

GM CET Brands & Brand Communication

Sample Paper – 5

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 energy-drink tagline “**Red Bull Gives You Wings**” belongs to which brand?

- (A) Monster
- (B) Red Bull
- (C) Gatorade
- (D) Sting

Q2. In marketing, the abbreviation **CRM** stands for:

- (A) Consumer Retail Marketing
- (B) Customer Revenue Management
- (C) Customer Relationship Management
- (D) Corporate Resource Marketing

Q3. Using an already-established brand name on a **new** product is known as:



- (A) brand extension
- (B) brand recall
- (C) brand loyalty
- (D) brand awareness

Q4. The **drumming pink rabbit** that “keeps going and going” is the mascot of which brand?

- (A) Duracell
- (B) Eveready
- (C) Panasonic
- (D) Energizer

Q5. The distinct **human personality** a brand projects (e.g. rugged, playful or elegant) is its:

- (A) brand price
- (B) brand logo
- (C) brand persona
- (D) brand warranty

Q6. The confectionery slogan “**Melts in your mouth, not in your hands**” belongs to:

- (A) Skittles
- (B) M&M’s
- (C) Cadbury
- (D) Mentos

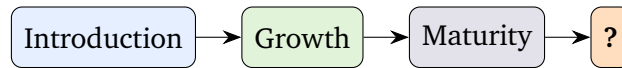
Q7. The slogan “**Vorsprung durch Technik**” (Advancement through Technology) is used by:

- (A) Audi
- (B) BMW



- (C) Volkswagen
- (D) Mercedes-Benz

Q8. The **Product Life Cycle (PLC)** runs in the stages shown below. Which stage fills the final blank?



- (A) Launch
- (B) Revival
- (C) Re-entry
- (D) Decline

Q9. The sportswear tagline “**Forever Faster**” belongs to which brand?

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

Q10. The chocolate-wafer slogan “**Have a Break, Have a _____**” is completed by which brand name?

- (A) Twix
- (B) Munch
- (C) KitKat
- (D) Perk

Q11. The soft-drink tagline “**Obey Your Thirst**” belongs to which lemon-lime brand?

- (A) Sprite
- (B) 7 Up
- (C) Limca



(D) Mountain Dew

Q12. Choosing a single signature colour so customers instantly recognise a brand (e.g. a particular shade of purple for a chocolate maker) is part of a brand's:

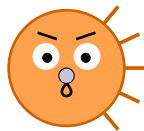
(A) pricing policy

(B) supply chain

(C) annual report

(D) visual identity

Q13. The cartoon mascot sketched below, a friendly **striped tiger**, represents the breakfast-cereal brand Frosties from:



(A) Nestlé

(B) Kellogg's

(C) Quaker

(D) Mondelez

Q14. The slogan “**The King of Good Times**” is the long-running tagline of which brand?

(A) Budweiser

(B) Carlsberg

(C) Kingfisher

(D) Heineken

Q15. Changing how an **existing brand** is perceived in customers' minds is called:

(A) repositioning



- (B) liquidation
- (C) monopoly
- (D) saturation

Q16. The classic apparel tagline “**Quality never goes out of style**” belongs to which brand?

- (A) Wrangler
- (B) Levi’s
- (C) Lee
- (D) Pepe Jeans

Q17. A large advertisement displayed on a roadside hoarding is an example of _____ advertising.

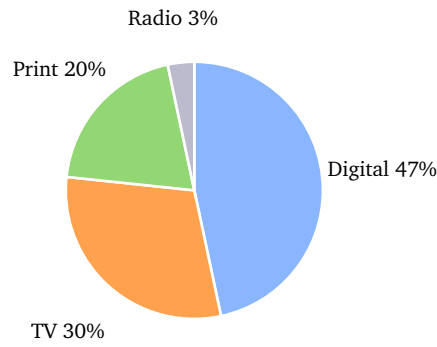
- (A) radio
- (B) email
- (C) print
- (D) outdoor

Q18. Deliberately setting a **high price** to signal superior quality or status is called:

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

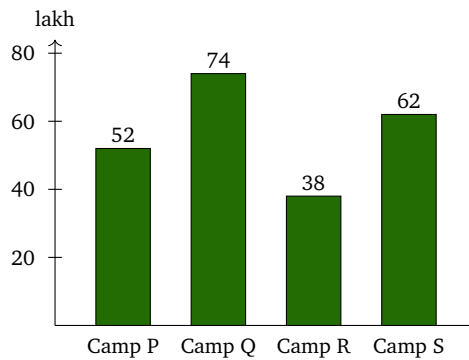
Q19. The pie chart shows how a company splits its advertising budget across four media. Which medium gets the **largest** share?





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

Q20. The bar chart shows the reach (in lakh viewers) of four ad campaigns. Which campaign reached the **most** viewers?



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

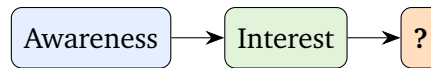
Q21. The slogan “The world’s local bank” was the long-running tagline of which bank?

- (A) Citibank
- (B) HSBC



- (C) Standard Chartered
- (D) Barclays

Q22. In a marketing funnel, prospects move through the stages shown below. Which stage fills the blank where a prospect finally **makes a purchase**?



- (A) Logo
 - (B) Slogan
 - (C) Mascot
 - (D) Conversion
- Q23.** The instant-noodle tagline “**2-Minute Noodles**” made which brand a household name in India?

- (A) Maggi
- (B) Yippee
- (C) Top Ramen
- (D) Knorr

Q24. The simple icon drawn below, commonly placed on online stores so users can save items to buy, is the _____ symbol.



- (A) search
 - (B) download
 - (C) settings
 - (D) shopping cart
- Q25.** A marketing approach that lets customers **directly experience or interact** with a brand — through live demos, pop-up events or test drives — is called _____ marketing.



- (A) print
- (B) telephone
- (C) experiential
- (D) outdoor



Detailed Solutions

Q1.

Solution

Concept — Beverage taglines: An energy-drink slogan can become inseparable from the brand.

Key fact: “Red Bull Gives You Wings” is the long-running slogan of Red Bull.

Why other options are wrong:

- (A) Monster, (C) Gatorade and (D) Sting are other energy/sports drinks that do not use this line.

Final Answer: Red Bull ⇒

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

Q2.

Solution

Concept — Managing customers: Firms track and nurture their relationships with buyers.

Key fact: CRM = Customer Relationship Management, the systems and strategies used to manage interactions with customers.

Why other options are wrong:

- (A), (B) and (D) are invented expansions; the standard term is Customer Relationship Management.

Final Answer: Customer Relationship Management ⇒

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

Q3.

Solution

Concept — Growing a brand: A trusted name can be carried into new categories.

Key fact: Brand extension is using an established brand name on a new product (e.g. a soap brand launching a shampoo).

Why other options are wrong:



- (B) brand recall and (D) brand awareness measure how well a brand is known; (C) brand loyalty is repeat buying — none is putting an existing name on a new product.

Final Answer: Brand extension ⇒

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

Q4.

Solution

Concept — Brand mascots: A memorable character can stand in for a product's main benefit.

Key fact: The drumming pink rabbit that “keeps going and going” is the *Energizer Bunny*, mascot of *Energizer* batteries (symbolising long battery life).

Why other options are wrong:

- (A) Duracell, (B) Eveready and (C) Panasonic are battery brands but do not use the Energizer Bunny.

Final Answer: Energizer ⇒

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

Q5.

Solution

Concept — Brand personality: Brands are often described as if they were people.

Key fact: The distinct human personality a brand projects — such as rugged, playful or elegant — is its *brand persona* (brand personality).

This is what makes one brand feel adventurous and another feel sophisticated.

Why other options are wrong:

- (A) brand price is a money figure, not a personality.
- (B) brand logo is a visual mark, not a character trait.
- (D) brand warranty is a service promise, not a personality.

Final Answer: Brand persona ⇒

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



Q6.

Solution

Concept — Confectionery taglines: A slogan can highlight a product's unique benefit.

Key fact: “*Melts in your mouth, not in your hands*” is the slogan of M&M's, stressing the candy shell.

Why other options are wrong:

- (A) Skittles, (C) Cadbury and (D) Mentos are other confectionery brands that do not use this line.

Final Answer: M&M's ⇒

[Go Back to Q 6](#)

Q7.

Solution

Concept — Automobile brand slogans: A German phrase can become a global signature.

Key fact: “*Vorsprung durch Technik*” (Advancement through Technology) is the slogan of Audi.

Why other options are wrong:

- (B) BMW uses “The Ultimate Driving Machine”; (C) Volkswagen and (D) Mercedes-Benz have their own slogans.

Final Answer: Audi ⇒

[Go Back to Q 7](#)

Q8.

Solution

Concept — Product Life Cycle (PLC): Every product passes through predictable sales stages.

Key fact: The PLC runs *Introduction* → *Growth* → *Maturity* → *Decline*; the final stage is Decline.

Why other options are wrong:



- (A) Launch is just another word for Introduction (the first stage); (B) Revival and (C) Re-entry are not standard PLC stages.

Final Answer: Decline ⇒ D

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

Q9.

Solution

Concept — Sportswear taglines: An athletic brand often promises speed or progress.

Key fact: “Forever Faster” is the global brand tagline of *Puma*, the German sportswear company.

It is used across Puma’s footwear and apparel marketing.

Why other options are wrong:

- (A) Reebok uses lines such as “Be More Human”.
- (C) Asics and (D) Fila are other sportswear brands that do not use “Forever Faster”.

Final Answer: Puma ⇒ B

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

Q10.

Solution

Concept — Confectionery taglines: A slogan can invite the customer to pause and enjoy.

Key fact: “Have a Break, Have a KitKat” completes with *KitKat*.

Why other options are wrong:

- (A) Twix, (B) Munch and (D) Perk are other chocolate brands that do not use this slogan.

Final Answer: KitKat ⇒ C

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



Q11.

Solution

Concept — Beverage taglines: A slogan can play on the idea of quenching thirst.

Key fact: “Obey Your Thirst” is the slogan of *Sprite*.

Why other options are wrong:

- (B) 7 Up, (C) Limca and (D) Mountain Dew are other lemon-lime/citrus drinks that do not use this line.

Final Answer: Sprite ⇒

[Go Back to Q 11](#)

Q12.

Solution

Concept — Visual branding: Colours and design make a brand instantly recognisable.

Key fact: A signature colour is part of a brand’s *visual identity* — the look (colours, logo, typeface) that helps customers spot it at a glance.

Why other options are wrong:

- (A) pricing policy, (B) supply chain and (C) annual report are not about how the brand looks.

Final Answer: Visual identity ⇒

[Go Back to Q 12](#)

Q13.

Solution

Concept — Brand mascots: A cartoon character can front a cereal brand for generations.

Key fact: The striped cartoon tiger (Tony the Tiger) fronts Frosties/Frosted Flakes, a cereal from *Kellogg’s*.

Why other options are wrong:

- (A) Nestlé, (C) Quaker and (D) Mondelez are food companies but do not



own this tiger mascot.

Final Answer: Kellogg's ⇒ B

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

Q14.

Solution

Concept — Beverage taglines: A slogan can build a fun, premium image for a brand.

Key fact: “*The King of Good Times*” is the long-running tagline of *Kingfisher*, the Indian beer and lifestyle brand.

The line has anchored Kingfisher’s leisure-and-celebration positioning for years.

Why other options are wrong:

- (A) Budweiser is marketed as “The King of Beers”, a different line.
- (B) Carlsberg uses “Probably the best beer in the world”.
- (D) Heineken does not use this tagline.

Final Answer: Kingfisher ⇒ C

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

Q15.

Solution

Concept — Changing a brand’s image: A brand’s place in the customer’s mind can be deliberately shifted.

Key fact: *Repositioning* is changing how an existing brand is perceived in customers’ minds, for example moving from “cheap” to “premium”.

It is done by adjusting messaging, pricing, packaging or target audience.

Why other options are wrong:

- (B) liquidation is selling off a firm’s assets.
- (C) monopoly is single-seller control of a market.
- (D) saturation means a market is already fully served.

Final Answer: Repositioning ⇒ A



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

Q16.

Solution

Concept — Apparel taglines: A slogan can promise lasting quality and timeless style.

Key fact: “Quality never goes out of style” is the classic tagline of Levi’s, the denim and apparel brand.

It reinforces Levi’s image of durable, enduring jeans.

Why other options are wrong:

- (A) Wrangler, (C) Lee and (D) Pepe Jeans are other denim brands that do not use this line.

Final Answer: Levi’s ⇒ B

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

Q17.

Solution

Concept — Advertising media: Ads reach people through different channels.

Key fact: A roadside hoarding is *outdoor* advertising (also called out-of-home media).

Why other options are wrong:

- (A) radio is audio, (B) email is digital and (C) print refers to newspapers/magazines — a hoarding is outdoor.

Final Answer: Outdoor ⇒ D

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



Q18.

Solution

Concept — Pricing strategy: The price tag itself can send a quality signal.

Key fact: *Premium pricing* is deliberately setting a high price to signal superior quality or status to the customer.

Luxury fashion and personal-care brands often use it so the price reinforces an exclusive image.

Why other options are wrong:

- (A) penetration pricing sets a low price to win market share quickly.
- (B) discount pricing cuts prices to attract bargain hunters.
- (D) cost pricing simply adds a margin to cost and is not about signalling status.

Final Answer: Premium pricing ⇒

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

Q19.

Solution

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

Step 1 — Shares: Digital 47%, TV 30%, Print 20%, Radio 3%.

Step 2 — Compare: The biggest slice (47%) is *Digital*.

Why other options are wrong:

- (B) TV (30%), (C) Print (20%) and (D) Radio (3%) are all smaller.

Final Answer: Digital ⇒

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



Q20.

Solution

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

Step 1 — Values: Camp P = 52, Camp Q = 74, Camp R = 38, Camp S = 62 (lakh viewers).

Step 2 — Compare: The tallest bar is *Camp Q* at 74 lakh, the highest reach.

Why other options are wrong:

- (A) P (52) and (D) S (62) are lower; (C) R (38) is the lowest.

Final Answer: Camp Q ⇒

[Go Back to Q 20](#)

Q21.

Solution

Concept — Banking taglines: A slogan can blend global scale with a local feel.

Key fact: “*The world’s local bank*” was the long-running tagline of *HSBC*, stressing worldwide reach with local understanding.

The line ran for many years across *HSBC*’s international advertising.

Why other options are wrong:

- (A) Citibank, (C) Standard Chartered and (D) Barclays are other global banks that did not use this line.

Final Answer: HSBC ⇒

[Go Back to Q 21](#)

Q22.

Solution

Concept — The marketing funnel: Prospects move from first contact to purchase.

Key fact: The funnel runs *Awareness* → *Interest* → *Conversion*; the final step, where a prospect actually buys, is *Conversion*.

Why other options are wrong:



- (A) Logo, (B) Slogan and (C) Mascot are brand elements, not stages of the funnel.

Final Answer: Conversion ⇒ D

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

Q23.

Solution

Concept — Product taglines: A slogan can promise speed and convenience.

Key fact: “2-Minute Noodles” is the famous positioning of *Maggi* in India.

Why other options are wrong:

- (B) Yippee, (C) Top Ramen and (D) Knorr are other noodle/soup brands that did not coin this line.

Final Answer: Maggi ⇒ A

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

Q24.

Solution

Concept — Digital marketing icons: Simple symbols guide users on online stores.

Key fact: The drawn symbol — a basket on wheels — is the *shopping cart* icon, used to collect items before checkout.

Why other options are wrong:

- (A) search is a magnifying glass; (B) download is a downward arrow; (C) settings is a gear — none matches a cart on wheels.

Final Answer: Shopping cart ⇒ D

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



Q25.

Solution

Concept — Hands-on brand engagement: Letting people try a brand can leave a stronger impression than simply telling them about it.

Key fact: *Experiential marketing* is an approach that invites customers to directly experience or interact with a brand.

It uses live demos, pop-up events, product sampling and test drives.

The goal is to build an emotional, memorable connection through real participation.

Why other options are wrong:

- (A) print and (D) outdoor marketing display a message but do not let the customer interact with the product.
- (B) telephone marketing reaches customers by call; it offers no hands-on experience.

Final Answer: Experiential ⇒ C

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



Answer Key

Q	Ans	Q	Ans	Q	Ans	Q	Ans	Q	Ans
1	B	2	C	3	A	4	D	5	C
6	B	7	A	8	D	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	B	22	D	23	A	24	D	25	C

