

Brand Management Final Exam Sample Questions

Academic Year: 2024/2025

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1. What was LVMH's primary goal for Tiffany & Co. after its acquisition?
 - A. To preserve Tiffany's brand heritage without any changes
 - B. To focus solely on silver jewellery products
 - C. To reduce costs by cutting marketing expenses
 - D. To position Tiffany as a direct competitor to the more upscale Cartier
2. The brand Dyson, is known primarily for its innovative design in vacuum cleaners and hair dryers. However, for the past 6 years the company includes in its portfolio lighting products. These, unfortunately, are not widely known. According to the Keller Customer-based Brand Equity model, what type of problem is described above?
 - A. Imagery
 - B. Resonance
 - C. Salience
 - D. Performance
3. Customer retention is less expensive than new customer acquisition.
 - A. True
 - B. False
4. Which of the following is(are) true about the effectiveness of Loyalty Programs:
 - A. Loyalty programs with annual fees decrease the future spending intentions of customers.
 - B. Loyalty programs enhance behavioral loyalty primarily, while attitudinal loyalty is harder to influence.
 - C. Loyalty programs enhance attitudinal loyalty primarily, while behavioral loyalty is harder to influence.
 - D. Loyalty programs enhance both behavioral and attitudinal loyalty equally strongly.
5. According to Keller's brand reinforcement strategies, a company like McDonalds would need to maintain its level of marketing budget support.
 - A. True
 - B. False
6. What information can a brand manager gain from a Brand Exploratory analysis?
 - A. What types of trademarks does the company own.
 - B. What are the elements of the brand's visual identity.
 - C. What products it has in its portfolio.
 - D. What perceptions customers have of the brand.
7. The American construction and engineering equipment manufacturer Caterpillar engages in very little brand activism practices and messaging. According to the model reviewed in class, what is the type of activism approach taken by Caterpillar?
 - A. Authentic activism
 - B. Inauthentic activism

- C. Absence of activism
 - D. Silent activism
8. According to research reviewed, which of the following is NOT a reason that impacts how valuable a loyalty program is perceived to be by customers?
- I. Reward redemption ease
 - II. Program's operating costs
 - III. Aspirational value of the reward
- A. I only B. II only C. I & II both D. I & II & III all
9. When developing a research plan for a qualitative research, sampling considerations focus on which of the following?
- A. Finding a statistically representative sample.
 - B. Sample size large enough to ensure statistical validity.
 - C. Group homogeneity.
 - D. Randomly generated population sample.
10. Among other factors, a brand can build differentiation based on its personality.
- A. True
 - B. False

SOLUTIONS

1 D	6 D
2 C	7 C
3 A	8 B
4 B	9 C
5 A	10 A