

# TYBMS SAMPLE QUESTION PAPER

## BRAND MANAGEMENT

SEPT /OCT 2020

A brand name creates ..... depending on how the brand is marketed, advertised & promoted.

Faith, Disloyalty, Mistrust, Confusion

A brand name creates ..... depending on how the brand is marketed, advertised & promoted.

Premiumness, Disloyalty, Mistrust, Confusion

A brand name creates ..... depending on how the brand is marketed, advertised & promoted.

Mass Market Appeal, Disloyalty, Mistrust, Confusion

A brand is a complex symbol that conveys six levels of meaning and one of them is .....

Benefits , Advertising, Sales promotion, Selling.

A brand is a complex symbol that conveys six levels of meaning and one of them is .....

Values , Advertising, Sales promotion, Selling

A brand is a complex symbol that conveys six levels of meaning and one of them is .....

Culture , Advertising, Sales promotion, Selling.

A brand is a complex symbol that conveys six levels of meaning and one of them is .....

Personality , Advertising, Sales promotion, Selling

Customer Based Brand equity Model CBBE was developed by .....

Kevin Lane Keller, V Ravi Shankar, A Maslow, Donald Trump.

..... is described in the level one of the Keller's Brand Equity model CBBE model .

Salience , Profit, Loss , Religion.

..... is described in the level three of the Keller's Brand Equity model  
CBBE model .  
Feelings, Salience , Profit, Loss .

PRM refers to partner ..... management.  
Relationships, Redevelopment, Reproduction, Resolution.

..... marketing is an approach to selling goods and services in which a  
prospect explicitly agrees in advance to receive marketing information.  
Permission , Management , One to Many, Experimental

CBBE Model stands for Customer Based ..... Equity .  
Brand, Building, Buyer's, Battle

..... helps make purchasing decision easier.  
Branding , Radio , Pubg, Tiktok

..... is a dimension of the big five core dimensions of brand  
personality scale as given by Jennifer Aaker.  
Sincerity , Politics, Religion , Income

..... is a dimension of the big five core dimensions of brand  
personality scale as given by Jennifer Aaker.  
Excitement , Politics, Religion , Income

..... is a dimension of the big five core dimensions of brand  
personality scale as given by Jennifer Aaker.  
Competence , Politics, Religion , Income

..... is a dimension of the big five core dimensions of brand  
personality scale as given by Jennifer Aaker.  
Sophistication , Politics, Religion , Income

Honest is a part of ..... in the five dimensions of a brand personality  
scale by Jennifer Aaker.

Sincerity , Politics, Religion , Income

Wholesome is a part of ..... in the five dimensions of a brand personality scale by Jennifer Aaker.

Sincerity , Politics, Religion , Income.

Successful is a part of ..... in the five dimensions of a brand personality scale by Jennifer Aaker.

Competence , Sincerity , PUBG , politics

..... is a simple way to profile brand associations.

Free association tasks, paid calls ,unpaid calls, memorandum of association.

Upper class is a part of ..... in the five dimensions of a brand personality scale by Jennifer Aaker.

Sophistication , Sincerity , PUBG , politics

Glamorous is a part of ..... in the five dimensions of a brand personality scale by Jennifer Aaker.

Upper class , Sincerity , PUBG , politics