

GMCET Brands & Brand Communication

Sample Paper – 2

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 **GMCET** (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 well-known slogan “**Connecting People**” belongs to which brand?

- (A) Motorola
- (B) Nokia
- (C) Samsung
- (D) Ericsson

Q2. “**Have a break, have a Kit Kat**” is the long-running tagline of a chocolate brand owned by:

- (A) Cadbury
- (B) Mars
- (C) Nestlé
- (D) Ferrero



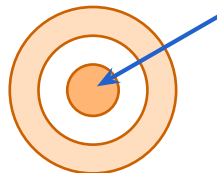
Q3. “The Ultimate Driving Machine” is the famous tagline of which car maker?

- (A) Audi
- (B) Mercedes-Benz
- (C) Toyota
- (D) BMW

Q4. In marketing, the term “B2B” stands for:

- (A) Business to Business
- (B) Brand to Buyer
- (C) Buyer to Business
- (D) Business to Brand

Q5. The simple marketing icon shown below, a set of rings with an arrow at the centre, most commonly represents which marketing idea?



- (A) Pricing the product as low as possible
- (B) Increasing the number of factories
- (C) Cutting the advertising budget
- (D) Targeting a specific group of customers

Q6. The extended “7 Ps” of marketing add People, Process and one more “P” to the classic four. The seventh “P” is:

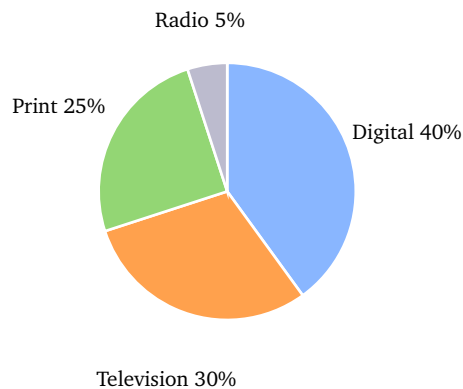
- (A) Profit
- (B) Packaging
- (C) Publicity
- (D) Physical evidence



Q7. A consumer's ability to remember a brand from memory, without being shown it, is called brand:

- (A) loyalty
- (B) image
- (C) recall
- (D) extension

Q8. The pie chart shows how a company splits its advertising budget across four channels. Which channel receives the **largest** share?



- (A) Digital
- (B) Television
- (C) Print
- (D) Radio

Q9. **Leo Burnett** is best known as the name of a famous:

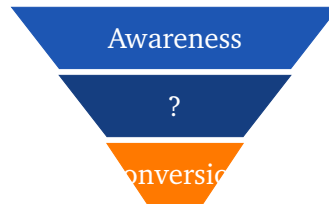
- (A) car manufacturer
- (B) advertising agency
- (C) soft-drink brand
- (D) television channel

Q10. When a celebrity publicly approves and recommends a product, this act is known as a product:



- (A) endorsement
- (B) recall
- (C) rebrand
- (D) discount

Q11. The marketing **sales funnel** below runs Awareness, then the stage shown, and finally Conversion. Which stage fills the middle of the funnel?



- (A) Production
- (B) Consideration
- (C) Packaging
- (D) Distribution

Q12. The slogan “**Because You’re Worth It**” is most associated with which beauty brand?

- (A) Dove
- (B) Nivea
- (C) L’Oréal
- (D) Lakmé

Q13. “**A diamond is forever**” is the long-standing slogan of:

- (A) Tanishq
- (B) De Beers
- (C) Cartier
- (D) Tiffany & Co.

Q14. In advertising, **ROI** most commonly stands for:

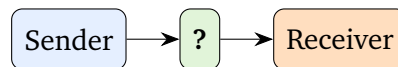


- (A) Range of Influence
- (B) Reach over Internet
- (C) Record of Income
- (D) Return on Investment

Q15. When a successful brand launches a new product in a different category under the same brand name, this is called brand:

- (A) extension
- (B) recall
- (C) equity
- (D) loyalty

Q16. The simplified communication process below shows how a message reaches the customer. Which element belongs in the blank box?



- (A) Profit
- (B) Warehouse
- (C) Shareholder
- (D) Message

Q17. The tagline “Eat Fresh” is associated with which food chain?

- (A) Pizza Hut
- (B) Subway
- (C) Taco Bell
- (D) Wendy’s

Q18. Setting a relatively high launch price for a new, premium product and lowering it over time is known as price:

- (A) bundling

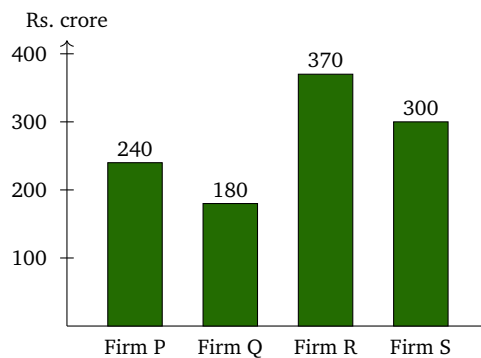


- (B) penetration
- (C) skimming
- (D) matching

Q19. The consistent set of colours, fonts and design rules a brand uses everywhere is captured in its brand:

- (A) identity
- (B) budget
- (C) discount
- (D) invoice

Q20. The bar chart shows the annual advertising spend (in crore) of four companies. Which company spends the **most** on advertising?



- (A) Firm P
- (B) Firm Q
- (C) Firm R
- (D) Firm S

Q21. The slogan “**Finger Lickin’ Good**” belongs to which fast-food brand?

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



- Q22.** Placing a brand's product inside a film or TV show so viewers see it being used is called:
- (A) product placement
 - (B) door-to-door selling
 - (C) cold calling
 - (D) bulk mailing
- Q23.** The smiling “Vodafone Zoozoos” and the “Amul girl” are best described as brand:
- (A) taglines
 - (B) jingles
 - (C) invoices
 - (D) mascots
- Q24.** In digital marketing, **SEO** stands for:
- (A) Sales Entry Order
 - (B) Social Event Outreach
 - (C) Search Engine Optimisation
 - (D) Selling Each Online
- Q25.** When several companies sell similar products, the rivalry between them for the same customers is called market:
- (A) segment
 - (B) competition
 - (C) research
 - (D) share



Detailed Solutions

Q1.

Solution

Concept — Iconic taglines: A slogan can become a brand's identity for years.

Key fact: "Connecting People" is the long-running slogan of *Nokia*.

Why other options are wrong:

- (A) Motorola, (C) Samsung and (D) Ericsson are phone makers but do not use this slogan.

Final Answer: Nokia ⇒

[Go Back to Q 1](#)

Q2.

Solution

Concept — Global confectionery brands: A catchy tagline ties a product to its owner.

Key fact: "Have a break, have a Kit Kat" is the tagline of KitKat, a chocolate brand owned by *Nestlé*.

Why other options are wrong:

- (A) Cadbury, (B) Mars and (D) Ferrero are confectionery companies but do not own KitKat globally.

Final Answer: Nestlé ⇒

[Go Back to Q 2](#)

Q3.

Solution

Concept — Automobile branding: Premium car brands use taglines to signal their promise.

Key fact: "The Ultimate Driving Machine" is the famous tagline of *BMW*.

Why other options are wrong:



- (A) Audi, (B) Mercedes-Benz and (C) Toyota are car makers but use different taglines.

Final Answer: BMW \Rightarrow

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

Q4.

Solution

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

Key fact: *B2B = Business to Business*, where one company sells to another company.

Why other options are wrong:

- (B), (C) and (D) are not standard expansions; the related term B2C means Business to Consumer.

Final Answer: Business to Business \Rightarrow

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

Q5.

Solution

Concept — Marketing symbols: A bullseye with an arrow is the classic picture of aiming at a goal.

Key fact: The target (bullseye) icon stands for *targeting a specific group of customers*, the heart of any marketing plan.

Why other options are wrong:

- (A) low pricing, (B) more factories and (C) cutting the ad budget are unrelated to what a target symbol means.

Final Answer: Targeting a specific group of customers \Rightarrow

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



Q6.

Solution

Concept — Extended marketing mix: Service marketing widens the classic four Ps to seven.

Key fact: The 7 Ps add *People, Process and Physical evidence* to Product, Price, Place and Promotion.

Why other options are wrong:

- (A) Profit, (B) Packaging and (C) Publicity are not part of the extended 7 Ps; the seventh P is Physical evidence.

Final Answer: Physical evidence ⇒ D

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

Q7.

Solution

Concept — Brand awareness: Marketers measure how easily a brand comes to mind.

Key fact: *Brand recall* is a consumer's ability to remember a brand from memory, without being prompted by seeing it.

Why other options are wrong:

- (A) loyalty is repeat buying; (B) image is overall impression; (D) extension is using a name in a new category.

Final Answer: Recall ⇒ C

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

Q8.

Solution

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

Step 1 — Shares: Digital 40%, Television 30%, Print 25%, Radio 5%.

Step 2 — Compare: The biggest slice (40%) is *Digital*.

Why other options are wrong:



- (B) Television (30%), (C) Print (25%) and (D) Radio (5%) are all smaller.

Final Answer: Digital \Rightarrow

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

Q9.

Solution

Concept — Advertising industry: Big campaigns are created by advertising agencies.

Key fact: *Leo Burnett* is one of the world's most famous *advertising agencies*, named after its founder.

Why other options are wrong:

- (A) a car maker, (C) a soft-drink brand and (D) a television channel do not describe Leo Burnett.

Final Answer: Advertising agency \Rightarrow

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

Q10.

Solution

Concept — Brand communication: Brands gain trust when respected people back them.

Key fact: An *endorsement* is a public approval and recommendation of a product by a person, often a celebrity.

Why other options are wrong:

- (B) recall is remembering a brand; (C) rebrand is changing identity; (D) a discount is a price cut.

Final Answer: Endorsement \Rightarrow

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



Q11.

Solution

Concept — Sales funnel: Customers move through stages from first contact to purchase.

Key fact: A common funnel runs *Awareness* → *Consideration* → *Conversion*; the middle stage is Consideration.

Why other options are wrong:

- (A) Production, (C) Packaging and (D) Distribution are operations steps, not stages of the customer funnel.

Final Answer: Consideration ⇒

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

Q12.

Solution

Concept — Beauty-brand taglines: A slogan can carry a brand's emotional promise.

Key fact: “*Because You're Worth It*” is the long-running slogan of *L'Oréal*.

Why other options are wrong:

- (A) Dove, (B) Nivea and (D) Lakmé are beauty brands but use different taglines.

Final Answer: L'Oréal ⇒

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

Q13.

Solution

Concept — Legendary advertising lines: Some slogans shape an entire market.

Key fact: “*A diamond is forever*” is the classic slogan of *De Beers*.

Why other options are wrong:

- (A) Tanishq, (C) Cartier and (D) Tiffany & Co. sell jewellery but do not own this slogan.



Final Answer: De Beers \Rightarrow

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

Q14.

Solution

Concept — Marketing measurement: Firms check whether their spending pays off.

Key fact: *ROI = Return on Investment*, comparing the gain from an activity with its cost.

Why other options are wrong:

- (A), (B) and (C) are invented expansions; the standard term is Return on Investment.

Final Answer: Return on Investment \Rightarrow

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

Q15.

Solution

Concept — Brand strategy: A trusted name can be stretched into new products.

Key fact: Launching a new product in a different category under the same brand name is a *brand extension*.

Why other options are wrong:

- (B) recall is remembering a brand; (C) equity is overall brand value; (D) loyalty is repeat buying.

Final Answer: Extension \Rightarrow

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



Q16.

Solution

Concept — Communication process: Communication moves information from a source to an audience.

Key fact: The basic model is *Sender* → *Message* → *Receiver*; the missing middle element is the Message.

Why other options are wrong:

- (A) Profit, (B) Warehouse and (C) Shareholder are not parts of the communication process.

Final Answer: Message ⇒

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

Q17.

Solution

Concept — Food-chain taglines: A tagline can sum up a brand's core promise.

Key fact: "Eat Fresh" is the well-known tagline of *Subway*.

Why other options are wrong:

- (A) Pizza Hut, (C) Taco Bell and (D) Wendy's are food chains but use other taglines.

Final Answer: Subway ⇒

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

Q18.

Solution

Concept — Pricing strategy: New products can be priced high or low to start.

Key fact: Setting a high launch price and lowering it over time is price *skimming*.

Why other options are wrong:

- (A) bundling sells items together; (B) penetration starts with a low price; (D) matching copies a rival's price.



Final Answer: Skimming \Rightarrow C

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

Q19.

Solution

Concept — Visual consistency: A brand looks the same wherever it appears.

Key fact: The consistent colours, fonts and design rules form the brand *identity*.

Why other options are wrong:

- (B) budget, (C) discount and (D) invoice are financial items, not the brand's visual system.

Final Answer: Identity \Rightarrow A

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

Q20.

Solution

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

Step 1 — Values: Firm P = 240, Firm Q = 180, Firm R = 370, Firm S = 300 (Rs. crore).

Step 2 — Compare: The tallest bar is *Firm R* at 370, the highest spend.

Why other options are wrong:

- (A) P and (B) Q are lower; (D) S at 300 is still below R.

Final Answer: Firm R \Rightarrow C

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



Q21.

Solution

Concept — Fast-food taglines: A memorable slogan helps a chain stand out.

Key fact: “*Finger Lickin’ Good*” is the slogan of KFC.

Why other options are wrong:

- (A) Burger King, (C) McDonald’s and (D) Popeyes are fast-food brands but use different slogans.

Final Answer: KFC ⇒

[Go Back to Q 21](#)

Q22.

Solution

Concept — Advertising techniques: Brands can appear naturally within entertainment.

Key fact: Showing a product being used inside a film or TV show is *product placement*.

Why other options are wrong:

- (B) door-to-door selling, (C) cold calling and (D) bulk mailing are direct-selling methods, not in-show placement.

Final Answer: Product placement ⇒

[Go Back to Q 22](#)

Q23.

Solution

Concept — Brand characters: A recurring character gives a brand a friendly face.

Key fact: The Vodafone Zoozoos and the Amul girl are brand *mascots*, characters created to represent the brand.

Why other options are wrong:

- (A) taglines and (B) jingles are words and music; (C) an invoice is a bill, not a brand character.



Final Answer: Mascots ⇒

Answer: (D) [Go Back to Q 23](#)

Q24.

Solution

Concept — Digital marketing: Being found on search engines drives free traffic.

Key fact: *SEO = Search Engine Optimisation*, improving a site so it ranks higher in search results.

Why other options are wrong:

- (A), (B) and (D) are invented expansions; the standard term is Search Engine Optimisation.

Final Answer: Search Engine Optimisation ⇒

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

Q25.

Solution

Concept — Market rivalry: Most markets have several sellers chasing the same buyers.

Key fact: The rivalry between firms selling similar products for the same customers is market *competition*.

Why other options are wrong:

- (A) segment is a customer group; (C) research is data gathering; (D) share is a firm's portion of total sales.

Final Answer: Competition ⇒

Answer: (B) [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	D
6	D	7	C	8	A	9	B	10	A
11	B	12	C	13	B	14	D	15	A
16	D	17	B	18	C	19	A	20	C
21	B	22	A	23	D	24	C	25	B

