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Contemporary Resource
Brand
Management

1. A _____ brand has high brand equity and high brand loyalty with loyal customers.

- a. New
- b. Weak
- *c. Strong
- d. Divested

2. Measuring brand equity deals with the _____.

- a. Brand management equity
- b. The return the company can expect from the brand asset over time
- *c. Consumer based equity
- d. None of the above

3. _____ is when consumers are committed, which is shown through repeat purchases.

- a. Brand equity
- b. Brand value
- c. Brand allegiance
- *d. Brand loyalty

4. A successful branding strategy should make existing customers _____.

- a. More aware
- b. Less aware
- *c. More loyal
- d. Less loyal

5. _____ involves customer allegiance, loyalty, affinity, and other emotional ties.

- a. Brand loyalty
- *b. Brand equity
- c. Brand value
- d. Brand personality

6. Which of the following models are used by agencies and businesses to measure brand equity?

- a. BAV Model and Vals Models
- b. EquiTrend and Mind Base
- *c. BAV Model and EquiTrend
- d. Vals Models and Mind Base

7. Usually a relatively small fiercely loyal group of consumers have _____.

- a. Brand equity
- b. Brand value
- *c. Brand bonding
- d. Brand loyalty

8. The _____ is the amount a brand is worth in terms of future revenues.

- a. Brand Equity
- b. Brand Loyalty
- *c. Brand Value
- d. Brand Reach

9. A _____ strategy with smaller market shares does not have enough customers to support a full branding program.

- *a. Niche
- b. Brand loyal
- c. Customer lifetime value
- d. Market

10. _____ can be seen as the dollar price one that one would pay to acquire the brand name and logo

- *a. Brand value
- b. Brand loyalty
- c. Brand equity
- d. Brand promise

11. In most product categories, most buyers are _____ users.

- a. Loyal
- b. High
- c. Average
- *d. Light

12. Using promotional campaigns that create exposure, interest, and attention to a brand is done in what stage of the brand equity pyramid?

- a. Consumer perception
- b. Consumer bonding
- *c. Consumer recognition
- d. Consumer response

13. _____ involves more of the emotional attachment to the brand itself.

- a. Brand value
- b. Brand loyalty
- *c. Brand equity
- d. Brand promise

14. A strong brand has _____.

- a. An identity
- b. Positive image
- c. Unique personality
- *d. All of the above

15. A brand with high equity has all of the following EXCEPT:

- a. High brand loyalty
- b. Favorable attitude
- c. Deep relationship with consumers
- *d. Only the allegiance from its loyal customers

16. The brand _____ is sometimes seen as soft measures since they are based on perception and attitude.

- a. Promise
- b. Value
- *c. Equity
- d. Identity

17. In the brand equity pyramid, the consumer's allegiance is in which step:

- a. Consumer perception
- *b. Consumer bonding
- c. Consumer recognition
- d. Consumer response

18. The assumption of customer-based measurement is that the brand _____ resides in the consumers' emotional attachment to the brand.

- a. Loyalty
- b. Value
- c. Image
- *d. Equity

19. The _____ level in the brand equity pyramid is when consumers start feeling more or less familiar with the brand.

- a. Consumer perception
- b. Consumer bonding
- *c. Consumer recognition
- d. Consumer response

20. Extensive customer relationships programs are useful in raising _____ among existing customers.

- a. Recognition
- *b. Loyalty
- c. Image
- d. Identity

21. Strong brands have a high degree of recognition in at least one significant market segment.

- *a. True
- b. False

22. Brand value involves more emotional attachment to the brand itself.

- a. True
- *b. False

23. When looking at brand value higher discount rates means future sales are more certain.

- a. True
- *b. False

24. Strong brands have either depth among consumers, or research into many markets.

- a. True
- *b. False

25. A brand with high equity generally has a deep relationship with its customers.

- *a. True
- b. False

26. Strong brands have deeper meaning to consumers far beyond simple awareness and knowledge.

- *a. True
- b. False

27. A brand can have high loyalty but not have high brand value.

- *a. True
- b. False

28. The brand equity model is to move each customer from loyalty to awareness.

- a. True
- *b. False

29. A Love mark is a product, service or entity that inspires loyalty beyond reason.

- *a. True
- b. False

30. Describe the four stages of the brand equity pyramid.

Correct Answer:

Stage 1 Consumer Recognition; Stage 2 Consumer Perception; Stage 3 Consumer Response; Stage 4 Consumer Bonding)

31. Describe the difference between brand equity, brand value, brand bonding and brand loyalty.

Correct Answer:

Brand equity - involves more of the emotional attachment to the brand itself 2. Brand value - the amount the brand is worth in terms of future revenue 3. Brand bonding - is a relatively small fiercely loyal group of consumers 4. Brand loyalty - is when consumers are committed which is shown through repeat purchases.

32. Describe the difference between brand reach and brand depth.

Correct Answer:

The reach is of many consumers are familiar with the brand in the market place; depth is the allegiance among the consumers