

SET	TYPE	MARKS	QUESTION	CO	PI	Bloom's Level	Accessible For	ANSWER-ONE	ANSWER-ONE-STATUS	ANSWER-TWO	ANSWER-TWO-STATUS	ANSWER-THREE	ANSWER-THREE-STATUS	ANSWER-FOUR	ANSWER-FOUR-STATUS
A	SINGLE-CORRECT	1	What is brand equity?	CO1		Understand	My Institute	The monetary value of a brand.	Incorrect	The value that a brand adds to a product or service beyond its functional benefits.	Correct	The total number of customers who have purchased a product or service.	Incorrect	None of the above	Incorrect
A	SINGLE-CORRECT	1	What is brand naming?	CO2		Understand	My Institute	The process of creating a brand's visual identity	Incorrect	The process of developing a brand's messaging	Incorrect	The process of selecting and creating a brand's name	Correct	The process of designing a brand's packaging	Incorrect
A	SINGLE-CORRECT	1	What is a brand's personality?	CO2		Understand	My Institute	The way the brand is visually represented	Incorrect	The way the brand sounds when it is spoken	Incorrect	The way the brand communicates its messaging	Incorrect	The way the brand is perceived in terms of its human characteristics	Correct
A	SINGLE-CORRECT	1	Which of the following is an example of a line filling strategy?	CO2		Analyze	My Institute	A clothing company adds a new line of accessories to their existing product line.	Incorrect	A car company introduces a new luxury model to their existing product line.	Incorrect	A food company introduces a new flavor of an existing product in their product line.	Correct	A technology company removes several outdated products from their existing product line.	Incorrect
A	SINGLE-CORRECT	1	PQR is a sports brand that offers a range of athletic apparel and footwear for both men and women. Recently, they added a new line of high-end workout clothing and equipment to their product line to appeal to customers who are willing to pay a premium for quality. Which of the following product line strategies did PQR use?	CO2		Analyze	My Institute	Line modernization	Incorrect	Line filling	Incorrect	Line stretching	Correct	Line pruning	Incorrect
A	SINGLE-CORRECT	1	A company in the automotive industry has a product that has low market share in a low-growth market. Which strategy is most appropriate for this product, according to the BCG matrix?	CO2		Analyze	My Institute	Divestment	Correct	Investment	Incorrect	Consolidation	Incorrect	Harvesting	Incorrect
A	SINGLE-CORRECT	1	A company has several products in high-growth markets with low market share. According to the GE matrix, which strategy is most appropriate for these products?	CO2		Analyze	My Institute	Invest selectively	Incorrect	Build selectively	Correct	Harvest selectively	Incorrect	Divest selectively	Incorrect
A	SINGLE-CORRECT	1	A company in the technology industry has a product line with several products in different stages of the product life cycle. One of the products is a mature product with high market share but low market growth, while another product is a new product with low market share but high market growth potential. According to the GE matrix, which strategy is most appropriate for each product?	CO2		Apply	My Institute	The mature product: harvest selectively; the new product: build selectively.	Correct	The mature product: invest selectively; the new product: divest selectively.	Incorrect	The mature product: divest selectively; the new product: invest selectively.	Incorrect	The mature product: build selectively; the new product: harvest selectively.	Incorrect
A	SINGLE-CORRECT	1	Which of the following products is most likely to have a short life cycle due to being a fad product?	CO2		Analyze	My Institute	Basic t-shirts	Incorrect	Blue jeans	Incorrect	Fidget spinners	Correct	Winter boots	Incorrect

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A	SINGLE-CORRECT	1	A company that produces and sells smartphones has noticed a decline in sales of its flagship product, which has been on the market for several years. The company wants to maintain its market share and increase profits. What product life cycle strategy would be best for the company to implement?	CO2		Apply	My Institute	Harvesting	Incorrect	Diversification	Incorrect	Product development	Correct	Market penetration	Incorrect
A	SINGLE-CORRECT	1	A food company has been producing and selling a particular type of snack for many years. Sales have remained steady, but the company wants to increase profits. What product life cycle strategy would be best for the company to implement?	CO2		Apply	My Institute	Harvesting	Correct	Diversification	Incorrect	Product development	Incorrect	Market penetration	Incorrect
A	SINGLE-CORRECT	1	A technology company has developed a prototype for a new smartphone that they believe will be a game-changer in the industry. What stage of the new product development process is the company currently in?	CO2		Analyze	My Institute	Idea generation	Incorrect	Screening	Incorrect	Concept development and testing	Correct	Business analysis	Incorrect
A	SINGLE-CORRECT	1	A clothing company is considering launching a new line of sustainable clothing made from recycled materials. Before launching the product nationwide, the company decides to conduct a test market in a few select cities. What is a potential disadvantage of conducting a test market for this new product?	CO2		Apply	My Institute	The high costs associated with a test market	Incorrect	The inability to gather accurate data from the test market	Incorrect	The limited sample size of the test market	Incorrect	The risk of competitors copying the product before it is fully launched	Correct
A	SINGLE-CORRECT	1	A technology company is planning to launch a new smartphone with advanced features that they believe will set it apart from its competitors. Before launching the product nationwide, the company decides to conduct a test market in a few select cities. What is a potential disadvantage of conducting a test market for this new product?	CO2		Apply	My Institute	The high costs associated with a test market	Incorrect	The limited sample size of the test market	Correct	The risk of competitors copying the product before it is fully launched	Incorrect	The inability to gather accurate data from the test market	Incorrect
A	SINGLE-CORRECT	1	A new beverage company is planning to launch a line of organic fruit juices. They are trying to decide on a brand name for their new product line. What is a potential benefit of choosing a descriptive brand name for this product line?	CO2		Apply	My Institute	It will be easier to trademark the brand name	Incorrect	It will help the product stand out in a crowded market	Incorrect	It will make it easier for consumers to understand what the product is	Correct	It will allow the company to charge a premium price for the product	Incorrect
A	SINGLE-CORRECT	1	A new luxury fashion brand is planning to launch a line of high-end handbags. They are trying to decide on a brand name for their new product line. What is a potential benefit of choosing an evocative or suggestive brand name for this product line?	CO2		Apply	My Institute	It will make it easier for consumers to understand what the product is	Incorrect	It will allow the company to charge a premium price for the product	Correct	It will help the product stand out in a crowded market	Incorrect	It will be easier to trademark the brand name	Incorrect

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A	SINGLE-CORRECT	1	TATA Motors has recently launched a new line of electric vehicle called "Nexon EV". What type of brand naming strategy did they use for this new product line?	CO2		Apply	My Institute	Descriptive names	Incorrect	Evocative or Suggestive names	Correct	Associative names	Incorrect	Non-word names	Incorrect
A	SINGLE-CORRECT	1	A popular Indian snack food company is planning to rebrand its products to target a younger demographic. Which of the following branding strategies would be most suitable for this rebranding effort?	CO2		Analyze	My Institute	Corporate branding	Incorrect	Product branding	Correct	Family branding	Incorrect	Umbrella branding	Incorrect
A	SINGLE-CORRECT	1	A leading Indian hotel chain is known for its luxurious amenities and high-end pricing. In response to competition from budget hotels, the chain launches a new line of budget hotels with basic amenities. What is the point of parity for this new product line?	CO2		Analyze	My Institute	Luxurious amenities	Incorrect	High-end pricing	Incorrect	Basic amenities	Correct	Established brand name	Incorrect
A	SINGLE-CORRECT	1	Unilever produces Dove, Axe, and Lux under its personal care product category. Which of the following strategies is the company using?	CO2		Apply	My Institute	Multi-product strategy	Incorrect	Multi-brand strategy	Correct	Product line extension strategy	Incorrect	Brand extension strategy	Incorrect
A	SINGLE-CORRECT	1	Samsung produces a wide range of electronic products such as smartphones, televisions, home appliances, and computer peripherals. The company produces different products under different sub-brands like Galaxy, QLED, and Notebook. Which of the following strategies is the company using?	CO2		Apply	My Institute	Multi-product strategy	Correct	Multi-brand strategy	Incorrect	Product line extension strategy	Incorrect	Brand extension strategy	Incorrect
A	SINGLE-CORRECT	1	Apple has used product line extension strategy by introducing different models of its popular iPhone, such as the iPhone 12, iPhone 12 Pro, and iPhone 12 Mini. Each model caters to a different segment of customers with varying needs and preferences. Which of the following strategies is the company using?	CO2		Apply	My Institute	Multi-product strategy	Incorrect	Multi-brand strategy	Incorrect	Product line extension strategy	Correct	Brand extension strategy	Incorrect
A	SINGLE-CORRECT	1	Which of the following comes under the idea of product?	CO1		Understand	My Institute	Services	Incorrect	Idea	Incorrect	Person	Incorrect	ALL THE ABOVE	Correct
A	SINGLE-CORRECT	1	What is the symbolic aspect of a CAR?	CO1		Understand	My Institute	It works as a means of transport	Incorrect	It is a vehicle	Incorrect	A person can show his status by owing a car	Correct	None of the above	Incorrect
A	SINGLE-CORRECT	1	The offering of all brands and the brands lines by a particular company is considered as?	CO1		Understand	My Institute	Company Porfolio	Incorrect	Brand Line Porfolio	Incorrect	Brand Portfolio	Correct	Product Porfolio	Incorrect
A	SINGLE-CORRECT	1	A-----is a name, term, design, symbol, or any other feature that identifies one seller's goods or services as distinct from those of other sellers.	CO1		Understand	My Institute	PLC	Incorrect	Personna	Incorrect	Product	Incorrect	Brand	Correct
A	SINGLE-CORRECT	1	Which of the following is a group of items within a product line that share one of several possible forms of a product?	CO1		Understand	My Institute	Product Mix	Incorrect	Product Type	Correct	Product Class	Incorrect	Product Line	Incorrect

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A	SINGLE-CORRECT	1	Product Assortment is generally not characterized by this dimension	CO1		Understand	My Institute	Width	Incorrect	Weight	Correct	Depth	Incorrect	Consistency	Incorrect
A	SINGLE-CORRECT	1	Product-----is the withdrawal and request for return of a product by the manufacture or distributor in order to remedy or replace it due to the detection of a fault or faults which render it unfit for the purpose for which it was sold.	CO1		Understand	My Institute	Abandonment	Incorrect	Recall	Correct	Approach	Incorrect	Launch	Incorrect
A	SINGLE-CORRECT	1	Which of the following is NOT the correct stage of Product Life Cycle?	CO1		Understand	My Institute	Introductory	Incorrect	Growth	Incorrect	Decline	Incorrect	Negative	Correct
A	SINGLE-CORRECT	1	Various products can be differentiated in the form of size, shape, physical structure of aproduct. Which one of the following can NOT be considered as an exmample of the mentioned instance	CO1		Understand	My Institute	Bajaj Pulsor DTSi with Digital Twin Sparkplug Ignition feature	Correct	Centre Fresh in different flavours	Incorrect	Surf Excel in different package	Incorrect	Disposal plates	Incorrect
A	SINGLE-CORRECT	1	Mark the product which has not changed easily over the period	CO2		Analyze	My Institute	Punch Card	Incorrect	Typewriters	Incorrect	Tape recorders	Incorrect	Matchsticks	Correct
A	SINGLE-CORRECT	1	Gillette went from a single razor blade to a double blade, to now up to six blades, where no new market were created, and no new technology involved.This example illustrates	CO2		Analyze	My Institute	Architectural Innovation	Correct	Modular Innovation	Incorrect	Incremental Innovation	Correct	Radical Innovation	Incorrect
A	SINGLE-CORRECT	1	Attributes or benefits consumers strongly associate with a brand, such as Domino's Pizza guaranteed "Fresh, hot pizza delivered in 30 minutes or less or its free" are called	CO2		Analyze	My Institute	Points of Parity	Incorrect	Points of Differences	Correct	Points of disparity	Incorrect	Brand Identity	Incorrect
A	SINGLE-CORRECT	1	P&G owns various brands across different product categories, including Bounty, Old Spice, Pampers, Always, Head and Shoulders, Gillette, Crest and Pantene. This is an example for -----	CO2		Apply	My Institute	Umbrella Branding	Incorrect	Multi Brand Strategy	Correct	Sub Brand Strategy	Incorrect	Single Brand Strategy	Incorrect
A	SINGLE-CORRECT	1	Dettol Soap, in their new advertisement, is saying nothing fundamentally new about DETTOL Soap; instead it simply reiterates existing marketing messages . What kind of branding strategy does Dettol use here?	CO2		Apply	My Institute	Brand Revitalization	Incorrect	Brand Reinforcement	Correct	Brand Retire	Incorrect	Brand Relaunch	Incorrect
A	SINGLE-CORRECT	1	Patanjali followed three philiopsphies , like Swadesi products, Ayurvedic products (Natural and Herbal) and products with value proposition around wellness and nutrition, when it introduced and product in the market. These three philosophies states Patanjali's .....	CO2		Apply	My Institute	Brand Judgement	Incorrect	Brand Identity	Correct	Brand Awareness	Incorrect	Brand Elements	Incorrect
A	SINGLE-CORRECT	1	The Airlines provide a hassle free travel without any delay in the travel time. This is .....	CO2		Apply	My Institute	Core Product	Incorrect	Expected Product	Incorrect	Generic Product	Correct	Augmented Product	Incorrect
A	SINGLE-CORRECT	1	What is the function of BCG Matrix?	CO2		Apply	My Institute	None of these	Incorrect	Produce a lot of money	Incorrect	Identify relationship between products and Services	Incorrect	Helps in Brand Portfolio Analysis	Correct

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A	SINGLE-CORRECT	1	Coca Cola has an easily identified logo (its name Written in a flowing script) and is usually packaged in a red can or its famously curvy bottle. What do these elements combine to form?	CO2		Apply	My Institute	Brand Identity	Correct	Brand Image	Incorrect	Brand Personality	Incorrect	Brand Equity	Incorrect