

GM CET Brands & Brand Communication

Sample Paper – 4

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 sportswear tagline “**Impossible is Nothing**” belongs to which brand?

- (A) Adidas
- (B) Puma
- (C) Under Armour
- (D) New Balance

Q2. The well-known Indian tagline “**Daag Achhe Hain**” is used by which detergent brand?

- (A) Tide
- (B) Ariel
- (C) Surf Excel
- (D) Rin

Q3. The tagline “**No One Can Eat Just One**” belongs to which snack brand?



- (A) Pringles
- (B) Lay's
- (C) Bingo
- (D) Doritos

Q4. What a brand offers that rivals cannot, making it stand out, is its:

- (A) point of parity (POP)
- (B) market share
- (C) shelf space
- (D) point of difference (POD)

Q5. Unconventional, low-cost promotional tactics designed to create a high-impact surprise are known as _____ marketing.

- (A) guerrilla
- (B) mass
- (C) direct
- (D) telemarketing

Q6. The **Pillsbury Doughboy**, a cheerful figure made of soft dough, is the mascot of which brand?

- (A) Kellogg's
- (B) Pillsbury
- (C) Betty Crocker
- (D) Quaker

Q7. Audience information such as age, gender and income level is referred to as:

- (A) logistics
- (B) economics

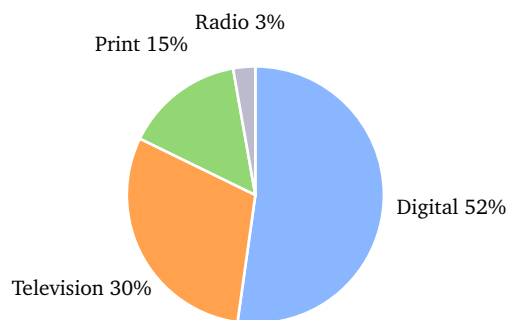


- (C) demographics
- (D) statistics

Q8. Dividing a broad market into smaller, distinct groups of buyers is called market:

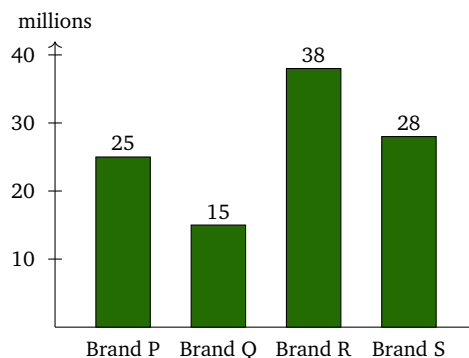
- (A) research
- (B) saturation
- (C) penetration
- (D) segmentation

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



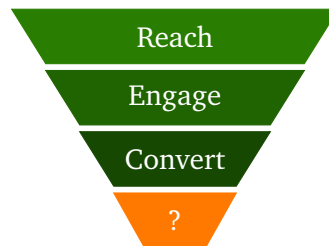
- (A) Digital
- (B) Television
- (C) Print
- (D) Radio

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



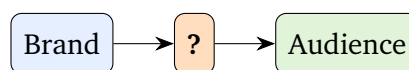
- (A) Brand P
- (B) Brand Q
- (C) Brand R
- (D) Brand S

Q11. The marketing funnel below runs Reach, Engage, Convert and then, in the final stage shown, the brand keeps existing customers. Which word fills the blank?



- (A) Reject
- (B) Restart
- (C) Retain
- (D) Replace

Q12. In the concept chain below, a trusted public figure lends credibility to a product. The box marked “?” represents the figure whose recommendation persuades the audience. Which term fits best?



- (A) Wholesaler
- (B) Auditor
- (C) Supplier
- (D) Celebrity endorser

Q13. The simple icon shown below most commonly represents which online action?





- (A) Adding a product to the cart for purchase
- (B) Deleting a user account
- (C) Printing a sales receipt
- (D) Logging out of a website

Q14. When customers repeatedly buy the same brand and resist switching to rivals, they are said to show brand:

- (A) recall
- (B) loyalty
- (C) recall lag
- (D) dilution

Q15. The tagline “**You’re not you when you’re hungry**” belongs to which chocolate bar?

- (A) KitKat
- (B) Mars
- (C) Snickers
- (D) Bounty

Q16. Paying to be officially associated with an event, team or show is called:

- (A) licensing
- (B) franchising
- (C) couponing
- (D) sponsorship

Q17. The famous delivery promise “**30 minutes or free**” is associated with which brand?



- (A) Domino's
- (B) Pizza Hut
- (C) McDonald's
- (D) Papa John's

Q18. Managing how a company is seen by the public, the press and the community is the role of:

- (A) accounting
- (B) public relations
- (C) warehousing
- (D) procurement

Q19. The “Amul girl”, a polka-dotted cartoon child, is the long-running mascot of a brand best known for:

- (A) soft drinks
- (B) motorcycles
- (C) butter and dairy
- (D) mobile phones

Q20. Promoting your brand around a big event, such as a sports tournament, **without** being an official sponsor is called:

- (A) official sponsorship
- (B) public relations
- (C) word-of-mouth marketing
- (D) ambush marketing

Q21. The slogan “**There are some things money can't buy. For everything else, there's ...**” belongs to which brand?

- (A) MasterCard
- (B) Visa



- (C) American Express
- (D) PayPal

Q22. A large outdoor advertising board placed beside roads and highways is commonly called a:

- (A) leaflet
- (B) billboard (hoarding)
- (C) banner ad
- (D) catalogue

Q23. The physical wrapping or container that protects a product and carries its branding is the:

- (A) invoice
- (B) warranty card
- (C) packaging
- (D) price tag

Q24. The long-running tagline “**Have it Your Way**” belongs to which fast-food chain?

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

Q25. Promoting a product through popular social-media personalities who shape their followers’ opinions is called _____ marketing.

- (A) influencer
- (B) ambush
- (C) couponing
- (D) barter



Detailed Solutions

Q1.

Solution

Concept — Sportswear taglines: Athletic brands use motivational slogans.

Key fact: “*Impossible is Nothing*” is the slogan of *Adidas*.

Why other options are wrong:

- (B) Puma, (C) Under Armour and (D) New Balance use their own slogans, not this one.

Final Answer: Adidas ⇒

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

Q2.

Solution

Concept — Indian FMCG taglines: A clever line can change how people view a product.

Key fact: “*Daag Achhe Hain*” (dirt is good) is the campaign tagline of *Surf Excel*.

Why other options are wrong:

- (A) Tide, (B) Ariel and (D) Rin are detergents but do not use this tagline.

Final Answer: Surf Excel ⇒

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

Q3.

Solution

Concept — Snack-brand taglines: A catchy line drives repeat snacking.

Key fact: “*No One Can Eat Just One*” is the long-running tagline of *Lay’s* potato chips.

Why other options are wrong:

- (A) Pringles, (C) Bingo and (D) Doritos are snack brands but use different slogans.



Final Answer: Lay's ⇒

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

Q4.

Solution

Concept — Standing out from rivals: A brand must give buyers a reason to choose it.

Key fact: A *point of difference (POD)* is what a brand offers that competitors cannot match, making it stand out.

Definition: It is the unique, valued benefit (a feature, image or experience) that sets the brand apart in the customer's mind.

Why other options are wrong:

- (A) point of parity is what a brand shares with rivals, not what makes it unique; (B) market share is the sales portion held; (C) shelf space is physical placement in a store.

Final Answer: Point of difference (POD) ⇒

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

Q5.

Solution

Concept — Unconventional promotion: Small budgets can still make a big splash.

Key fact: *Guerrilla marketing* uses unconventional, low-cost, high-impact surprise tactics.

Why other options are wrong:

- (B) mass marketing targets everyone broadly; (C) direct and (D) telemarketing are conventional, channel-based methods.

Final Answer: Guerrilla ⇒

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



Q6.

Solution

Concept — Brand mascots: A friendly character builds warmth toward a brand.

Key fact: The *Pillsbury Doughboy* (Poppin' Fresh) is the mascot of *Pillsbury*.

Why other options are wrong:

- (A) Kellogg's, (C) Betty Crocker and (D) Quaker are food brands but do not use the Doughboy.

Final Answer: Pillsbury ⇒

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

Q7.

Solution

Concept — Knowing the audience: Marketers profile who they want to reach.

Key fact: *Demographics* are audience data such as age, gender and income.

Why other options are wrong:

- (A) logistics is about distribution; (B) economics is the wider field; (D) statistics is the general study of data, not this specific profile.

Final Answer: Demographics ⇒

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

Q8.

Solution

Concept — Grouping buyers: One message rarely suits every customer.

Key fact: *Market segmentation* divides a market into distinct groups of buyers.

Why other options are wrong:

- (A) research gathers information; (B) saturation is a full market; (C) penetration is increasing sales within a market.

Final Answer: Segmentation ⇒

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 30%, Print 15%, Radio 3%.

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

Why other options are wrong:

- (B) Television (30%), (C) Print (15%) and (D) Radio (3%) are all smaller.

Final Answer: Digital \Rightarrow

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

Q10.

Solution

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

Step 1 — Values: Brand P = 25, Brand Q = 15, Brand R = 38, Brand S = 28 (millions).

Step 2 — Compare: The tallest bar is *Brand R* at 38 million followers.

Why other options are wrong:

- (A) P (25) and (D) S (28) are lower; (B) Q (15) is the lowest.

Final Answer: Brand R \Rightarrow

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

Q11.

Solution

Concept — Marketing funnel: The funnel maps a customer's journey with a brand.

Key fact: The stages run *Reach* \rightarrow *Engage* \rightarrow *Convert* \rightarrow *Retain*; the final step is Retain (keeping existing customers).

Why other options are wrong:

- (A) Reject, (B) Restart and (D) Replace are not stages of the funnel; the goal



of the last stage is to retain customers.

Final Answer: Retain ⇒ C

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

Q12.

Solution

Concept — Endorsement chain: A brand can borrow trust from a credible figure.

Key fact: The box linking the brand to its audience by lending credibility is the *celebrity endorser*.

Why other options are wrong:

- (A) wholesaler, (C) supplier are supply-chain roles; (B) an auditor checks accounts. None persuades the audience.

Final Answer: Celebrity endorser ⇒ D

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

Q13.

Solution

Concept — Marketing icons: Simple symbols guide users in digital stores.

Key fact: The shopping-cart icon represents *adding a product to the cart for purchase*.

Why other options are wrong:

- (B) deleting an account, (C) printing a receipt and (D) logging out use entirely different icons.

Final Answer: Adding a product to the cart ⇒ A

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



Q14.

Solution

Concept — Repeat buying: The strongest brands keep customers coming back.

Key fact: Repeatedly choosing the same brand and resisting rivals is *brand loyalty*.

Why other options are wrong:

- (A) recall is remembering a brand; (C) “recall lag” is not a standard term; (D) dilution is weakening a brand.

Final Answer: Loyalty ⇒

[Go Back to Q 14](#)

Q15.

Solution

Concept — Chocolate-bar taglines: A memorable line ties the brand to a clear customer benefit.

Key fact: “*You’re not you when you’re hungry*” is the tagline of *Snickers*.

Idea behind it: The line says hunger changes your mood and behaviour.

It then positions a Snickers bar as the quick fix that makes you yourself again.

Why other options are wrong:

- (A) KitKat is linked to “Have a break, have a KitKat”.
- (B) Mars and (D) Bounty are chocolate bars but use their own, different slogans.

Final Answer: Snickers ⇒

[Go Back to Q 15](#)

Q16.

Solution

Concept — Associating with events: Brands buy visibility by backing popular properties.

Key fact: *Sponsorship* is paying to be officially associated with an event, team or show in exchange for brand exposure.



Why other options are wrong:

- (A) licensing is renting out a brand or property for use; (B) franchising is selling the right to run a branded outlet; (C) couponing offers price discounts.

Final Answer: Sponsorship ⇒ D

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

Q17.

Solution

Concept — Service promises: A bold guarantee can become a brand's identity.

Key fact: The "30 minutes or free" delivery promise was made famous by *Domino's* Pizza.

Why other options are wrong:

- (B) Pizza Hut, (C) McDonald's and (D) Papa John's are food brands but did not run this promise.

Final Answer: Domino's ⇒ A

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

Q18.

Solution

Concept — Reputation management: Brands manage how they are perceived publicly.

Key fact: Managing a company's image with the public, press and community is *public relations*.

Why other options are wrong:

- (A) accounting handles finances; (C) warehousing stores goods; (D) procurement buys supplies.

Final Answer: Public relations ⇒ B

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



Q19.

Solution

Concept — Indian brand mascots: A long-running mascot becomes part of brand identity.

Key fact: The *Amul girl* represents Amul, a brand best known for *butter and dairy*.

Why other options are wrong:

- (A) soft drinks, (B) motorcycles and (D) mobile phones are unrelated to the dairy brand Amul.

Final Answer: Butter and dairy ⇒

[Go Back to Q 19](#)

Q20.

Solution

Concept — Riding on a big event: Brands try to grab attention around major events.

Key fact: Promoting your brand around a big event without being an official sponsor is *ambush marketing*.

Definition: Ambush marketing is a tactic where a brand links itself in the public's mind to an event, such as a sports tournament.

It does this without paying for official sponsorship rights.

The aim is to gain the event's attention and goodwill while avoiding the sponsorship fee.

Why other options are wrong:

- (A) official sponsorship means actually paying for the rights, the opposite of ambushing.
- (B) public relations manages reputation; (C) word-of-mouth marketing relies on customers spreading the message, not on an event.

Final Answer: Ambush marketing ⇒

[Go Back to Q 20](#)



Q21.

Solution

Concept — Iconic campaign slogans: A long-running line can define a brand.

Key fact: “...there’s MasterCard” (the “Priceless” campaign) belongs to *MasterCard*.

Why other options are wrong:

- (B) Visa, (C) American Express and (D) PayPal are payment brands but did not use this slogan.

Final Answer: MasterCard ⇒

[Go Back to Q 21](#)

Q22.

Solution

Concept — Outdoor advertising: Large roadside displays catch travellers’ eyes.

Key fact: A large outdoor board beside roads is a *billboard* (also called a hoarding).

Why other options are wrong:

- (A) a leaflet is a small handout; (C) a banner ad is online; (D) a catalogue is a product booklet.

Final Answer: Billboard (hoarding) ⇒

[Go Back to Q 22](#)

Q23.

Solution

Concept — Protecting and presenting the product: The wrapper is both shield and silent salesman.

Key fact: *Packaging* is the physical wrapping or container that protects a product and carries its branding.

Why other options are wrong:

- (A) an invoice is a bill; (B) a warranty card records the guarantee; (D) a



price tag only shows the cost. None protects the product or carries its full branding.

Final Answer: Packaging ⇒ C

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

Q24.

Solution

Concept — Fast-food slogans: A long-running line can promise customisation and choice.

Key fact: “Have it Your Way” is the long-running tagline of *Burger King*.

Why other options are wrong:

- (A) McDonald’s, (B) KFC and (C) Wendy’s are fast-food chains but use different slogans.

Final Answer: Burger King ⇒ D

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

Q25.

Solution

Concept — Social-media promotion: Trusted online voices sway buying decisions.

Key fact: Promotion through popular social-media personalities is *influencer* marketing.

Why other options are wrong:

- (B) ambush marketing rides on others’ events; (C) couponing offers discounts; (D) barter is goods-for-goods trade.

Final Answer: Influencer ⇒ A

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



Answer Key

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

