

GMCET Brands & Brand Communication

Sample Paper – 6

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 colourful tagline “**Taste the Rainbow**” belongs to which candy brand?

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

Q2. The legendary “**Think Small**” advertising campaign was created for which car brand?

- (A) Ford
- (B) Toyota
- (C) Volkswagen
- (D) Fiat

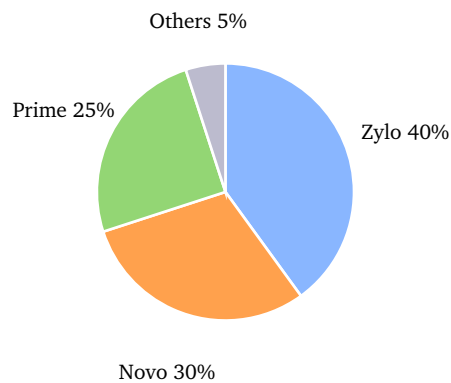


- Q3.** The reassuring Hindi tagline “**Sar Utha Ke Jiyo**” (Live with your head held high) is used by:
- (A) LIC (Life Insurance Corporation of India)
 - (B) SBI
 - (C) HDFC Bank
 - (D) Bajaj Allianz
- Q4.** Using a famous person, such as a film star or cricketer, to promote a product is known as:
- (A) word-of-mouth
 - (B) sponsorship
 - (C) product placement
 - (D) celebrity endorsement
- Q5.** A product deliberately sold at a very low price to attract customers into a store is called a:
- (A) premium product
 - (B) loss leader
 - (C) luxury good
 - (D) flagship product
- Q6.** The famous tagline “**Neighbour’s envy, owner’s pride**” belongs to which Indian brand?
- (A) Videocon
 - (B) BPL
 - (C) Onida
 - (D) Samsung
- Q7.** The brand that holds the **largest market share** in its product category is known as the market:



- (A) leader
- (B) follower
- (C) challenger
- (D) nicher

Q8. The pie chart shows the market share of four smartphone brands. Which brand is the **market leader** (largest share)?



- (A) Others
- (B) Prime
- (C) Zylo
- (D) Novo

Q9. The signature **red** of Coca-Cola or the **blue** of Facebook is an example of a brand's:

- (A) jingle
- (B) tagline
- (C) mascot
- (D) signature colour

Q10. “**Jaago Re**” is the well-known social-awareness campaign tagline of which brand?

- (A) Brooke Bond
- (B) Tata Tea

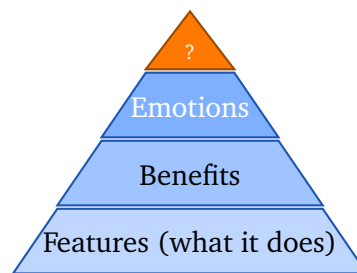


- (C) Red Label
- (D) Wagh Bakri

Q11. The tagline “**Kya Aap Closeup Karte Hain**” belongs to which oral-care brand?

- (A) Close-Up
- (B) Colgate
- (C) Pepsodent
- (D) Dabur Red

Q12. A brand pyramid (value ladder) is read from the bottom up. In the pyramid below, which level sits at the **top** and represents the deepest customer bond?



- (A) Price
- (B) Packaging
- (C) Brand loyalty (the customer’s identity with the brand)
- (D) Distribution

Q13. Launching a new flavour, size or variant under the **same** brand within the **same** product category is called:

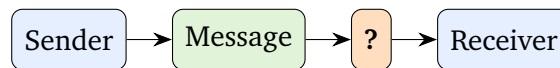
- (A) brand extension
- (B) line extension
- (C) co-branding
- (D) rebranding



Q14. A logo that is simply the brand's name written in a distinctive font, like **Google** or **Coca-Cola**, is called a:

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

Q15. The basic communication model below shows how a brand message reaches the audience. Which element fills the blank between Message and Receiver?



- (A) Medium (channel)
- (B) Profit
- (C) Warehouse
- (D) Invoice

Q16. The tagline “**Boost is the secret of my energy**” belongs to which brand?

- (A) Horlicks
- (B) Complan
- (C) Boost
- (D) Bournvita

Q17. A retailer's own in-house brand, manufactured for and sold only in its own stores, is called a:

- (A) national brand
- (B) private label (store brand)
- (C) generic product
- (D) premium brand



Q18. The simple marketing icon shown below most directly represents which element of the marketing mix?

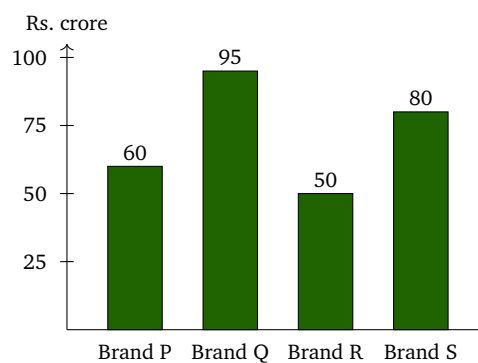


- (A) Place
- (B) People
- (C) Process
- (D) Price

Q19. The bold tagline “**Taste the Thunder**” belongs to which Indian soft-drink brand?

- (A) Thums Up
- (B) Limca
- (C) Sprite
- (D) Mountain Dew

Q20. The bar chart shows the annual advertising spend (in crore) of four brands. Which brand spent the **most**?



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



- Q21.** The commitment a brand makes to its customers about what they can always expect from it is called the brand:
- (A) invoice
 - (B) warehouse
 - (C) promise
 - (D) royalty
- Q22.** The muscular strongman lifting a barbell is the long-running mascot of which Indian brand?
- (A) CEAT
 - (B) Apollo Tyres
 - (C) JK Tyre
 - (D) MRF
- Q23.** Promotional displays and material placed where the customer actually pays, near the checkout counter, are called **point-of-_____** material.
- (A) sale
 - (B) supply
 - (C) storage
 - (D) shipping
- Q24.** The slogan “**G means Genius**” is associated with which biscuit brand?
- (A) Britannia Marie
 - (B) Parle-G
 - (C) Sunfeast
 - (D) Tiger
- Q25.** A small, specialised part of a larger market that a brand chooses to serve, such as left-handed sports gear, is called a market:
- (A) leader



- (B) share
- (C) niche
- (D) survey



Detailed Solutions

Q1.

Solution

Concept — Iconic taglines: A vivid slogan can fix a brand in the memory.

Key fact: “*Taste the Rainbow*” is the long-running tagline of *Skittles*.

Why other options are wrong:

- (A) M&M’s, (C) Mentos and (D) Gems are other candy brands but do not use this slogan.

Final Answer: Skittles ⇒

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

Q2.

Solution

Concept — Classic ad campaigns: Some campaigns reshaped advertising history.

Key fact: “*Think Small*” was the celebrated 1959 campaign for the *Volkswagen Beetle*.

Why other options are wrong:

- (A) Ford, (B) Toyota and (D) Fiat are car makers but did not run this campaign.

Final Answer: Volkswagen ⇒

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

Q3.

Solution

Concept — Indian brand taglines: A strong tagline conveys an emotional promise.

Key fact: “*Sar Utha Ke Jiyo*” is the well-known tagline of *LIC* (Life Insurance Corporation of India).

Why other options are wrong:



- (B) SBI, (C) HDFC Bank and (D) Bajaj Allianz are financial brands but do not use this line.

Final Answer: LIC ⇒

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

Q4.

Solution

Concept — Brand communication: Brands borrow the fame and trust of public figures.

Key fact: Using a famous person to promote a product is *celebrity endorsement*.

Why other options are wrong:

- (A) word-of-mouth spreads through ordinary people; (B) sponsorship funds an event; (C) product placement hides a product within content.

Final Answer: Celebrity endorsement ⇒

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

Q5.

Solution

Concept — Pricing tactics: A low price can be bait for bigger sales.

Key fact: A product sold cheaply to draw customers in is a *loss leader*.

Why other options are wrong:

- (A) premium, (C) luxury and (D) flagship products are sold at high or headline prices, not as bait.

Final Answer: Loss leader ⇒

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



Q6.

Solution

Concept — Iconic Indian taglines: A memorable line can carry a brand for decades.

Key fact: “*Neighbour’s envy, owner’s pride*” is the classic tagline of *Onida*, the television brand.

Why other options are wrong:

- (A) Videocon, (B) BPL and (D) Samsung are electronics brands but did not use this line.

Final Answer: Onida ⇒ C

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

Q7.

Solution

Concept — Competitive market positions: Firms are ranked by their share.

Key fact: The brand with the largest market share is the *market leader*.

Why other options are wrong:

- (B) a follower copies the leader; (C) a challenger attacks for the top spot; (D) a nicher serves a small segment.

Final Answer: Leader ⇒ A

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

Q8.

Solution

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

Step 1 — Shares: Zyl0 40%, Novo 30%, Prime 25%, Others 5%.

Step 2 — Compare: The biggest slice (40%) is Zyl0, so it is the market leader.

Why other options are wrong:

- (A) Others (5%), (B) Prime (25%) and (D) Novo (30%) all hold smaller shares.



Final Answer: Zylo ⇒

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

Q9.

Solution

Concept — Brand identity elements: Colour is part of a brand's visual signature.

Key fact: A consistent brand hue, like Coca-Cola red, is the brand's *signature colour*.

Why other options are wrong:

- (A) a jingle is sound; (B) a tagline is text; (C) a mascot is a character — none is a colour.

Final Answer: Signature colour ⇒

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

Q10.

Solution

Concept — Cause-led campaigns: A social-awareness line can build brand purpose.

Key fact: “*Jaago Re*” is the social-awareness campaign tagline of *Tata Tea*.

Why other options are wrong:

- (A) Brooke Bond, (C) Red Label and (D) Wagh Bakri are tea brands but did not run the Jaago Re campaign.

Final Answer: Tata Tea ⇒

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



Q11.

Solution

Concept — Oral-care taglines: A question-style slogan can prompt the consumer to act.

Key fact: “*Kya Aap Closeup Karte Hain*” is the tagline of the toothpaste brand *Close-Up*.

Why other options are wrong:

- (B) Colgate, (C) Pepsodent and (D) Dabur Red are oral-care brands but use their own slogans.

Final Answer: Close-Up ⇒

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

Q12.

Solution

Concept — Brand pyramid (value ladder): A brand grows from plain features up to a deep bond.

Key fact: The pyramid rises Features → Benefits → Emotions → *Brand loyalty*; the very top is the customer’s strong identification with the brand.

Why other options are wrong:

- (A) price, (B) packaging and (D) distribution are operational details, not the peak of the value ladder.

Final Answer: Brand loyalty ⇒

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

Q13.

Solution

Concept — Growing a brand range: New variants can be added in two different ways.

Key fact: Adding a new flavour, size or variant under the same brand within the same product category is a *line extension*.

Why other options are wrong:



- (A) brand extension moves the name into a different category; (C) co-branding pairs two brands; (D) rebranding changes the brand identity itself.

Final Answer: Line extension \Rightarrow

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

Q14.

Solution

Concept — Types of logo: Logos take several visual forms.

Key fact: A logo that is just the brand name in a distinctive font is a *wordmark* (logotype).

Why other options are wrong:

- (A) an emblem encloses text in a badge; (B) a mascot is a character; (C) a monogram uses initials only.

Final Answer: Wordmark (logotype) \Rightarrow

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

Q15.

Solution

Concept — Communication model: A message needs a channel to travel.

Key fact: The flow is Sender \rightarrow Message \rightarrow *Medium (channel)* \rightarrow Receiver; the missing link is the medium.

Why other options are wrong:

- (B) profit, (C) warehouse and (D) invoice are not parts of the communication model.

Final Answer: Medium (channel) \Rightarrow

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



Q16.

Solution

Concept — Health-drink taglines: A slogan can promise a clear functional benefit.

Key fact: “Boost is the secret of my energy” is the long-running tagline of *Boost*, the malted health drink.

Why other options are wrong:

- (A) Horlicks, (B) Complan and (D) Bournvita are health-drink brands but use their own slogans.

Final Answer: Boost ⇒

[Go Back to Q 16](#)

Q17.

Solution

Concept — Retailer brands: Stores can sell goods under their own name.

Key fact: A retailer’s own in-house brand, sold only in its own stores, is a *private label* (store brand).

Why other options are wrong:

- (A) a national brand is sold widely by its maker; (C) a generic product carries no brand name; (D) a premium brand is a high-end positioning, not a retailer’s own label.

Final Answer: Private label (store brand) ⇒

[Go Back to Q 17](#)

Q18.

Solution

Concept — Reading a marketing icon: A price tag points to the cost element.

Key fact: A tag showing a currency symbol stands for *Price* in the marketing mix.

Why other options are wrong:

- (A) Place is about distribution; (B) People and (C) Process are extended-mix



elements, not what a price tag shows.

Final Answer: Price \Rightarrow

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

Q19.

Solution

Concept — Bold soft-drink taglines: A punchy line can define a strong, masculine image.

Key fact: “*Taste the Thunder*” is the famous tagline of the Indian cola brand *Thums Up*.

Why other options are wrong:

- (B) Limca, (C) Sprite and (D) Mountain Dew are soft-drink brands but use their own slogans.

Final Answer: Thums Up \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 P = 60, Brand Q = 95, Brand R = 50, Brand S = 80 (Rs. crore).

Step 2 — Compare: The tallest bar is *Brand Q* at 95, the highest ad spend.

Why other options are wrong:

- (A) P (60), (C) R (50) and (D) S (80) all spent less than Q.

Final Answer: Brand Q \Rightarrow

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



Q21.

Solution

Concept — Brand promise: A brand sets an expectation it must keep.

Key fact: The commitment about what customers can always expect is the *brand promise*.

Why other options are wrong:

- (A) invoice, (B) warehouse and (D) royalty are operational or financial terms, not a customer commitment.

Final Answer: Promise ⇒

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

Q22.

Solution

Concept — Indian brand mascots: A strong visual character builds instant recognition.

Key fact: The muscular strongman lifting weights is the *MRF Muscleman*, the long-running mascot of *MRF* tyres.

Why other options are wrong:

- (A) CEAT, (B) Apollo Tyres and (C) JK Tyre are tyre brands but do not use the Muscleman mascot.

Final Answer: MRF ⇒

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

Q23.

Solution

Concept — In-store promotion: The checkout area is a prime selling spot.

Key fact: Displays placed where the customer pays are *point-of-sale* (POS) material.

Why other options are wrong:

- (B) supply, (C) storage and (D) shipping describe logistics, not checkout



promotion.

Final Answer: Sale \Rightarrow

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

Q24.

Solution

Concept — Biscuit-brand taglines: A simple slogan can build mass affection.

Key fact: “G means Genius” is associated with Parle-G, the glucose biscuit brand.

Why other options are wrong:

- (A) Britannia Marie, (C) Sunfeast and (D) Tiger are biscuit brands but do not use this line.

Final Answer: Parle-G \Rightarrow

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

Q25.

Solution

Concept — Market structure: Big markets contain small focused pockets.

Key fact: A small, specialised part of a market that a brand chooses to serve is a market *niche*.

Why other options are wrong:

- (A) leader is a rank; (B) share is a percentage; (D) survey is research — none names a small segment.

Final Answer: Niche \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	A	4	D	5	B
6	C	7	A	8	C	9	D	10	B
11	A	12	C	13	B	14	D	15	A
16	C	17	B	18	D	19	A	20	B
21	C	22	D	23	A	24	B	25	C

