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***Integrated Advertising, Promotion, and Marketing Communications, 6e (Clow/Baack)  
Chapter 2 Corporate Image and Brand Management***

1) Applebee's rebuilt its brand by acquiring IHOP.

Answer: FALSE

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-1

2) A firm's image is based on the feeling consumers and businesses have about the overall organization and its individual brands.

Answer: TRUE

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-1

3) Effective marketing communications are based on a clearly defined corporate image.

Answer: TRUE

Diff: 2

Question Tag: Critical Thinking

Objective: 2-1

4) What a firm's employees believe about the company's image is far more important than what consumers think.

Answer: FALSE

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-1

5) The most important component of a corporate image is likely to be customer perceptions of how a firm deals with them.

Answer: TRUE

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-1

6) Perceptions of a corporation's image are based solely on price and quality.

Answer: FALSE

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-1

7) A corporate image contains both visible and intangible elements.

Answer: TRUE

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-1

8) An organizational policy to actively recruit minority employees would be an element of a company's image.

Answer: TRUE

Diff: 2

Question Tag: Definition (Concept)

AACSB Categories: AACSB: Multicultural and diversity understanding Objective: 2-1

9) From the consumer's perspective, corporate image provides psychological reinforcement and social acceptance of a purchasing decision.

Answer: TRUE

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-1

10) A positive corporate image can reduce search time when a consumer is making a buying decision. Answer: TRUE

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-1

11) While a corporation's image plays a key role in marketing to consumers, it is not significant when selling to other businesses.

Answer: FALSE

Diff: 2

Question Tag: Definition (Concept)  
Objective: 2-1

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.

Answer: TRUE

Diff: 2

Question Tag: Definition (Concept)  
Objective: 2-1

13) A strong corporate image cannot affect the price a company can charge for its products.  
Answer: FALSE

Diff: 2

Question Tag: Critical Thinking  
Objective: 2-1

14) A well-developed, favorable image creates loyal customers who might generate positive word-of-mouth endorsements about the company and its products.

Answer: TRUE

Diff: 1

Question Tag: Definition (Concept)  
Objective: 2-1

15) A corporation's image has little or no effect on other business activities, such as recruiting employees.

Answer: FALSE

Diff: 2

Question Tag: Definition (Concept)  
Objective: 2-1

16) The image a firm tries to project should accurately portray the firm and coincide with the goods and services being offered.

Answer: TRUE

Diff: 1

Question Tag: Definition (Concept)  
Objective: 2-2

17) Rejuvenating a firm's image can be difficult and takes time and effort.

Answer: TRUE

Diff: 1

Question Tag: Definition (Concept)  
Objective: 2-2

18) While rejuvenating an image will help a firm sell more products, it will seldom attract new customers.

Answer: FALSE

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-2

19) Normally, an image can be rejuvenated with an effective advertising campaign.

Answer: FALSE

Diff: 3

Question Tag: Critical Thinking

Objective: 2-2

20) In each industry, the right image is one that sends a clear message about the unique nature of an organization and its products.

Answer: TRUE

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-2

21) The key to successfully rejuvenating a corporation's image is to remain consistent with the previous image while adding new elements.

Answer: TRUE

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-2

22) It is impossible to change a corporation's image.

Answer: FALSE

Diff: 1

Question Tag: Definition (Concept) Objective:

2-2

23) Changing a corporation's image requires both internal programs and external promotions.

Answer: TRUE

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-2

24) An overt corporate name reveals what the company does.

Answer: TRUE

Diff: 2

Question Tag: Critical Thinking

Objective: 2-3

25) A conceptual corporate name captures the essence of what a company offers, but does not reveal it directly.

Answer: FALSE

Diff: 2

Question Tag: Critical Thinking

Objective: 2-3

26) Krispy Kreme is an example of an overt corporate name.

Answer: FALSE

Diff: 2

Question Tag: Application

Objective: 2-3

27) An implied corporate name contains recognizable words or word parts that suggest what the company does. Answer: TRUE

Diff: 2

Question Tag: Critical Thinking

Objective: 2-3

28) Google is an example of an implied corporate name.

Answer: FALSE

Diff: 3

Question Tag: Critical Thinking

AACSB Categories: AACSB: Reflective thinking skills

Objective: 2-3

29) A conceptual corporate name seeks to capture the essence of the idea behind the brand or a vision of what the company does.

Answer: TRUE

Diff: 2

Question Tag: Critical Thinking

Objective: 2-3

30) Federal Express is an example of a conceptual corporate name seeking to suggest the idea of express delivery.

Answer: FALSE

Diff: 3

Question Tag: Critical Thinking

AACSB Categories: AACSB: Reflective thinking skills Objective:

2-3

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.

Answer: FALSE

Diff: 3

Question Tag: Critical Thinking

AACSB Categories: AACSB: Reflective thinking skills

Objective: 2-3

32) Quality corporate logos should be easily recognizable and elicit a consensual meaning among those in the target market.

Answer: TRUE

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-4

33) The notion that a logo can elicit a consensual meaning among customers is known as stimulus codability.

Answer: TRUE

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-4

34) Quality logos and corporate names should meet four tests. They should 1) be easily recognizable, 2) elicit a consensual meaning among those in the firm's target market, 3) be familiar, and 4) evoke positive feelings.

Answer: TRUE

Diff: 3

Question Tag: Definition (Concept)

Objective: 2-4

35) Nike's "Swoosh." logo did not have a natural relationship with the company's products, making it necessary to spend considerable advertising dollars to embed the logo in consumers' minds. Answer: TRUE

Diff: 2

Question Tag: Critical Thinking

Objective: 2-4

36) Brands are names generally assigned to individual goods or services or to sets of products in a line.

Answer: TRUE

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-5

37) A family brand relationship occurs when two companies produce one brand in a cooperative venture. Answer: FALSE

Diff: 2

Question Tag: Definition (Concept) Objective:

2-5

38) A brand extension is the use of a new brand name to identify an old product.

Answer: FALSE

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-5

39) A flanker brand is the use of a new brand name to identify a product marketed with another company. Answer: FALSE

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-5

40) When Proctor & Gamble adds new laundry detergents to reach part of the market, the company has created flanker brands.

Answer: TRUE

Diff: 3

Question Tag: Application

AACSB Categories: AACSB: Reflective thinking skills

Objective: 2-5

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.

Answer: TRUE

Diff: 3

Question Tag: Critical Thinking

Objective: 2-5

42) Ingredient branding is the placement of one brand within another, such as NutraSweet as part of Diet Coke.

Answer: TRUE

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-5

43) Placing Oreo cookies in Dairy Queen milk shakes is an example of complementary branding.

Answer: TRUE

Diff: 2

Question Tag: Application  
Objective: 2-5

44) Ingredient branding is the joint venture of two or more brands into a new good or service.  
Answer: FALSE

Diff: 2

Question Tag: Definition (Concept)  
Objective: 2-5

45) Co-branding succeeds when it builds the brand equity of both brands involved.  
Answer: TRUE

Diff: 2

Question Tag: Definition (Concept)  
Objective: 2-5

46) Consumers recommend brands to their families and friends because of one or more salient attributes.

Answer: TRUE

Diff: 2

Question Tag: Critical Thinking

AACSB Categories: AACSB: Reflective thinking skills Objective:  
2-6

47) Developing a strong brand begins with discovering why consumers buy a brand and why they rebuy the brand.

Answer: TRUE

Diff: 1

Question Tag: Definition (Concept)  
Objective: 2-6

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.

Answer: FALSE

Diff: 3

Question Tag: Critical Thinking  
Objective: 2-6

49) The goal of branding is to set a product apart from its competitors.

Answer: TRUE

Diff: 1

Question Tag: Definition (Concept)  
Objective: 2-6



50) The secret to a successful brand is discovering what influences consumers to make purchases.

Answer: FALSE

Diff: 3

Question Tag: Critical Thinking

Objective: 2-6

51) Social media does not play a role in brand building because it involves consumers interacting with each other.

Answer: FALSE

Diff: 2

Question Tag: Critical Thinking

Objective: 2-6

52) A recent trend in brand building has been to incorporate social media.

Answer: TRUE

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-6

53) Brand parity is the perception that most brands within a product category are relatively similar or have no distinct differences.

Answer: TRUE

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-6

54) Brand equity is the perception that most brands within a product category are relatively similar or have no distinct differences.

Answer: FALSE

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-6

55) Brand equity is a set of characteristics that are unique to a brand that make it seem different and better.

Answer: TRUE

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-6

56) Brand equity is not as important in business-to-business markets because pricing is often the primary decision variable.

Answer: FALSE

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-6

57) Brand equity is not as important in international markets because fewer brands are available.

Answer: FALSE

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-6

58) 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.

Answer: FALSE

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-6

59) Brand metrics measure returns on branding investments.

Answer: TRUE

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-6

60) Brand equity based on financial value estimates the future cash flows of a brand based on its unique strength and characteristics, which will then be discounted to determine a net present value. Answer: TRUE

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-6

61) Brand equity based on stock market value estimates the future cash flows of a brand based on its unique strengths that are then discounted to determine a net present value.

Answer: FALSE

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-6

62) The stock market approach to estimate brand equity involves determining the financial value of the company through stock valuation with an estimate of the portion of the value allocated to brand equity and not physical assets.

Answer: TRUE

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-6

63) The revenue premium approach to estimate brand equity involves determining the financial value of the company through stock valuation with an estimate of the portion of the value allocated to brand equity and not physical assets.

Answer: FALSE

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-6

64) The revenue premium approach to estimating brand equity compares a branded product to the same product without a brand name, such as a private label brand.

Answer: TRUE

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-6

65) The consumer value method of estimating brand equity attempts to measure the value of a brand based on input from consumers through measures such as familiarity, quality, purchase considerations, customer satisfaction, and willingness to seek out the brand.

Answer: TRUE

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-6

66) The revenue premium and stock market methods of estimating brand equity attempts to measure the value of a brand based on input from consumers through measures such as familiarity, quality, purchase considerations, customer satisfaction, and willingness to seek out the brand. Answer: FALSE

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-6

67) Although brand equity can be measured using various metrics, CEOs and other corporate leaders often want real, hard numbers.

Answer: TRUE

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-6

68) Private brands are proprietary brands marketed by an organization and normally distributed within the organization's outlets.

Answer: TRUE

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-7

69) In recent years, loyalty toward retail stores has been declining, while loyalty toward individual brands has been increasing.

Answer: FALSE

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-7

70) Many retailers are treating private labels more like national brands and investing more money into marketing, advertising, and in-store displays.

Answer: TRUE

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-7

71) Manufacturers seeking to defend against strong private label brands can respond by focusing on core brands, advertising more, or expanding product offerings.

Answer: TRUE

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-7

72) A product's package is the final opportunity for a brand to make an impression on a consumer before a purchase is made.

Answer: TRUE

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-8

73) Marketing surveys have revealed that only about one-third of purchases are planned prior to reaching a store, which increases the importance of a product's packaging.

Answer: TRUE

Diff: 3

Question Tag: Definition (Concept)

Objective: 2-8

74) Packaging today needs to meet the needs of consumers for speed, convenience, and portability.

Answer: TRUE

Diff: 3

Question Tag: Definition (Concept)

Objective: 2-8

75) Although a label on a package must meet legal requirements, it represents another opportunity to reach consumers with a marketing message.

Answer: TRUE

Diff: 3

Question Tag: Critical Thinking

Objective: 2-8

76) The placement of QR codes for consumers to access with mobile devices represents a new trend in packaging and labeling.

Answer: TRUE

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-8

77) Brand infringement occurs when a company creates a brand name that closely resembles a popular or successful brand.

Answer: TRUE

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-8

78) 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. Answer: TRUE

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-8

79) In expanding internationally, an adaptation strategy means using the same brand name and products across all countries.

Answer: FALSE

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-8

80) In international markets, an adaptation strategy reduces costs.

Answer: FALSE

Diff: 2

Question Tag: Critical Thinking Objective:

2-8

81) When Applebee's faced declining sales in 2008, efforts were made to:

A) divest IHOP to raise capital

B) raise prices and increase quality

- C) rejuvenate the brand
- D) co-brand with IHOP

Answer: C

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-1

82) The feelings consumers and businesses have about an organization and its brand is the corporation's:

- A) advertising program impact
- B) flanker brand
- C) image
- D) persona

Answer: C

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-1

83) The corporate image of an automobile manufacturer such as Porsche, Mazda, Toyota, or Ford might be based on the following, *except*:

- A) evaluations of vehicles
- B) whether the company is foreign or domestic
- C) economic conditions
- D) customer views of company advertising and the local dealership

Answer: C

Diff: 1

Question Tag: Application

Objective: 2-1

84) Which is not part of a corporate image?

- A) tangible elements
- B) intangible elements
- C) what the company stands for as well as how it is known in the marketplace
- D) governmental regulations that affect the company

Answer: D

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-1

85) The following items are tangible components of a corporate image, *except*:

- A) goods and services sold
- B) retail outlets where the product is sold
- C) advertising, promotions, and other forms of communication

D) competing businesses

Answer: D

Diff: 2

Question Tag: Definition (Concept) Objective:  
2-1

86) Which is an intangible element of a corporate image?

- A) the corporate name and logo
- B) ideals and beliefs of corporate personnel
- C) the employees
- D) the package and label

Answer: B

Diff: 3

Question Tag: Definition (Concept)  
Objective: 2-1

87) In the mind of the consumer, a strong corporate image is linked to:

- A) perceptions of economic conditions
- B) ratings by financial advisors
- C) reduction of search time in purchase decisions
- D) finding substitute goods when making purchases

Answer: C

Diff: 2

Question Tag: Definition (Concept)  
Objective: 2-1

88) From a consumer's perspective, a strong corporate image provides each of the following functions, *except*:

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

Answer: B

Diff: 2

Question Tag: Definition (Concept)  
Objective: 2-1

89) From a consumer's perspective, a strong corporate image generates which element when customers purchase goods or services with which they have little experience?

- A) memorable reference
- B) positive assurance
- C) immediate feedback
- D) increased purchasing options

Answer: B

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-1

- 90) Feeling good after making a purchase from a company with a strong and positive image is an example of:
- A) an impulse buy
  - B) psychological reinforcement
  - C) cognitive dissonance
  - D) brand metrics

Answer: B

Diff: 3

Question Tag: Critical Thinking

AACSB Categories: AACSB: Reflective thinking skills

Objective: 2-1

- 91) When you know other people have purchased the same brand that you are buying, the feeling is called:

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

Answer: A

Diff: 2

Question Tag: Application

Objective: 2-1

- 92) From the perspective of the corporation, a strong brand image is related to each of the following, *except*:

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

Answer: B

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-1

- 93) From the perspective of the corporation, a strong brand image is related to each of the following, *except*:

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



D) more favorable ratings by financial observers

Answer: B

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-1

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

A) the company can charge a lower price for the new product

B) a new distribution channel can be established

C) customers normally transfer their trust in and beliefs about the corporation to a new product

D) the competition does not know how to respond

Answer: C

Diff: 3

Question Tag: Critical Thinking

Objective: 2-1

95) Which of the following statements about image is *false*?

A) 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.

B) It is relatively easy to change the image people hold about a given company.

C) Any negative or bad press can quickly destroy an image that took years to build.

D) The image being projected must accurately portray the firm and coincide with its goods and services. Answer: B

Diff: 3

Question Tag: Critical Thinking

AACSB Categories: AACSB: Reflective thinking skills

Objective: 2-2

96) When seeking to identify the desired corporate image, company leaders first assess:

A) the company's current image

B) the external environment

C) tangible competitor advantages

D) intangible competitor advantages

Answer: A

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-2

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

A) rejuvenate an image that is consistent with consumer's current view of the company

B) reinforce an image that is not consistent with a consumer's current view of the company

C) develop a new image for a new company

D) revert to an earlier image of the company

Answer: A

Diff: 3

Question Tag: Critical Thinking

AACSB Categories: AACSB: Reflective thinking skills Objective:

2-2

98) It is important that the image being projected by a company's marketing messages:

A) reinforce the competition's concept of the image

B) accurately portray the firm and coincide with the goods and services being offered

C) be consistent with what consumers already believe about the firm

D) coincide with what competitors are doing

Answer: B

Diff: 3

Question Tag: Definition (Concept)

Objective: 2-2

99) The desired corporate image is one that:

A) coincides with the majority of companies within the industry

B) highlights the quality of products being sold by the company

C) is consistent with the views of management of each company

D) sends a clear message about the unique nature of an organization and its products Answer: D

Diff: 3

Question Tag: Definition (Concept)

Objective: 2-2

100) Keeping a consistent image while incorporating new elements is an example of:

A) developing a new image

B) image positioning

C) rejuvenating an image

D) completing an image

Answer: C

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-2

101) 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:

A) reinforcing the current image

B) developing a new image

C) rejuvenating an image

D) changing an image

Answer: C

Diff: 2

Question Tag: Application

Objective: 2-2

102) When Hewlett-Packard's management team decided to alter the impression that the company was a staid company run by engineers into an ultimate lifestyle technology company in tune with pop culture is an example of:

- A) developing a new image
- B) reinforcing a current image
- C) rejuvenating an image
- D) changing an image

Answer: D

Diff: 3

Question Tag: Critical Thinking

AACSB Categories: AACSB: Reflective thinking skills

Objective: 2-2

103) Changing an image is most necessary:

- A) every few years to meet changing consumers
  - B) when sales begin to decline
  - C) when target markets shrink or disappear or a firm's image no longer matches industry trends and consumer expectations
  - D) when a competitor enters the market with a product that is viewed as being superior
- Answer: C

Diff: 2

Question Tag: Critical Thinking

Objective: 2-2

104) Target's addition of designer product lines and advertising intended to raise the brand's prominence is an example of seeking to:

- A) reinforce an image
- B) acquire an image
- C) change an image
- D) perfect an image

Answer: C

Diff: 2

Question Tag: Critical Thinking

AACSB Categories: AACSB: Reflective thinking skills

Objective: 2-2

105) Which type of corporate name reveals what a company does?

- A) overt

- B) implied
- C) conceptual
- D) iconoclastic

Answer: A

Diff: 1

Question Tag: Definition (Concept) Objective:  
2-3

106) American Airlines and BMW Motorcycles are examples of:

- A) overt names
- B) implied names
- C) conceptual names
- D) iconoclastic names

Answer: A

Diff: 2

Question Tag: Application  
Objective: 2-3

107) Which type of corporate name contains recognizable words or word parts that imply what the company is about?

- A) overt
- B) implied
- C) conceptual
- D) iconoclastic

Answer: B

Diff: 2

Question Tag: Definition (Concept)  
Objective: 2-3

108) Federal Express and International Business Machines (IBM) are examples of:

- A) overt names
- B) implied names
- C) conceptual names
- D) iconoclastic names

Answer: B

Diff: 3

Question Tag: Application  
Objective: 2-3

109) Which type of corporate name captures the essence of the idea behind the brand? A)  
overt

- B) implied
- C) conceptual

D) iconoclastic

Answer: C

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-3

110) Lucent Technologies and Google are examples of:

A) overt names

B) implied names

C) conceptual names

D) iconoclastic names

Answer: C

Diff: 3

Question Tag: Application

AACSB Categories: AACSB: Reflective thinking skills Objective:

2-3

111) Which type of corporate name does not reflect the company's goods or services? A) overt

B) implied

C) conceptual

D) iconoclastic

Answer: D

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-3

112) Which type of corporate name is unique, different, and memorable without suggesting the company's goods or services?

A) overt

B) implied

C) conceptual

D) iconoclastic

Answer: D

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-3

113) Monster.com is an example of a(n):

A) overt name

B) implied name

C) conceptual name

D) iconoclastic name

Answer: D

Diff: 3

Question Tag: Definition (Concept)

Objective: 2-3

114) Overt names:

A) reveal what the company does

B) capture the essence of the idea behind the brand

C) contain recognizable words or word parts that imply what the company is about

D) do not reflect the company's goods or services, but instead something that is unique, different, and memorable

Answer: A

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-3

115) Implied names:

A) reveal what the company does

B) capture the essence of the idea behind the brand

C) contain recognizable words or word parts that imply what the company is about

D) do not reflect the company's goods or services, but instead something that is unique, different, and memorable

Answer: C

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-3

116) Conceptual names:

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) do not reflect the company's goods or services, but instead something that is unique, different, and memorable

D) reveal what the company does

Answer: B

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-3

117) Iconoclastic names:

A) reveal what the company does

B) capture the essence of the idea behind the brand

C) contain recognizable words or word parts that imply what the company is about

D) do not reflect the company's goods or services, but instead something that is unique, different, and memorable

Answer: D

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-3

118) Logos help with in-store shopping because:

- A) they are more readily recognized by shoppers
- B) they move traffic past goods which are not being purchased
- C) they are a form of clutter
- D) consumers have made up their minds prior to arrival

Answer: A

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-4

119) Stimulus codability is:

- A) a form of brand name
- B) the perception that the brand is known
- C) consensually held meanings among customers
- D) another name for product positioning

Answer: C

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-4

120) The symbol used to identify a company and its brands is a(n)

- A) trademark
- B) patent
- C) icon
- D) logo

Answer: D

Diff: 1

Question Tag: Definition (Concept) Objective:

2-4

121) When a logo elicits shared meanings across consumers, it exhibits:

- A) stimulus codability
- B) reliability
- C) consensus
- D) referent response

Answer: A

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-4

122) McDonald's arches create shared meaning across consumers in the United States and around the world, which mean they exhibit:

- A) duality
- B) stimulus codability
- C) brand endurance
- D) brand equity

Answer: B

Diff: 2

Question Tag: Application

Objective: 2-4

123) A logo with a consensually held meaning, such as the Prudential Rock, displays:

- A) brand prominence
- B) stimulus codability
- C) brand parity
- D) product positioning

Answer: B

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-4

124) Corporate logos:

- A) are unrelated to image but are related to positioning
- B) help with recall of advertisements and brands
- C) usually are inexpensive to develop
- D) increase search time in product purchase decisions

Answer: B

Diff: 3

Question Tag: Critical Thinking

Objective: 2-4

125) Quality logos and corporate names should pass each of the following tests, *except*: A) be similar to others in the industry

- B) be familiar
- C) elicit a consensual meaning among those in the firm's target market
- D) evoke positive feelings

Answer: A

Diff: 3

Question Tag: Definition (Concept) Objective:

2-4



126) The Nike Swoosh is an example of a:

- A) brand
- B) package
- C) label
- D) logo

Answer: D

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-4

127) Names assigned to individual goods or services or to groups of products in a line are: A) brands

- B) logos
- C) metrics
- D) designs

Answer: A

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-5

128) Strong brands achieve the following, *except*:

- A) allow a company to charge more for products
- B) create brand parity
- C) provide customers assurance of quality
- D) transfer to other products or brands the company sells

Answer: B

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-6

129) The advertising campaign created by Hormel that was designed to show customers the rich variety of brands sold by the company was designed to:

- A) allow the company to charge more
- B) create brand parity across company brands
- C) create perceptions of corporate uniqueness
- D) transfer perceptions of strong brands to other company products

Answer: D

Diff: 2

Question Tag: Application

AACSB Categories: AACSB: Reflective thinking skills

Objective: 2-6

130) A family brand is:

- A) one in which a company offers a series or group of products under one brand name
- B) a type of extension or flanker brand offered by one company
- C) a logo or theme of a brand
- D) one that has a high level of brand equity

Answer: A

Diff: 1

Question Tag: Definition (Concept) Objective:

2-5

131) Black and Decker's line of power tools is an example of a(n):

- A) adaptation
- B) family brand
- C) flanker brand
- D) private label brand

Answer: B

Diff: 2

Question Tag: Application

Objective: 2-5

132) When Black and Decker introduced a new form of wrench with the name "Black and Decker Adjustable Wrench," which was being used?

- A) family brand
- B) cooperative brand
- C) flanker brand
- D) complementary brand

Answer: A

Diff: 3

Question Tag: Application

Objective: 2-5

133) A brand extension is:

- A) a group of related core products sold under one name
- B) the creation of a logo which further explains the brand
- C) the design of a public relations campaign to support a brand
- D) using an established brand name on goods or services not related to the core brand

Answer: D

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-5

134) Nike creating a line of clothing to go along with their main products (shoes) is an example of a:

- A) flanker brand

- B) brand extension
- C) cooperative brand
- D) complementary brand

Answer: B

Diff: 3

Question Tag: Critical Thinking

AACSB Categories: AACSB: Reflective thinking skills

Objective: 2-5

135) Which is a flanker brand?

- A) the offering of two or more brands in a single marketing offer
- B) the joint venture of two or more brands into a new product or service
- C) development of a new brand by a company in a good or service category where it currently has other brands
- D) a brand with the same name in a different industry

Answer: C

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-5

136) When Procter and Gamble introduces a new laundry detergent with a different brand name, it is an example of creating a:

- A) family brand
- B) cooperative brand
- C) co-brand
- D) flanker brand

Answer: D

Diff: 2

Question Tag: Application

Objective: 2-5

137) When Procter and Gamble added a new laundry detergent in Asia called "Panda" to its current line of laundry detergents, the Panda brand would be considered a:

- A) brand extension
- B) family brand
- C) flanker brand
- D) complementary brand

Answer: C

Diff: 2

Question Tag: Application

AACSB Categories: AACSB: Reflective thinking skills

Objective: 2-5

138) If a company's marketing team believes that offering a new product under the current brand name may adversely affect the current brand, the best approach would be to introduce the product as a(n): A) brand extension

B) ingredient brand

C) flanker brand

D) co-brand

Answer: C

Diff: 3

Question Tag: Critical Thinking

AACSB Categories: AACSB: Reflective thinking skills

Objective: 2-5

139) Which involves using an established brand name on goods or services that are not related to the core brand? A) brand extension

B) private brand

C) flanker brand

D) complementary brand

Answer: A

Diff: 3

Question Tag: Definition (Concept)

Objective: 2-5

140) When a company develops a new brand in the same category in which the firm already has a branded product, it is a:

A) brand extension

B) private brand

C) flanker brand

D) complementary brand

Answer: C

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-5

141) 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 the team believes is not being reached by the company's current brand, which is being used?

A) brand extension

B) private brand

C) flanker brand

D) complementary brand

Answer: C

Diff: 3

Question Tag: Critical Thinking

AACSB Categories: AACSB: Reflective thinking skills

Objective: 2-5

142) Which approach is used by firms operating in high-end markets in order to avoid damaging the high-end brand's reputation?

- A) brand extension
- B) co-branding
- C) flanker brand
- D) complementary brand

Answer: C

Diff: 3

Question Tag: Critical Thinking

Objective: 2-5

143) 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?

- A) brand extension
- B) private brand
- C) flanker brand
- D) complementary brand

Answer: C

Diff: 2

Question Tag: Critical Thinking

Objective: 2-5

144) Co-branding can take the following forms, *except*:

- A) flanker brand
- B) ingredient brand
- C) cooperative brand
- D) complementary brand

Answer: A

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-5

145) Ingredient branding involves:

- A) placing one brand within another
- B) developing a new brand to be sold in a category where the firm already has a brand
- C) a joint venture of two brands in one product
- D) marketing two brands together to encourage co-consumption

Answer: A

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-5

146) Intel Pentium processors placed inside computers is a form of:

- A) ingredient branding
- B) flanker brand
- C) cooperative branding
- D) complementary branding

Answer: A

Diff: 2

Question Tag: Application

Objective: 2-5

147) Cooperative branding is:

- A) private labeling with a major brand
- B) placing one brand in another as a form of cooperation
- C) the joint venture of two or more brands in one product
- D) the marketing of two brands together to encourage co-consumption

Answer: C

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-5

148) Co-branding works the best when:

- A) the two brands are unrelated
- B) a well-known brand is attached to a lesser-known brand
- C) a private label is co-branded with a manufacturer's brand
- D) it builds the brand equity of both brands

Answer: D

Diff: 3

Question Tag: Critical Thinking Objective:

2-5

149) Complementary branding is:

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

Answer: D

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-5

150) Selling Reese's Peanut Butter Cup milkshakes at the DQ is an example of:

- A) flanker branding
- B) extension branding

- C) cooperative branding
- D) complementary branding

Answer: D

Diff: 2

Question Tag: Application

Objective: 2-5

151) A Pillsbury cookie mix featuring Hershey's Chocolate is a form of:

- A) flanker branding
- B) cooperative branding
- C) ingredient branding
- D) complementary branding

Answer: C

Diff: 3

Question Tag: Critical Thinking

AACSB Categories: AACSB: Reflective thinking skills

Objective: 2-5

152) The placement of one brand within another brand is:

- A) ingredient branding
- B) cooperative branding
- C) complementary branding
- D) flanker branding

Answer: A

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-5

153) The joint venture of two or more brands into a new good or service is:

- A) ingredient branding
- B) cooperative branding
- C) complementary branding
- D) flanker branding

Answer: B

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-5

154) The marketing of Velveeta Cheese with Rotel Tomatoes and Diced Green Chilies is an example of:

- A) ingredient branding
- B) flanker branding
- C) cooperative branding

D) complementary branding

Answer: A

Diff: 3

Question Tag: Critical Thinking

Objective: 2-6

155) The marketing of two or more brands together to encourage co-consumption or copurchases is: A) ingredient branding

B) cooperative branding

C) complementary branding

D) flanker branding

Answer: C

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-5

156) In terms of co-branding, the highest risk strategy is:

A) ingredient branding

B) cooperative branding

C) complementary branding

D) flanker branding

Answer: C

Diff: 3

Question Tag: Critical Thinking

Objective: 2-5

157) The goal of branding is to:

A) be able to charge a higher price than the competition

B) gain the largest market share

C) set a product apart from its competitors

D) have a trademark that is easily identifiable

Answer: C

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-6

158) When a brand is viewed as superior, a good value, and of high quality, the brand enjoys: A) diligence

B) acceptance

C) salience

D) divergence

Answer: C

Diff: 2



Question Tag: Definition (Concept)

Objective: 2-6

159) A customer's belief in the efficacy and reliability of a brand that has been established over time through personal experience is:

- A) brand competence
- B) trust
- C) reliability
- D) distinctiveness

Answer: B

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-6

160) The iPhone's 100,000 apps that allow users to tailor the phone to fit their personalities is an example of brand building by:

- A) standardization
- B) a brand flanker program
- C) repeated product use (repetition)
- D) customization and personalization

Answer: D

Diff: 2

Question Tag: Application

Objective: 2-6

161) When customers purchase only one brand and consider no other brand, regardless of price differences, which exists?

- A) brand involvement
- B) brand specialty
- C) brand loyalty
- D) brand parity

Answer: C

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-6

162) The perception that all brands are essentially the same is called:

- A) brand equity
- B) brand parity
- C) flanker branding
- D) the private label problem

Answer: B

Diff: 1

Question Tag: Definition (Concept) Objective:  
2-6

163) Charles sees only minor differences among the various brands of high definition televisions. This is an example of:

- A) brand equity
- B) brand parity
- C) flanker branding
- D) the private label problem

Answer: B

Diff: 2

Question Tag: Application

Objective: 2-6

164) The perception that a brand is different and better is called:

- A) brand equity
- B) brand parity
- C) flanker branding
- D) the private label advantage

Answer: A

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-6

165) When a customer believes Black and Decker makes the best and most reliable tools, this is an example of: A) brand parity

- B) brand equity
- C) brand cooperation
- D) brand decision

Answer: B

Diff: 2

Question Tag: Application

Objective: 2-6

166) Which is *not* true concerning brand equity?

- A) it allows the company to charge a higher price
- B) it reduces name retention
- C) it is helpful in business-to-business markets
- D) it is helpful in international markets

Answer: B

Diff: 2

Question Tag: Critical Thinking

Objective: 2-6

167) Brand equity offers the following benefits, *except*:

- A) allows manufacturers to charge more for their brands
- B) creates higher gross margins
- C) shields companies from lawsuits
- D) captures additional shelf space in retail stores

Answer: C

Diff: 3

Question Tag: Critical Thinking

Objective: 2-6

168) Which measures returns on branding investments?

- A) brand infringement
- B) brand parity
- C) brand equity
- D) brand metrics

Answer: D

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-6

169) Attitudinal measures associated with branding can be used to track all of the following, *except*: A) awareness

- B) recall
- C) purchase intentions
- D) recognition

Answer: C

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-6

170) When brand equity is measured using estimates of the future cash flows of a brand based on its unique strength and characteristics, which will then be discounted to determine a net present value, the method is: A) financial value

- B) market value
- C) revenue premium
- D) consumer value

Answer: A

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-6

171) When brand equity is measured using stock valuation with an estimate of the portion of the value allocated to brand equity and not physical assets, the method is:

- A) financial value
- B) market value
- C) revenue premium
- D) consumer value

Answer: B

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-6

172) When brand equity is measured using a comparison of a branded product to the same product without a brand name, such as a private label, the method is:

- A) financial value
- B) market value
- C) revenue premium
- D) consumer value

Answer: C

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-6

173) When brand equity is measured using the value of a brand based on input from consumers, such as familiarity, purchase considerations, customer satisfaction, and willingness to seek out the brand, the method is:

- A) financial value
- B) market value
- C) revenue premium
- D) consumer value

Answer: D

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-6

174) In measuring brand equity companies can use a method called revenue premium, which compares a branded product's revenue to:

- A) the industry's average
- B) a private label brand
- C) a firm's primary competitors
- D) the industry leader

Answer: B

Diff: 3

Question Tag: Definition (Concept)

Objective: 2-6

175) A proprietary brand marketed by an organization and distributed within the organization's outlets is a: A) private label  
B) flanker brand  
C) co-brand  
D) complementary brand

Answer: A

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-7

176) Private brands are:

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

Answer: D

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-7

177) Over the past few years, each of the following are changes that have occurred in the area of private branding, *except*:

- A) increase in prices to equal national brands
- B) improved quality
- C) increased advertising of private brands
- D) increased quality of in-store displays of private brands

Answer: A

Diff: 3

Question Tag: Definition (Concept)

Objective: 2-7

178) Private labels are attractive to retail stores because:

- A) they are priced higher than national brands
- B) they do not require any advertising
- C) they tend to have higher margins than national brands
- D) consumers are becoming more loyal to private brands

Answer: C

Diff: 3

Question Tag: Definition (Concept)

Objective: 2-7

179) The following statements about private labels are true, *except*:

- A) quality levels of many private label products have improved
- B) prices for private labels are going up in many markets
- C) consumers still perceive private labels as being inferior to manufacturer's brands
- D) some firms have begun advertising private labels

Answer: C

Diff: 2

Question Tag: Critical Thinking

Objective: 2-7

180) Manufacturers are using all of the following methods to respond to inroads made by private labels, *except*:

- A) focusing on a few core brands
- B) increasing advertising expenditures
- C) introducing new products and new versions of current products
- D) reducing prices to meet private label pricing

Answer: D

Diff: 3

Question Tag: Definition (Concept)

Objective: 2-7

181) Manufacturers are using all of the following methods to respond to inroads made by private labels, *except*:

- A) modifying the brand's position in the marketplace
- B) expanding product offerings
- C) using alternative promotional methods
- D) improving in-store displays and packaging

Answer: A

Diff: 3

Question Tag: Definition (Concept)

Objective: 2-7

182) Traditionally, a package provided each of the following functions, *except*:

- A) allow customers to see the product
- B) provide for ease of shipping, moving, and handling
- C) protect the contents
- D) provide for easy placement on store shelves

Answer: A

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-8

183) New trends in packaging include the following, *except*:

- A) prevent tampering
- B) meet consumer needs for speed, convenience, and portability

- C) contemporary and striking design
- D) designed for ease of use

Answer: A

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-8

184) Labels on packages serve the following purposes, *except*:

- A) provide legal requirements in terms of content
- B) provide consumers with pricing per unit information
- C) another marketing opportunity to reach consumers
- D) provide warranty and guarantee information

Answer: B

Diff: 2

Question Tag: Definition (Concept) Objective:

2-8

185) Which is the most recent new trend in packaging and labeling?

- A) providing warranty information
- B) meeting legal requirements
- C) adding QR codes
- D) protecting product content

Answer: C

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-8

186) Brand infringement occurs when:

- A) an Internet domain is used that is similar to a brand name
- B) individuals purchase domain names just for the purpose of selling them later to famous individuals or companies
- C) a company creates a brand name that closely resembles a popular or successful brand name
- D) the brand name is used in advertisements by competitors

Answer: C

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-8

187) Domain squatting occurs when:

- A) an Internet domain is used that is similar to a brand name
- B) individuals purchase domain names just for the purpose of selling them later to famous individuals or companies

- C) a company creates a brand name that closely resembles a popular or successful brand name
- D) the brand name becomes a generic term for the product category

Answer: B

Diff: 1

Question Tag: Definition (Concept)

Objective: 2-8

188) Using a standardized global brand offers all of the following advantages, *except*:

- A) lower marketing costs
- B) meets the need of individual cultures within different countries
- C) transference of best practices from one country to another
- D) a higher perceived quality because it is sold in different countries

Answer: B

Diff: 3

Question Tag: Critical Thinking

AACSB Categories: AACSB: Multicultural and diversity understanding Objective: 2-8

189) Global brands perform best with:

- A) highly visible products, such as clothing and furniture
- B) high-profile, low-involvement products
- C) high-profile, high-involvement products
- D) low-involvement everyday products

Answer: C

Diff: 3

Question Tag: Definition (Concept)

Objective: 2-8

190) From a consumer's perspective, what are the benefits of a strong corporate image?

Answer:

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

Diff: 2

Question Tag: Synthesis

Objective: 2-1

191) What are the benefits of a strong corporate image in the eyes of the company?

Answer:

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

Diff: 3

Question Tag: Synthesis

Objective: 2-1

192) When should a company consider rejuvenating or changing its image and how should it be done?

Answer: 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.

Diff: 3

Question Tag: Synthesis

AACSB Categories: AACSB: Communication abilities

Objective: 2-2

193) What are the four types of corporate names?

Answer: Overt names, implied names, conceptual names, iconoclastic names.

Diff: 2

Question Tag: Definition (Concept) Objective:

2-3

194) What four tests should quality logos and corporate names pass?

Answer:

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.

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-4

195) Describe the differences between brand extensions and flanker brands.

Answer: 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.

Diff: 2

Question Tag: Synthesis

Objective: 2-5

196) What three forms of co-branding are there? Define each one.

Answer:

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.

Diff: 2

Question Tag: Definition (Concept)

Objective: 2-5

197) When developing a strong brand name, what are some typical questions that should be asked?

Answer:

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?
4. What are your brand's strengths? Weaknesses?
5. What opportunities should be pursued first? Where are the pitfalls? Diff: 3

Question Tag: Critical Thinking

Objective: 2-6

198) Identify the steps in building a high level of brand equity.

Answer:

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.

Diff: 3

Question Tag: Definition (Concept) Objective:

2-6

199) Why have private labels been more successful in recent years?

Answer:

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. Diff: 3

Question Tag: Critical Thinking

Objective: 2-7

200) What traditional elements should be incorporated into packaging design and what are the new trends that impact packaging?

Answer: 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

Diff: 3

Question Tag: Synthesis

Objective: 2-8