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Testbanks

Chapter 1: Brands and branding

1. Which of the following does not characterize a strong brand?
- a. Providing user value.
 - b. Having a catchy jingle.
 - c. Communicating meaning.
 - d. Differentiating 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 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. A mix of the above.

Ans: D

8. Since the late 1990s, how have metaphors for brand management 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: Understanding 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 reflect one's identity.

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 exemplify?

- 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. Brands of fast-moving consumer goods.
- c. Brands that change their meaning a lot.
- d. Brands that are bought to signal one's 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 users 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. Which branding approach does this represent?

- 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 refer to which of the following needs?

- a. Functional needs only.
- b. Emotional needs only.
- 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. Value-in-exchange.
- 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. Value-in-exchange.
- 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. Value-in-exchange.
- c. Value-in-use.
- d. Symbolic value.

Ans: A

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

- a. Value-in-exchange.
- b. Value-in-use.
- 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. What does authenticity 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. Which of the following is an example of motivated reasoning?

- 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. This is an example of which of the following?

- 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. This relates to which of the following forms of authenticity?

- 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. 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

31. 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

Chapter 3: Brand equity

1. Brand equity refers to which of the following?