

GMCET Brands & Brand Communication

Sample Paper – 3

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. “Drive your Way” is the former tagline of which car maker?

- (A) Tata Motors
- (B) Maruti Suzuki
- (C) Hyundai
- (D) Mahindra

Q2. “The Power of Dreams” is the tagline of which company?

- (A) Yamaha
- (B) Honda
- (C) Suzuki
- (D) Kawasaki

Q3. “I am what I am” is the famous tagline of which sportswear brand?



- (A) Reebok
- (B) Puma
- (C) Fila
- (D) Asics

Q4. “Find New Roads” is the tagline of which automobile brand?

- (A) Ford
- (B) Toyota
- (C) Hyundai
- (D) Chevrolet

Q5. Brand loyalty is best described as a consumer’s tendency to:

- (A) always buy the cheapest available product
- (B) repeatedly buy the same brand over time
- (C) switch brands with every purchase
- (D) buy only newly launched brands

Q6. In advertising, CPM stands for:

- (A) Clicks Per Minute
- (B) Conversions Per Month
- (C) Cost Per Mille
- (D) Customers Per Market

Q7. Niche marketing refers to:

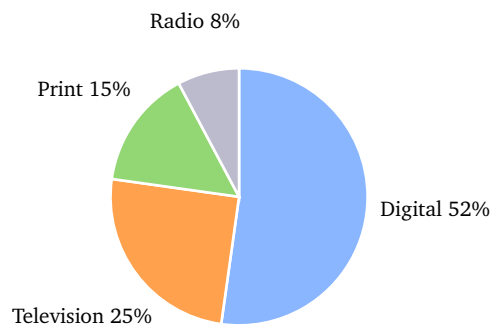
- (A) targeting a small, specialised segment of consumers
- (B) selling to every consumer in the mass market
- (C) advertising only on television
- (D) lowering prices below all competitors

Q8. A logo made only of the brand’s name written in stylised text is called a:



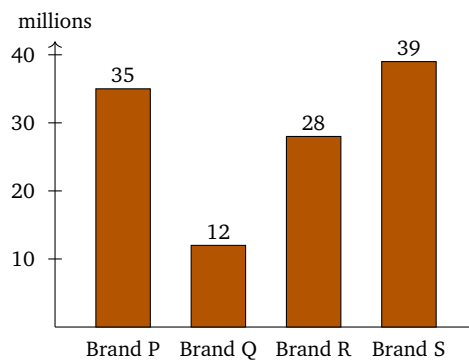
- (A) mascot
- (B) monogram
- (C) emblem
- (D) wordmark

Q9. The pie chart shows how a company splits its advertising budget across four media. Which channel receives the **largest** share?



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

Q10. The bar chart shows the social-media followers (in millions) of four brands. Which brand has the **fewest** followers?

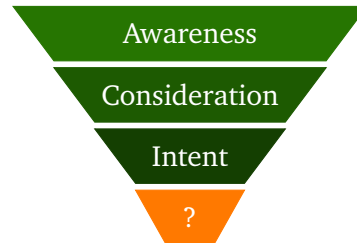


- (A) Brand P
- (B) Brand R
- (C) Brand Q



(D) Brand S

Q11. The marketing **purchase funnel** below runs from broad awareness down to the final stage. Which stage fills the blank at the bottom?



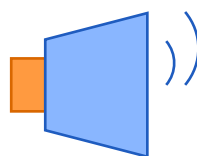
- (A) Awareness
- (B) Branding
- (C) Research
- (D) Purchase

Q12. In brand communication, what a company sends out is its brand *identity*; what the customer finally perceives is the brand ____, as shown below. What fills the blank?



- (A) price
- (B) image
- (C) logo
- (D) profit

Q13. The simple icon shown below most commonly represents which marketing idea?



- (A) promotion and advertising (spreading a message)



- (B) the price of a product
- (C) the company's profit margin
- (D) a customer complaint form

Q14. “Inspire the Next” is the tagline of which technology company?

- (A) Toshiba
- (B) Panasonic
- (C) Hitachi
- (D) Mitsubishi

Q15. The watchmaking slogan “You never actually own a Patek Philippe. You merely look after it for the next generation” is best classified as an example of which kind of appeal?

- (A) discount appeal
- (B) emotional and heritage appeal
- (C) fear appeal
- (D) humour appeal

Q16. When two established brands partner to market a single product together, it is called:

- (A) rebranding
- (B) brand recall
- (C) brand dilution
- (D) co-branding

Q17. A brand's share of the total advertising in its category, measured against its competitors, is called:

- (A) share of voice
- (B) market price
- (C) profit margin



(D) brand colour

Q18. In branding, the colour **green** is most often used to communicate:

- (A) danger and urgency
- (B) luxury and royalty
- (C) nature, health and freshness
- (D) speed and energy

Q19. In an advertisement, a phrase such as “Buy Now” or “Sign Up Today” that urges the audience to act is called a:

- (A) headline
- (B) call to action
- (C) disclaimer
- (D) watermark

Q20. The chocolate-brand tagline “Have a break, have a ____” is completed by which brand name?

- (A) Dairy Milk
- (B) Snickers
- (C) Bournville
- (D) Kit Kat

Q21. Dividing a market by age, gender, income and occupation is known as ____ segmentation.

- (A) demographic
- (B) product
- (C) seasonal
- (D) random

Q22. Deliberately setting a high price to signal superior quality and exclusivity, as luxury brands do, is called ____ pricing.



- (A) penetration
- (B) discount
- (C) premium
- (D) cost-plus

Q23. “A Mars a day helps you work, rest and play” is the classic tagline of which brand?

- (A) Twix
- (B) Mars
- (C) Bounty
- (D) Milky Way

Q24. When satisfied customers recommend a brand to friends and family by talking about it, this free promotion is known as ____ marketing.

- (A) word-of-mouth
- (B) outdoor
- (C) print
- (D) telemarketing

Q25. Brand-building is often drawn as a pyramid. The very base, on which everything else is built, is making the consumer simply *know* the brand exists. This base level is brand:

- (A) loyalty
- (B) equity
- (C) resonance
- (D) awareness



Detailed Solutions

Q1.

Solution

Concept — Automobile taglines: A short slogan can capture the freedom a car promises its driver.

Key fact: “*Drive your Way*” was the former tagline of *Hyundai*.

Step 1 — Read the message: The line puts the driver in control, suggesting the car adapts to your own style of driving.

Step 2 — Match to the brand: Hyundai used “*Drive your Way*” as its global tagline for several years before later moving to “*New Thinking. New Possibilities.*”

Why other options are wrong:

- (A) Tata Motors, (B) Maruti Suzuki and (D) Mahindra are rival car makers, each with its own taglines, and none used “*Drive your Way*”.

Final Answer: Hyundai ⇒ C

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

Q2.

Solution

Concept — Aspirational taglines: A line about dreams sells ambition, not just a product.

Key fact: “*The Power of Dreams*” is the corporate tagline of *Honda*.

Step 1 — Read the message: The line frames the company as turning dreams into reality across cars, bikes and engines.

Step 2 — Match to the brand: Honda used “*The Power of Dreams*” globally for many years.

Why other options are wrong:

- (A) Yamaha, (C) Suzuki and (D) Kawasaki are rival makers but did not use this tagline.

Final Answer: Honda ⇒ B

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



Q3.

Solution

Concept — Sportswear taglines: A bold line about self-belief fits brands built on athletic identity.

Key fact: “*I am what I am*” is the famous tagline of *Reebok*.

Step 1 — Read the appeal: The line celebrates individuality, telling each athlete to embrace their own identity rather than copy others.

Step 2 — Match to the brand: Reebok built a major global campaign around “I am what I am”.

Why other options are wrong:

- (B) Puma, (C) Fila and (D) Asics are rival sportswear brands but did not coin this line.

Final Answer: Reebok ⇒

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

Q4.

Solution

Concept — Automobile taglines: A slogan can promise discovery and forward movement.

Key fact: “*Find New Roads*” is the tagline of *Chevrolet*.

Step 1 — Read the message: The line invites drivers to explore and to keep moving ahead.

Step 2 — Match to the brand: Chevrolet adopted “Find New Roads” as its global tagline.

Why other options are wrong:

- (A) Ford, (B) Toyota and (C) Hyundai are rival car makers with their own taglines.

Final Answer: Chevrolet ⇒

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



Q5.

Solution

Concept — Customer behaviour: Strong brands earn repeat business.

Key fact: *Brand loyalty* is a consumer's tendency to repeatedly buy the same brand over time rather than switch.

Why other options are wrong:

- (A) describes price-driven buying; (C) is the opposite of loyalty; (D) describes novelty seeking.

Final Answer: Repeatedly buy the same brand ⇒

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

Q6.

Solution

Concept — Media-buying metrics: Advertisers price exposure by how many people see an ad.

Key fact: *CPM* stands for *Cost Per Mille*, where “mille” is Latin for one thousand.

Step 1 — Define the metric: CPM is the cost an advertiser pays for one thousand impressions, or one thousand views, of an ad.

Step 2 — How it is used: It lets buyers compare the cost of reaching audiences across different media on the same per-thousand basis.

Why other options are wrong:

- (A), (B) and (D) are invented expansions; the M in CPM is “mille” (thousand), not minute, month or market.

Final Answer: Cost Per Mille ⇒

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



Q7.

Solution

Concept — Marketing focus: Some brands serve a narrow, specialised slice of the market.

Key fact: *Niche marketing* means targeting a small, specialised segment of consumers with specific needs.

Why other options are wrong:

- (B) describes mass marketing; (C) and (D) name a channel and a price tactic, not a target strategy.

Final Answer: Targeting a small, specialised segment ⇒

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

Q8.

Solution

Concept — Types of logo: Logos come in several distinct forms.

Key fact: A *wordmark* (or logotype) is a logo made only of the brand's name in stylised text.

Why other options are wrong:

- (A) a mascot is a character; (B) a monogram uses initials; (C) an emblem encloses text within a symbol.

Final Answer: Wordmark ⇒

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

Q9.

Solution

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

Step 1 — Shares: Digital 52%, Television 25%, Print 15%, Radio 8%.

Step 2 — Compare: The biggest slice (52%) is *Digital*.

Why other options are wrong:



- (A) Television (25%), (C) Print (15%) and (D) Radio (8%) are all smaller.

Final Answer: Digital \Rightarrow B

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

Q10.

Solution

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

Step 1 — Values: Brand P = 35, Brand Q = 12, Brand R = 28, Brand S = 39 (millions).

Step 2 — Compare: The shortest bar is *Brand Q* at 12 million, the fewest.

Why other options are wrong:

- (A) P (35), (B) R (28) and (D) S (39) all have more followers than Q.

Final Answer: Brand Q \Rightarrow C

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

Q11.

Solution

Concept — The purchase funnel: Buyers move from broad awareness to a final action.

Key fact: The funnel runs *Awareness* \rightarrow *Consideration* \rightarrow *Intent* \rightarrow *Purchase*; the final stage is Purchase.

Why other options are wrong:

- (A) Awareness is the top, not the bottom; (B) Branding and (C) Research are not stages of this funnel.

Final Answer: Purchase \Rightarrow D

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



Q12.

Solution

Concept — Identity versus image: A brand sends a message; the audience forms a perception.

Key fact: What the company projects is its brand *identity*; what the customer perceives is the brand *image*.

Why other options are wrong:

- (A) price and (C) logo are single elements; (D) profit is a financial result, not a perception.

Final Answer: Image ⇒

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

Q13.

Solution

Concept — Marketing iconography: Simple icons stand for big ideas.

Key fact: A *megaphone* icon, with sound waves coming out, represents *promotion and advertising* — spreading a message widely.

Why other options are wrong:

- (B) price is shown by tags or currency; (C) profit by charts; (D) a complaint form is not an icon of this kind.

Final Answer: Promotion and advertising ⇒

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

Q14.

Solution

Concept — Technology-brand taglines: A short line can point a brand toward the future.

Key fact: “*Inspire the Next*” is the long-used tagline of *Hitachi*.

Step 1 — Read the message: The line positions the company around innovation and the next generation of technology.



Step 2 — Match to the brand: Hitachi has used “Inspire the Next” as its corporate tagline.

Why other options are wrong:

- (A) Toshiba, (B) Panasonic and (D) Mitsubishi are other technology firms but did not use this tagline.

Final Answer: Hitachi ⇒

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

Q15.

Solution

Concept — Advertising appeals: Luxury brands often sell feeling and legacy, not features.

Key fact: The Patek Philippe line stresses passing the watch to the next generation, an *emotional and heritage appeal*.

Why other options are wrong:

- (A) there is no discount; (C) no fear is used; (D) the tone is sentimental, not humorous.

Final Answer: Emotional and heritage appeal ⇒

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

Q16.

Solution

Concept — Brand partnerships: Two brands can join forces on one product.

Key fact: When two established brands partner to market a single product together, it is called *co-branding*.

Step 1 — Identify the situation: Two separate, recognised brands appear together on one offering.

Step 2 — Name the strategy: Combining both brands’ equity on a shared product is co-branding, for example a credit card carrying both a bank and an airline.

Why other options are wrong:



- (A) rebranding changes one brand's own identity; (B) brand recall is a memory response; (C) brand dilution is a weakening of equity, not a partnership.

Final Answer: Co-branding ⇒ D

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

Q17.

Solution

Concept — Advertising presence: A brand's voice competes with rivals for attention.

Key fact: A brand's portion of all advertising in its category, measured against competitors, is its *share of voice*.

Step 1 — Define it: Share of voice = the brand's advertising weight divided by the total advertising of the whole category.

Step 2 — Why it matters: A higher share of voice usually means the brand dominates the conversation and tends to gain market share over time.

Why other options are wrong:

- (B) market price, (C) profit margin and (D) brand colour are unrelated measures, not a measure of advertising presence.

Final Answer: Share of voice ⇒ A

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

Q18.

Solution

Concept — Colour in branding: Colours carry meaning and shape perception.

Key fact: *Green* commonly signals *nature, health and freshness*, which is why eco and organic brands favour it.

Why other options are wrong:

- (A) red signals danger/urgency; (B) gold/purple signal luxury; (D) red/orange signal speed and energy.

Final Answer: Nature, health and freshness ⇒ C



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

Q19.

Solution

Concept — Driving a response: Ads usually ask the audience to do something.

Key fact: A line such as “Buy Now” that urges immediate action is a *call to action* (CTA).

Why other options are wrong:

- (A) a headline grabs attention; (C) a disclaimer states limits; (D) a watermark is a faint mark, not a prompt.

Final Answer: Call to action ⇒

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

Q20.

Solution

Concept — Slogan completion: A famous slogan binds the action to the product name.

Key fact: “Have a break, have a *Kit Kat*” is the long-running slogan of *Kit Kat*.

Why other options are wrong:

- (A) Dairy Milk, (B) Snickers and (C) Bournville are chocolate brands but do not complete this line.

Final Answer: Kit Kat ⇒

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

Q21.

Solution

Concept — Bases of segmentation: Markets can be split in several ways.

Key fact: Splitting a market by age, gender, income and occupation is *demographic* segmentation.

Why other options are wrong:



- (B) product and (C) seasonal are not the consumer-trait basis here; (D) random is not a recognised basis.

Final Answer: Demographic ⇒

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

Q22.

Solution

Concept — Pricing strategy: Price itself sends a quality signal.

Key fact: Setting a deliberately high price to signal quality and exclusivity is *premium* pricing.

Why other options are wrong:

- (A) penetration prices low to gain share; (B) discount lowers price; (D) cost-plus just adds a margin to cost.

Final Answer: Premium ⇒

Answer: (C) [Go Back to Q 22](#)

Q23.

Solution

Concept — Confectionery taglines: A rhyming line can tie a snack to daily energy.

Key fact: “A Mars a day helps you work, rest and play” is the classic tagline of the Mars chocolate bar.

Step 1 — Read the appeal: The line promises sustained energy through the working day and leisure.

Step 2 — Match to the brand: The slogan names the product directly: a Mars a day.

Why other options are wrong:

- (A) Twix, (C) Bounty and (D) Milky Way are other chocolate bars but did not use this tagline.

Final Answer: Mars ⇒



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

Q24.

Solution

Concept — People-powered promotion: Happy customers are powerful advertisers.

Key fact: Customers recommending a brand to others is *word-of-mouth* marketing, a free and trusted form of promotion.

Why other options are wrong:

- (B) outdoor and (C) print are paid media; (D) telemarketing is a company-led phone channel.

Final Answer: Word-of-mouth ⇒

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

Q25.

Solution

Concept — Brand-building pyramid: A brand is built from the bottom up.

Key fact: The base of the pyramid is brand *awareness* — the consumer simply knowing the brand exists, on which loyalty and equity are later built.

Why other options are wrong:

- (A) loyalty and (C) resonance sit near the top; (B) equity is the overall result, not the base level.

Final Answer: Awareness ⇒

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



Answer Key

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

