with the view of consumers is easier to accomplish than changing a well-established image that is not consistent with the image the company wants to project.
- D) The image being projected must accurately portray the firm and coincide with its goods and services.

92) In making decisions about the image to be projected, it will be the easiest for marketers to: 92) \_\_\_\_\_

- A) revert to an earlier image of the company
- B) develop a new image for a new company
- C) rejuvenate an image that is consistent with consumer's current view of the company
- D) reinforce an image that is not consistent with a consumer's current view of the company

- 93) It is important that the image being projected by a company's marketing messages: 93) \_\_\_\_\_
- A) coincide with what competitors are doing
  - B) be consistent with what consumers already believe about the firm
  - C) reinforce the competition's concept of the image
  - D) accurately portray the firm and coincide with the goods and services being offered
- 94) The right image is one that: 94) \_\_\_\_\_
- A) highlights the quality of products being sold by the company
  - B) is consistent with the views of management of each company
  - C) coincides with the majority of companies within the industry
  - D) sends a clear message about the unique nature of an organization and its products
- 95) Keeping a consistent image while incorporating new elements is an example of: 95) \_\_\_\_\_
- A) rejuvenating an image
  - B) developing a new image
  - C) completing an image
  - D) image positioning
- 96) When business travelers began to view Holiday Inn as outdated with old decor, the management team remodeled many properties and terminated contracts with proprietors that did not meet the new standards. This is an example of: 96) \_\_\_\_\_
- A) developing a new image
  - B) rejuvenating an image
  - C) reinforcing the current image
  - D) changing an image
- 97) Hewlett-Packard's management team decided to move their image from being viewed as a staid company run by engineers to an ultimate lifestyle technology company in tune with pop culture is an example of: 97) \_\_\_\_\_
- A) rejuvenating an image
  - B) changing an image
  - C) reinforcing a current image
  - D) developing a new image
- 98) Changing an image is most necessary: 98) \_\_\_\_\_
- A) when target markets shrink or disappear or a firm's image no longer matches industry trends and consumer expectations
  - B) when a competitor enters the market with a product that is viewed as being superior
  - C) every few years to meet changing consumers
  - D) when sales begin to decline
- 99) AT&T had the image of being an old-fashioned land line telephone company that also produced huge yellow telephone directories. When AT&T purchased Cingular cell service, AT&T's management team recognized it: 99) \_\_\_\_\_
- A) could adopt Cingular's image of an innovative cell phone company
  - B) could never change people's opinion of AT&T
  - C) would not be easy to change an image that had developed over decades
  - D) could change the image of AT&T by using the orange color of Cingular
- 100) Changing an image requires more than one well-made ad or press release □ it begins with: 100) \_\_\_\_\_
- A) hiring a public relations firm to plan the image change
  - B) selling the idea to customers and then working inward to company personnel
  - C) selling the idea to internal company personnel and then moving outward to suppliers, other businesses, and customers
  - D) designing a series of advertisements that take customers through the rationale for the image change
- 101) Which type of corporate name reveals what a company does? 101) \_\_\_\_\_

A) implied

B) conceptual

C) overt

D) iconoclastic

- 102) American Airlines and BMW Motorcycles are examples of: 102) \_\_\_\_\_  
A) conceptual names B) iconoclastic names  
C) implied names D) overt names
- 103) Which type of corporate name contains recognizable words or word parts that imply what the company is about? 103) \_\_\_\_\_  
A) implied B) conceptual C) iconoclastic D) overt
- 104) Federal Express and International Business Machines (IBM) are examples of: 104) \_\_\_\_\_  
A) overt names B) iconoclastic names  
C) conceptual names D) implied names
- 105) Which type of corporate name captures the essence of the idea behind the brand? 105) \_\_\_\_\_  
A) overt B) implied C) iconoclastic D) conceptual
- 106) Lucent Technologies and Google are examples of: 106) \_\_\_\_\_  
A) iconoclastic names B) implied names  
C) conceptual names D) overt names
- 107) Which type of corporate name does not reflect the company's goods or services? 107) \_\_\_\_\_  
A) conceptual B) implied C) overt D) iconoclastic
- 108) Which type of corporate name is unique, different, and memorable without suggesting the company's goods or services? 108) \_\_\_\_\_  
A) iconoclastic B) conceptual C) overt D) implied
- 109) Monster.com is an example of a(n): 109) \_\_\_\_\_  
A) conceptual name B) overt name  
C) iconoclastic name D) implied name
- 110) Overt names: 110) \_\_\_\_\_  
A) capture the essence of the idea behind the brand  
B) contain recognizable words or word parts that imply what the company is about  
C) reveal what the company does  
D) do not reflect the company's good or services, but instead something that is unique, different, and memorable
- 111) Implied names: 111) \_\_\_\_\_  
A) reveal what the company does  
B) do not reflect the company's good or services, but instead something that is unique, different, and memorable  
C) contain recognizable words or word parts that imply what the company is about  
D) capture the essence of the idea behind the brand
- 112) Conceptual names: 112) \_\_\_\_\_  
A) capture the essence of the idea behind the brand  
B) reveal what the company does  
C) do not reflect the company's good or services, but instead something that is unique, different, and memorable  
D) contain recognizable words or word parts that imply what the company is about

- 113) Iconoclastic names: 113) \_\_\_\_\_  
A) capture the essence of the idea behind the brand  
B) do not reflect the company's good or services, but instead something that is unique, different, and memorable  
C) reveal what the company does  
D) contain recognizable words or word parts that imply what the company is about
- 114) Logos help with in-store shopping because: 114) \_\_\_\_\_  
A) they are a form of clutter  
B) they move traffic past goods which are not being purchased  
C) consumers have made up their minds prior to arrival  
D) they are more readily recognized by shoppers
- 115) Stimulus codability is: 115) \_\_\_\_\_  
A) consensually held meanings among customers  
B) the perception that the brand is known  
C) a form of brand name  
D) another name for product positioning
- 116) A logo with a consensually held meaning, such as the Prudential Rock, displays: 116) \_\_\_\_\_  
A) product positioning  
B) brand prominence  
C) brand parity  
D) stimulus codability
- 117) Corporate logos: 117) \_\_\_\_\_  
A) are unrelated to image but are related to positioning  
B) help with recall of advertisements and brands  
C) increase search time in product purchase decisions  
D) usually are inexpensive to develop
- 118) Quality logos and corporate names should pass each of the following tests, *except*: 118) \_\_\_\_\_  
A) elicit a consensual meaning among those in the firm's target market  
B) be familiar  
C) evoke positive feelings  
D) be similar to others in the industry
- 119) The Nike Swoosh is an example of a: 119) \_\_\_\_\_  
A) package  
B) brand  
C) label  
D) logo
- 120) Names assigned to individual goods or services or to groups of products in a line are: 120) \_\_\_\_\_  
A) logos  
B) brands  
C) designs  
D) metrics
- 121) Developing a strong brand begins with: 121) \_\_\_\_\_  
A) understanding how a brand compares with competing brands  
B) discovering why consumers buy a brand and why they rebuy the brand  
C) a SWOT analysis  
D) developing a product positioning strategy
- 122) Two important processes help establish stronger brand prestige. First, the brand name must be prominently promoted through repetitious ads. Second, the brand name: 122) \_\_\_\_\_  
A) should convey a high level of brand equity  
B) should obtain the highest brand awareness score



- A) private brand  
C) flanker brand
- B) complementary brand  
D) brand extension
- 133) When a company develops a new brand in the same category in which the firm already has a branded product, it is a: 133) \_\_\_\_\_  
A) flanker brand  
C) brand extension  
B) complementary brand  
D) private brand
- 134) When a company's marketing team introduces a new brand within a product category where it already has brands in an effort to appeal to target markets and the team believes is not being reached by the company's current brand, which is being used? 134) \_\_\_\_\_  
A) private brand  
C) complementary brand  
B) brand extension  
D) flanker brand
- 135) Which approach is used by firms operating in high-end markets in order to avoid damaging the high-end brand's reputation? 135) \_\_\_\_\_  
A) private brand  
C) flanker brand  
B) brand extension  
D) complementary brand
- 136) A firm that is expanding to international markets often adds additional brands to current brands in order to strengthen an international presence, reflecting which strategy? 136) \_\_\_\_\_  
A) complementary brand  
C) flanker brand  
B) brand extension  
D) private brand
- 137) Co-branding can take the following forms, *except*: 137) \_\_\_\_\_  
A) cooperative brand  
C) complementary brand  
B) ingredient brand  
D) flanker brand
- 138) Ingredient branding involves: 138) \_\_\_\_\_  
A) a joint venture of two brands in one product  
B) marketing two brands together to encourage co-consumption  
C) developing a new brand to be sold in a category where the firm already has a brand  
D) placing one brand within another
- 139) Intel Pentium processors placed inside computers is a form of: 139) \_\_\_\_\_  
A) cooperative branding  
C) ingredient branding  
B) complementary branding  
D) flanker brand
- 140) Cooperative branding is: 140) \_\_\_\_\_  
A) the marketing two brands together to encourage co-consumption  
B) the joint venture of two or more brands in one product  
C) private labeling with a major brand  
D) placing one brand in another as a form of cooperation
- 141) Co-branding works the best when: 141) \_\_\_\_\_  
A) the two brands are unrelated  
B) a private label is co-branded with a manufacturer's brand  
C) a well-known brand is attached to a lesser-known brand  
D) it builds the brand equity of both brands
- 142) Complementary branding is: 142) \_\_\_\_\_  
A) marketing two brands together to encourage co-consumption

- B) using a private label to complement the main brand
- C) the joint venture of two or more brands in one product
- D) placing one brand within another brand

- 143) Selling Reese's Peanut Butter Cup milkshakes at the DQ is an example of: 143) \_\_\_\_  
A) cooperative branding B) flanker branding  
C) complementary branding D) extension branding
- 144) A Pillsbury cookie mix featuring Hershey's Chocolate is a form of: 144) \_\_\_\_  
A) cooperative branding B) complementary branding  
C) ingredient branding D) flanker branding
- 145) The placement of one brand within another brand is: 145) \_\_\_\_  
A) ingredient branding B) cooperative branding  
C) flanker branding D) complementary branding
- 146) The joint venture of two or more brands into a new good or service is: 146) \_\_\_\_  
A) cooperative branding B) flanker branding  
C) ingredient branding D) complementary branding
- 147) The marketing of two or more brands together to encourage co-consumption or co-purchases is: 147) \_\_\_\_  
A) ingredient branding B) flanker branding  
C) complementary branding D) cooperative branding
- 148) In terms of co-branding, the highest risk strategy is 148) \_\_\_\_  
A) ingredient branding B) flanker branding  
C) complementary branding D) cooperative branding
- 149) The goal of branding is to: 149) \_\_\_\_  
A) set a product apart from its competitors  
B) be able to charge a higher price than the competition  
C) gain the largest market share  
D) have a trademark that is easily identifiable
- 150) The secret to a long brand life is: 150) \_\_\_\_  
A) having the largest market share within an industry  
B) developing a unique brand name  
C) having a high level of product quality and high margins  
D) finding one unique selling proposition and sticking with it
- 151) The perception that all brands are essentially the same is called: 151) \_\_\_\_  
A) flanker branding B) brand parity  
C) the private label problem D) brand equity
- 152) Charles sees only minor differences among the various brands of high definition televisions. This is an example of: 152) \_\_\_\_  
A) flanker branding B) brand parity  
C) brand equity D) the private label problem
- 153) The perception that a brand is different and better is called: 153) \_\_\_\_  
A) flanker branding B) brand parity  
C) the private label advantage D) brand equity

- 154) When a customer believes Black and Decker makes the best and most reliable tools, this is an example of: 154) \_\_\_\_\_  
A) brand cooperation B) brand parity  
C) brand equity D) brand decision
- 155) Which is *not* true concerning brand equity? 155) \_\_\_\_\_  
A) it is helpful in international markets  
B) it reduces name retention  
C) it is helpful in business-to-business markets  
D) it allows the company to charge a higher price
- 156) Brand equity offers the following benefits, *except*: 156) \_\_\_\_\_  
A) allows manufacturers to charge more for their brands  
B) captures additional shelf space in retail stores  
C) provides retailers and wholesalers with greater power  
D) creates higher gross margins
- 157) Brand equity offers the following benefits, *except*: 157) \_\_\_\_\_  
A) provides power with wholesalers and retailers  
B) allows wholesalers and retailers to have a greater profit margin  
C) prevents erosion of market share  
D) serves as a weapon against consumers switching to another brand due to sales promotions or other competitors' deals
- 158) Which is true concerning brand name recognition and brand equity? 158) \_\_\_\_\_  
A) recognition is the first phase of developing brand equity  
B) they are unrelated  
C) to gain brand equity, it is not essential to have a high level of brand recognition  
D) they are synonymous
- 159) The first step in building brand equity is: 159) \_\_\_\_\_  
A) to focus on domination  
B) integrating old and new media  
C) to engage in continuous improvement  
D) to research and analyze what it would take to make the brand distinctive
- 160) Which measures returns on branding investments? 160) \_\_\_\_\_  
A) brand equity B) brand metrics  
C) brand infringement D) brand parity
- 161) Attitudinal measures associated with branding can be used to track all of the following *except*: 161) \_\_\_\_\_  
A) awareness B) purchase intentions  
C) recognition D) recall
- 162) In measuring brand equity companies can use a method called revenue premium, which compares a branded product's revenue to: 162) \_\_\_\_\_  
A) the industry leader B) a firm's primary competitors  
C) a private label brand D) the industry's average
- 163) A proprietary brand marketed by an organization and distributed within the organization's outlets is a(n): 163) \_\_\_\_\_  
A) flanker brand B) co-brand  
C) private label D) complementary brand
- 164) Private brands are: 164) \_\_\_\_\_

- A) the joint venture of two or more brands in a new good or service
- B) proprietary brands marketed by an organization and normally distributed exclusively within the organization's outlets
- C) the use of established brand names on goods and services not related to the company's core brand
- D) new brands sold in the same category

- 165) Over the past few years, each of the following are changes that have occurred in the area of private branding, *except*: 165) \_\_\_\_\_
- A) increased advertising of private brands
  - B) increase in prices to equal national brands
  - C) increased quality of in-store displays of private brands
  - D) improved quality
- 166) Private labels are attractive to retail stores because: 166) \_\_\_\_\_
- A) they are priced higher than national brands
  - B) consumers are becoming more loyal to private brands
  - C) they tend to have higher margins than national brands
  - D) they do not require any advertising
- 167) The following statements about private labels are true, *except*: 167) \_\_\_\_\_
- A) consumers still perceive private labels as being inferior to manufacturer's brands
  - B) prices for private labels are going up in many markets
  - C) some firms have begun advertising private labels
  - D) quality levels of many private label products have improved
- 168) Manufacturers are using all of the following methods to respond to inroads made by private labels *except*: 168) \_\_\_\_\_
- A) reducing prices to meet private label pricing
  - B) increasing advertising expenditures
  - C) focusing on a few core brands
  - D) introducing new products and new versions of current products
- 169) Manufacturers are using all of the following methods to respond to inroads made by private labels *except*: 169) \_\_\_\_\_
- A) using alternative promotional methods
  - B) expanding product offerings
  - C) modifying the brand's position in the marketplace
  - D) improving in-store displays and packaging
- 170) Traditionally, a package provided each of the following functions, *except*: 170) \_\_\_\_\_
- A) key component of a company's integrated marketing communications plan
  - B) provide for ease of shipping, moving, and handling
  - C) provide for easy placement on store shelves
  - D) protect the contents
- 171) Marketing surveys have revealed that \_\_\_\_\_ percent of purchase decisions are made in retail stores. 171) \_\_\_\_\_

A) 69

B) 50

C) 31

D) 80

- 172) Research indicates that when consumers walk within 10 to 15 feet of a product, the item has \_\_\_\_\_ seconds to catch the consumer's attention. 172) \_\_\_\_\_  
A) 9 B) 7 C) 3 D) 5
- 173) Research indicates that when consumers walk within \_\_\_\_\_ feet of a product, the item has 3 seconds to catch the consumer's attention. 173) \_\_\_\_\_  
A) 8 to 12 B) 10 to 15 C) 5 to 7 D) 3 to 5
- 174) New trends in packaging include the following, *except*: 174) \_\_\_\_\_  
A) prevent tampering  
B) designed for ease of use  
C) contemporary and striking design  
D) meet consumer needs for speed, convenience, and portability
- 175) Labels on packages serve the following purposes, *except*: 175) \_\_\_\_\_  
A) provide consumers with pricing per unit information  
B) provide legal requirements in terms of content  
C) another marketing opportunity to reach consumers  
D) provide warranty and guarantee information
- 176) Brand infringement occurs when: 176) \_\_\_\_\_  
A) a company creates a brand name that closely resembles a popular or successful brand name  
B) the brand name is used in advertisements by competitors  
C) individuals purchase domain names just for the purpose of selling them later to famous individuals or companies  
D) an Internet domain is used that is similar to a brand name
- 177) Domain squatting occurs when: 177) \_\_\_\_\_  
A) individuals purchase domain names just for the purpose of selling them later to famous individuals or companies  
B) an Internet domain is used that is similar to a brand name  
C) the brand name becomes a generic term for the product category  
D) a company creates a brand name that closely resembles a popular or successful brand name
- 178) Using a standardized global brand offers all of the following advantages *except*: 178) \_\_\_\_\_  
A) a higher perceived quality because it is sold in different countries  
B) meets the need of individual cultures within different countries  
C) lower marketing costs  
D) transference of best practices from one country to another
- 179) Global brands do the best in: 179) \_\_\_\_\_  
A) high-profile, high-involvement products  
B) high-profile, low-involvement products  
C) low-involvement everyday products  
D) highly visible products such as clothing and furniture

**SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.**

- 180) From a consumer's perspective, what are the benefits of a strong corporate image? 180) \_\_\_\_\_
- 181) What are the benefits of a strong corporate image in the eyes of the company? 181) \_\_\_\_\_

- 182) When should a company consider rejuvenating or changing its image and how should it be done? 182) \_\_\_\_\_
- 183) What are the four types of corporate names? 183) \_\_\_\_\_
- 184) What four tests should quality logos and corporate names pass? 184) \_\_\_\_\_
- 185) Describe the differences between brand extensions and flanker brands. 185) \_\_\_\_\_
- 186) What three forms of co-branding are there? Define each one. 186) \_\_\_\_\_
- 187) When developing a strong brand name, what are some typical questions that should be asked? 187) \_\_\_\_\_
- 188) Identify the steps in building a high level of brand equity. 188) \_\_\_\_\_
- 189) Why have private labels been more successful in recent years? 189) \_\_\_\_\_
- 190) What traditional elements should be incorporated into packaging design and what are the new trends that impact packaging? 190) \_\_\_\_\_

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- 88) D
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  1. Assurance regarding purchase decisions of familiar products in unfamiliar settings
  2. Assurance concerning purchases where there is little previous experience
  3. Reduction of search time in purchase decisions
  4. Psychological reinforcement and social acceptance of purchase decisions
- 181)
  1. Extension of positive consumer feelings to new products
  2. The ability to charge a higher price or fee
  3. Consumer loyalty leading to more frequent purchases
  4. Positive word-of-mouth endorsements
  5. The ability to attract quality employees
  6. More favorable ratings by financial observers and analysts
- 182) A company should consider rejuvenating or changing its image when sales have declined or a competitor has taken a strong market position in the industry. Any time the brand has suffered a decline in brand equity is a good time to consider rejuvenating an image. Rejuvenating an image requires developing a campaign that is consistent with the current image while at the same time incorporating new elements into the image to expand the firm's target market and to reconnect with previous customers.
- 183) Overt names, implied names, conceptual names, iconoclastic names
- 184)
  1. They should be easily recognizable.
  2. They should be familiar.
  3. They should elicit a consensual meaning among those in the firm's target market.
  4. They should evoke positive feelings.
- 185) Brand extensions use an established brand name on goods or services not related to a core brand. Flanker brands are brands used by a company in a category in which the company currently has an offering.
- 186)
  1. Ingredient branding is placement of one brand within another brand.
  2. Cooperative branding is the joint venture of two brands or more into a new product or service.
  3. Complementary branding is marketing of two brands together to encourage co-consumptions or co-purchases.
- 187)
  1. Where does your brand stand now?
  2. What are your objectives?
  3. What are you doing in terms of building your brand and business?

# Full file at <https://fratstock.eu>

4. What are your brand's strengths? Weaknesses?

What 5. What opportunities should be pursued first? Where are the pitfalls?

188) 1. Research and analyze what it would take to make the brand distinctive.

2. Engage in continuous innovation.

3. Move fast.

4. Integrate new and old media.

5. Focus on domination.

189) 1. Quality levels have improved.

2. Perceived as a value purchase by consumers.

3. Loyalty toward stores is higher than loyalty to brands.

4. Increased advertising of private labels.

5. Used to differentiate retail outlets.

6. Increased quality of in-store displays and packaging of private labels.

190) Traditional elements of packaging include:

1. Protect the product inside

2. Provide for ease in shipping, moving, and handling

3. Provide for easy placement on store shelves

4. Prevent or reduce the possibility of theft

5. Prevent tampering

New trends in packaging include:

1. Meet consumer needs for speed, convenience, and portability

2. Must be contemporary and striking

3. Must be designed for ease of use