

## Chapter 1: Brands and branding

1. What is not a characteristic of a brand?

- a. To identify origin
- b. A strong jingle
- c. To communicate meaning
- d. To differentiate one firm from another

Ans: B

2. The historic term for branding, *brandr* referred to which of the following?

- a. To mark animals or captured humans
- b. To burn one's mark into, or stigmatize something
- c. An early logo driven strategy
- d. To identify one tribe from another

Ans: B

3. Why might consumers tattoo themselves with a brand logo?

- a. To signal something to others
- b. Because they love the brand
- c. To gain power from the brand for personal transformation
- d. All of these

Ans: D

4. The first American Marketing Association definition of a brand contains references to \_\_\_\_\_.

- a. customers
- b. stakeholders
- c. co-creation
- d. competitors

Ans: D

5. David Aaker's brand definition is limited because it fails to mention \_\_\_\_\_.

- a. competitors
- b. symbols
- c. differentiation
- d. users

Ans: D

6. What characterizes strong brands?

- a. Identification and distinction
- b. Differentiation and value
- c. Experience and meaning
- d. All of these

Ans: D

7. Brand meaning is created by \_\_\_\_\_.

- a. marketers
- b. users
- c. society
- d. all of these

Ans: D

8. Since the late 1990s, how have metaphors for brand management have changed?

- a. Greater emphasis has been placed on controlling the brand by marketers.
- b. Greater emphasis has been placed on the inability of managers to control the brand.
- c. Greater attention has been placed on interacting with users to shape meaning.
- d. None of these.

Ans: C

9. If your brand is made fun of in a television series, which author in Holt's model is shaping the brand's meaning?

- a. Influencers
- b. Marketers
- c. Consumers
- d. Popular culture

Ans: D

10. Sid Levy was influential on the development of brand management. His main contribution is \_\_\_\_\_.

- a. identifying that brands should stand for functional benefits
- b. identifying that brands should represent a personality
- c. identifying that brands signify higher-order meaning
- d. identifying that creative advertising was critical for brands

Ans: C

11. Which sectors influenced the development of brand management models?

- a. Advertising agencies
- b. Financial markets
- c. Academic researchers
- d. All of these

Ans: D

12. It is said brands are co-created. What is not an example of co-creation?

- a. Working directly with users to shape brand meaning

- b. Undertaking research to understand users' lives
- c. Assuming the user will accept the brand's identity as you communicate it
- d. Tracking how users converse about the brand in fan forums online

Ans: C

13. Your manager says that the main job of a brand is to minimize consumer confusion. Which theoretical influence on branding underpins their statement?

- a. Psychology
- b. Sociology
- c. Economics
- d. Law

Ans: C

14. The psychological influence on brand management places emphasis on \_\_\_\_\_.

- a. how groups of consumers co-create brand meaning
- b. why individual consumers buy certain brands
- c. how brand communities are created
- d. how social class influences brand choices

Ans: B

15. Consumer culture theory focuses on understanding, \_\_\_\_\_.

- a. What makes a brand cool?
- b. What cues encourage users to buy brands?
- c. How consumers use brands to achieve their identity goals?
- d. None of these.

Ans: C

## Chapter 2: Brand users

1. In middle-upper income economies consumers primarily buy brands for \_\_\_\_\_.

- a. their reputation
- b. their functional benefits
- c. their country of origin image
- d. their potential to say something about who we are

Ans: D

2. Belk's idea of the extended self suggests \_\_\_\_\_.

- a. we buy brands to impress others
- b. we buy brands because they provide functional benefits
- c. we buy brands because of their creative advertising
- d. we buy brands because they say something about who we are

Ans: D

3. A consultant suggests your brand should act like a rebel. What approach of branding does this refer to?

- a. The experiential approach
- b. The identity approach
- c. The personality approach
- d. The consumer approach

Ans: C

4. The key insight of the service dominant logic of marketing on branding is \_\_\_\_\_.

- a. services firms should be branded
- b. users buy brands for the services they offer

- c. manufacturers should also sell services
- d. none of these

Ans: B

5. What are examples of liquid consumption?

- a. Platform brands such as Air BnB and Uber
- b. Soft drinks
- c. Brands that change their meaning a lot
- d. Buying brands to signal our wealth

Ans: A

6. Solid consumption is reflected in \_\_\_\_\_.

- a. an emphasis on accessing things when needed
- b. a focus on experiences
- c. the belief that owning things is important
- d. changing practices depending on context

Ans: C

7. A liquid approach to luxury branding would \_\_\_\_\_.

- a. result in greater emphasis on the brand logo
- b. require ownership of the most exclusive objects
- c. see Uber invest in an upmarket service
- d. associate status with access to critical networks

Ans: D

8. The belief that the brand should be engineered into all aspects of the marketing mix derives from which approach to branding?

- a. Relational
- b. Economic
- c. Communal
- d. Experiential

Ans: B

9. Themed flagship stores that immerse you in the brand's identity represent which branding approach?

- a. Cultural
- b. Economic
- c. Experiential
- d. Relational

Ans: C

10. If you are encouraged to understand the user and their world, which approach to branding is being used?

- a. Relational
- b. Personality
- c. Cultural
- d. Communal

Ans: A

11. A consultant focused on ensuring that all of your firm's visual assets look the same is drawing on what branding approach?

- a. Identity

- b. Personality
- c. Relational
- d. Communal

Ans: A

12. Some brands encourage events to build connections between users. What type of brand approach is this?

- a. Cultural
- b. Relational
- c. Communal
- d. Personality

Ans: C

13. Gillette's recent campaign focused on challenging toxic masculinity is an example of what type of brand approach?

- a. Experiential
- b. Cultural
- c. Personality
- d. Communal

Ans: B

14. A brand's strength is a function of how much the user knows about it. Which approach to branding does this represent?

- a. Consumer-based
- b. Personality
- c. Economic
- d. Relational



Ans: A

15. Examples of strong and deep, emotionally invested brand-relationship metaphors are \_\_\_\_\_.

- a. best customer and abused spouse
- b. neighbour
- c. secret admirer and childhood buddy
- d. fling and marriage partner

Ans: D

16. Customers jobs to be done refers to \_\_\_\_\_.

- a. only functional needs
- b. only emotional needs
- c. any need
- d. none of these

Ans: C

17. To identify jobs to be done, brand managers should look for which of the following?

- a. Poorly solved problems
- b. Things customers try to avoid
- c. User innovations
- d. All of these

Ans: D

18. What type of value is not relevant for co-creation of brand meaning?

- a. Linking value
- b. Exchange value

- c. Symbolic value
- d. Value in use

Ans: B

19. When someone claims that consumers buy a Makita power drill for the hole it will create, what type of value is being referred to?

- a. Exchange value
- b. Symbolic value
- c. Value in use
- d. Linking value

Ans: C

20. The communal brand model is primarily based on what form of value?

- a. Linking value
- b. Exchange value
- c. Use value
- d. Symbolic value

Ans: A

21. Luxury brands primarily sell themselves on what type of value?

- a. Exchange value
- b. Use value
- c. Symbolic value
- d. Linking value

Ans: C

22. Which of the following statements is true?

- a. Brands do not matter in B2B markets because buyers choose the cheapest option.
- b. Branding in B2B is not relevant because B2B purchases are too complex when compared to B2C.
- c. B2B buyers are solely motivated by rational concerns.
- d. B2B buyers will buy brands because of the complexity of their needs.

Ans: D

23. Authenticity is believed to be essential to co-creation. Does this refer to \_\_\_\_\_.

- a. that brand claims are true
- b. the desire of millennials for simplicity
- c. a sense that the brand feels true, to me
- d. that only brands which have a social conscious will be successful

Ans: C

24. Examples of motivated reasoning include \_\_\_\_\_.

- a. removing someone from your social media page who you do not agree with
- b. claims by your critics that you are peddling fake news
- c. dismissing evidence that does not confirm your view
- d. all of these

Ans: D

25. An authenticating act involves which of the following?

- a. Doing something that truly reflects who you are
- b. Unquestionably following cultural traditions
- c. Trying to fit in with others, regardless of whether you think they are right
- d. None of these

Ans: A

26. An authoritative performance involves which of the following?

- a. Buying brands to stand out among the crowd
- b. Buying brands you do not like but that conform to society's expectations
- c. Being an expert
- d. None of these

Ans: B

27. Someone tells you that you need to buy the brand Vans to be a true skateboarder. You don't like the brand, but buy them anyway. Is this an example of?

- a. An authoritative performance
- b. Self-authentication
- c. An authenticating act
- d. Brand equity

Ans: A

28. Someone tells you that you need to buy the brand Vans to be a true skateboarder. You don't like the brand, but buy them anyway. Is this an example of?

- a. Authenticity as consistency
- b. Authenticity as conformity
- c. Authenticity as connection
- d. All of these

Ans: B

29. In *No Logo*, Naomi Klein suggested brands were inauthentic because they did not live their principles. What type of authenticity is being referred to here?

- a. Authenticity as conformity

- b. Authenticity as connection
- c. Authenticity as consistency
- d. Self-authentication

Ans: C

30. Kat von D suffered a fan backlash when she suggested her newborn child would not be vaccinated. What type of authenticity does this backlash concern?

- a. Authenticity as connection
- b. Authenticating act
- c. Authenticity as consistency
- d. Authenticity as conformity

Ans: D

31. The brand Shinola Detroit has been accused of not being made in Detroit. What type of authenticity does this refer to?

- a. Authenticity as connection
- b. Authenticity as conformity
- c. Authenticity as consistency
- d. All of these

Ans: A

32. Invisible brands refer to which of the following?

- a. Brands we cannot see
- b. Weak brands
- c. Brands that have little web presence
- d. Ordinary everyday brands we take for granted

Ans: D

Beverland, *Brand Management*

SAGE Publishing, 2021