

GM CET Brands & Brand Communication

Sample Paper – 1

Duration: 15 Minutes

Maximum Marks: 25

Instructions

- This paper contains **25** Multiple Choice Questions (Single Correct Answer), modelled on the **Brands & Brand Communication** section of **GM CET** (Global Media Common Entrance Test).
- Each correct answer carries **+1 mark**. There is **no negative marking**. Unattempted questions receive **0** marks.
- Only **one** option is correct. Choose carefully.
- Syllabus level: **Brands, taglines, logos, mascots, advertising and basic marketing-communication concepts**.
- Use of mobile phones, calculators, or electronic gadgets is strictly prohibited.

Q1. The classic “4 Ps” of marketing are Product, Price, Place and:

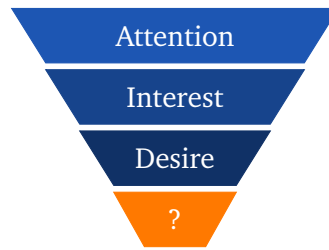
- (A) People
- (B) Promotion
- (C) Profit
- (D) Packaging

Q2. In marketing, **USP** stands for:

- (A) Universal Sales Plan
- (B) Unique Service Point
- (C) Unique Selling Proposition
- (D) United Sales Process

Q3. The advertising **AIDA model** runs Attention, Interest, Desire and then, as shown in the funnel below:





- (A) Awareness
- (B) Advertising
- (C) Acquisition
- (D) Action

Q4. In marketing, the term “**B2C**” means:

- (A) Business to Consumer
- (B) Brand to Company
- (C) Buyer to Customer
- (D) Business to Company

Q5. A short, catchy phrase that captures a brand’s promise (e.g. “Just Do It”) is called its:

- (A) logo
- (B) tagline (slogan)
- (C) jingle
- (D) mascot

Q6. A short, memorable musical tune used in an advertisement is called a:

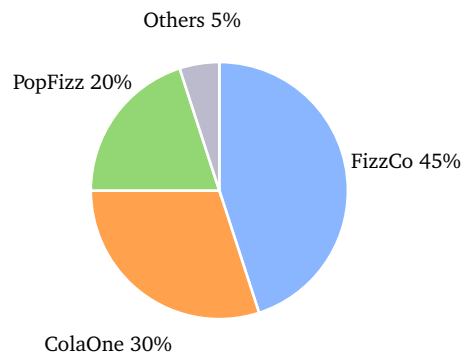
- (A) tagline
- (B) logo
- (C) jingle
- (D) caption

Q7. A famous personality hired to represent and promote a brand is called a brand:



- (A) manager
- (B) owner
- (C) designer
- (D) ambassador

Q8. The pie chart shows the market share of four soft-drink brands. Which brand has the **largest** share?



- (A) FizzCo
- (B) ColaOne
- (C) PopFizz
- (D) Others

Q9. The slogan “**Just Do It**” belongs to which sportswear brand?

- (A) Adidas
- (B) Nike
- (C) Puma
- (D) Reebok

Q10. “**The Taste of India**” is the well-known tagline of:

- (A) Britannia
- (B) Nestlé
- (C) Amul
- (D) Parle



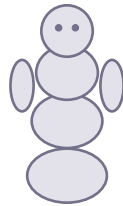
Q11. The tagline “I’m Lovin’ It” is associated with which fast-food brand?

- (A) McDonald’s
- (B) KFC
- (C) Burger King
- (D) Domino’s

Q12. The famous slogan “Think Different” was used by:

- (A) Microsoft
- (B) Samsung
- (C) IBM
- (D) Apple

Q13. The mascot shown below, a figure made of stacked tyres, belongs to which brand?



- (A) Goodyear
- (B) Michelin
- (C) MRF
- (D) Bridgestone

Q14. The “Maharaja”, a moustached figure in royal attire, is the mascot of:

- (A) IndiGo
- (B) SpiceJet
- (C) Air India
- (D) Vistara

Q15. David Ogilvy is widely regarded as the “Father of”:



- (A) Advertising
- (B) Marketing
- (C) Branding
- (D) Public Relations

Q16. In business, **FMCG** stands for:

- (A) Fast Marketing Consumer Goods
- (B) Fast Moving Consumer Goods
- (C) Financial Market Capital Goods
- (D) Fixed Margin Commercial Goods

Q17. A short, paid advertisement aired on television or radio is commonly called a:

- (A) feature
- (B) bulletin
- (C) jingle
- (D) commercial

Q18. Giving an existing brand a new name, look or identity is called:

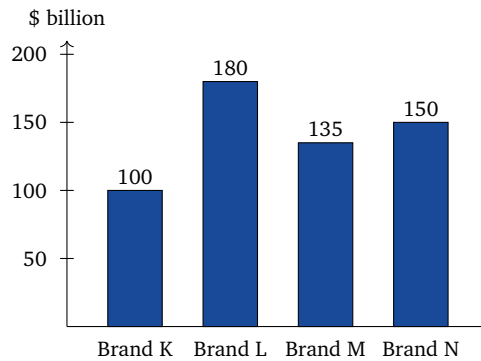
- (A) franchising
- (B) packaging
- (C) rebranding
- (D) licensing

Q19. A **SWOT** analysis covers Strengths, Weaknesses, Opportunities and:

- (A) Threats
- (B) Trends
- (C) Targets
- (D) Tactics



Q20. The bar chart shows the estimated brand value (in billion dollars) of four brands. Which brand is the **most valuable**?



- (A) Brand K
- (B) Brand L
- (C) Brand M
- (D) Brand N

Q21. The specific group of consumers a product or advertisement is aimed at is called the:

- (A) sales force
- (B) shareholders
- (C) target audience
- (D) general public

Q22. The overall value and perception a brand holds in consumers' minds is called brand:

- (A) price
- (B) logo
- (C) colour
- (D) equity

Q23. A **logo** is best described as:

- (A) a brand's selling price

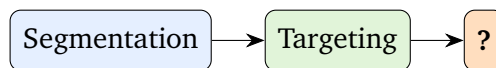


- (B) a 30-second television advertisement
- (C) a company's annual sales report
- (D) a symbol or design that identifies a brand

Q24. Marketing content designed to spread rapidly from person to person online is called _____ marketing.

- (A) viral
- (B) print
- (C) outdoor
- (D) direct

Q25. The marketing **STP** approach runs in the order shown below. Which step fills the blank?



- (A) Pricing
- (B) Production
- (C) Positioning
- (D) Packaging



Detailed Solutions

Q1.

Solution

Concept — Marketing mix: The classic marketing mix is summarised as the “4 Ps.”

Key fact: They are *Product, Price, Place and Promotion*.

Why other options are wrong:

- (A) People is part of the extended 7 Ps, not the classic four; (C) Profit and (D) Packaging are not in the original list.

Final Answer: Promotion ⇒

Answer: (B) [Go Back to Q 1](#)

Q2.

Solution

Concept — Brand differentiation: A brand needs a single clear reason to be chosen.

Key fact: *USP = Unique Selling Proposition*, the distinctive benefit that sets a product apart.

Why other options are wrong:

- (A), (B) and (D) are invented expansions; none is the standard term.

Final Answer: Unique Selling Proposition ⇒

Answer: (C) [Go Back to Q 2](#)

Q3.

Solution

Concept — Advertising response model: AIDA describes the stages a consumer passes through.

Key fact: The order is *Attention → Interest → Desire → Action*; the final step is Action (the purchase).

Why other options are wrong:



- (A) Awareness, (B) Advertising and (C) Acquisition are not the “A” in AIDA, which stands for Action.

Final Answer: Action \Rightarrow

Answer: (D) [Go Back to Q 3](#)

Q4.

Solution

Concept — Business models: Marketing is often classified by who the customer is.

Key fact: *B2C = Business to Consumer*, where a company sells directly to individual customers.

Why other options are wrong:

- (B), (C) and (D) are not standard expansions; the related real term is B2B (Business to Business).

Final Answer: Business to Consumer \Rightarrow

Answer: (A) [Go Back to Q 4](#)

Q5.

Solution

Concept — Brand elements: Brands are built from several recognisable parts.

Key fact: A short, catchy phrase carrying the brand’s promise is a *tagline* (or slogan).

Why other options are wrong:

- (A) a logo is a visual symbol; (C) a jingle is a musical tune; (D) a mascot is a character.

Final Answer: Tagline (slogan) \Rightarrow

Answer: (B) [Go Back to Q 5](#)



Q6.

Solution

Concept — Advertising elements: Sound is a powerful branding tool.

Key fact: A short, memorable musical tune in an advertisement is a *jingle*.

Why other options are wrong:

- (A) tagline and (D) caption are text; (B) a logo is visual — none is the musical element.

Final Answer: Jingle ⇒

Answer: (C) [Go Back to Q 6](#)

Q7.

Solution

Concept — Brand communication: Brands borrow the trust and reach of well-known people.

Key fact: A celebrity hired to represent and promote a brand is a *brand ambassador*.

Why other options are wrong:

- (A) manager, (B) owner and (C) designer describe internal roles, not the public face of the brand.

Final Answer: Ambassador ⇒

Answer: (D) [Go Back to Q 7](#)

Q8.

Solution

Concept — Reading a pie chart: The largest slice is the biggest share.

Step 1 — Shares: FizzCo 45%, ColaOne 30%, PopFizz 20%, Others 5%.

Step 2 — Compare: The biggest slice (45%) is *FizzCo*.

Why other options are wrong:

- (B) ColaOne (30%), (C) PopFizz (20%) and (D) Others (5%) are all smaller.



Final Answer: FizzCo \Rightarrow

Answer: (A) [Go Back to Q 8](#)

Q9.

Solution

Concept — Iconic taglines: Some slogans are inseparable from their brand.

Key fact: “*Just Do It*” is the slogan of *Nike*.

Why other options are wrong:

- (A) Adidas uses “Impossible is Nothing”; (C) Puma and (D) Reebok have their own slogans.

Final Answer: Nike \Rightarrow

Answer: (B) [Go Back to Q 9](#)

Q10.

Solution

Concept — Indian brand taglines: Long-running campaigns make a tagline iconic.

Key fact: “*The Taste of India*” is the tagline of *Amul*.

Why other options are wrong:

- (A) Britannia, (B) Nestlé and (D) Parle are food brands but do not use this tagline.

Final Answer: Amul \Rightarrow

Answer: (C) [Go Back to Q 10](#)

Q11.

Solution

Concept — Global fast-food branding: A jingle-backed tagline can travel world-wide.

Key fact: “*I’m Lovin’ It*” is the tagline of *McDonald’s*.



Why other options are wrong:

- (B) KFC uses “It’s Finger Lickin’ Good”; (C) Burger King and (D) Domino’s have other slogans.

Final Answer: McDonald’s ⇒

Answer: (A) [Go Back to Q 11](#)

Q12.

Solution

Concept — Technology brand slogans: Some slogans define a brand’s philosophy.

Key fact: “*Think Different*” was the famous campaign slogan of *Apple*.

Why other options are wrong:

- (A) Microsoft, (B) Samsung and (C) IBM did not use this slogan.

Final Answer: Apple ⇒

Answer: (D) [Go Back to Q 12](#)

Q13.

Solution

Concept — Brand mascots: A mascot gives a brand a friendly, memorable face.

Key fact: The figure made of stacked tyres is the *Michelin Man* (Bibendum), mascot of *Michelin*.

Why other options are wrong:

- (A) Goodyear, (C) MRF and (D) Bridgestone are tyre brands but do not use this mascot.

Final Answer: Michelin ⇒

Answer: (B) [Go Back to Q 13](#)



Q14.

Solution

Concept — Indian brand mascots: A mascot can become a brand's identity for decades.

Key fact: The *Maharaja* is the long-standing mascot of *Air India*.

Why other options are wrong:

- (A) IndiGo, (B) SpiceJet and (D) Vistara are airlines but do not use the Maharaja.

Final Answer: Air India ⇒

Answer: (C) [Go Back to Q 14](#)

Q15.

Solution

Concept — Advertising pioneers: The industry has its founding figures.

Key fact: *David Ogilvy* is widely called the “Father of Advertising.”

Why other options are wrong:

- (B), (C) and (D) name related fields, but Ogilvy's title is specifically about advertising.

Final Answer: Advertising ⇒

Answer: (A) [Go Back to Q 15](#)

Q16.

Solution

Concept — Product categories: Everyday low-cost products form a huge market.

Key fact: *FMCG* = *Fast Moving Consumer Goods* (soaps, snacks, beverages, etc.).

Why other options are wrong:

- (A), (C) and (D) are invented expansions; the standard term is Fast Moving Consumer Goods.

Final Answer: Fast Moving Consumer Goods ⇒



Answer: (B) [Go Back to Q 16](#)

Q17.

Solution

Concept — Broadcast advertising: Paid spots are the backbone of TV and radio revenue.

Key fact: A short paid advertisement on TV or radio is a *commercial*.

Why other options are wrong:

- (A) feature and (B) bulletin are editorial content; (C) a jingle is only the tune within an ad.

Final Answer: Commercial ⇒ D

Answer: (D) [Go Back to Q 17](#)

Q18.

Solution

Concept — Brand management: Brands sometimes refresh their identity.

Key fact: Giving a brand a new name, look or identity is *rebranding*.

Why other options are wrong:

- (A) franchising and (D) licensing are business arrangements; (B) packaging is only the wrapper.

Final Answer: Rebranding ⇒ C

Answer: (C) [Go Back to Q 18](#)

Q19.

Solution

Concept — Strategic analysis: SWOT weighs internal and external factors.

Key fact: SWOT = Strengths, Weaknesses, Opportunities and *Threats*.

Why other options are wrong:

- (B) Trends, (C) Targets and (D) Tactics do not form the “T” of SWOT, which



is Threats.

Final Answer: Threats \Rightarrow

Answer: (A) [Go Back to Q 19](#)

Q20.

Solution

Concept — Reading a bar chart: Compare the heights of the bars.

Step 1 — Values: Brand K = 100, Brand L = 180, Brand M = 135, Brand N = 150 (\$ billion).

Step 2 — Compare: The tallest bar is *Brand L* at 180, the most valuable.

Why other options are wrong:

- (A) K is the lowest; (C) M and (D) N are below L.

Final Answer: Brand L \Rightarrow

Answer: (B) [Go Back to Q 20](#)

Q21.

Solution

Concept — Marketing focus: Effective campaigns speak to a defined group.

Key fact: The specific group a product or ad is aimed at is the *target audience*.

Why other options are wrong:

- (A) sales force and (B) shareholders are internal groups; (D) the general public is too broad.

Final Answer: Target audience \Rightarrow

Answer: (C) [Go Back to Q 21](#)



Q22.

Solution

Concept — Brand strength: A strong brand is worth more than its products alone.

Key fact: The value and perception a brand holds in consumers' minds is *brand equity*.

Why other options are wrong:

- (A) price, (B) logo and (C) colour are single attributes, not the overall brand value.

Final Answer: Equity \Rightarrow

[Go Back to Q 22](#)

Q23.

Solution

Concept — Visual identity: The logo is a brand's instant visual signature.

Key fact: A *logo* is a symbol or design that identifies a brand.

Why other options are wrong:

- (A) price, (B) a TV advertisement and (C) a sales report are not the brand's identifying symbol.

Final Answer: A symbol or design that identifies a brand \Rightarrow

[Go Back to Q 23](#)

Q24.

Solution

Concept — Digital marketing: Some content is designed to be shared widely.

Key fact: Content built to spread rapidly person-to-person online is *viral* marketing.

Why other options are wrong:

- (B) print, (C) outdoor and (D) direct marketing use other channels and do not rely on rapid online sharing.



Final Answer: Viral \Rightarrow

Answer: (A) [Go Back to Q 24](#)

Q25.

Solution

Concept — Marketing strategy (STP): Firms choose and serve markets in three steps.

Key fact: STP = *Segmentation* \rightarrow *Targeting* \rightarrow *Positioning*; the blank is Positioning.

Why other options are wrong:

- (A) Pricing, (B) Production and (D) Packaging are not the third step of the STP model.

Final Answer: Positioning \Rightarrow

Answer: (C) [Go Back to Q 25](#)



Answer Key

Q	Ans	Q	Ans	Q	Ans	Q	Ans	Q	Ans
1	B	2	C	3	D	4	A	5	B
6	C	7	D	8	A	9	B	10	C
11	A	12	D	13	B	14	C	15	A
16	B	17	D	18	C	19	A	20	B
21	C	22	D	23	D	24	A	25	C

