

GMCET Brands & Brand Communication

Sample Paper – 7

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 popular tagline “**Kuch Meetha Ho Jaaye**” is associated with which Indian brand?

- (A) Parle
- (B) Nestlé
- (C) Cadbury Dairy Milk
- (D) Britannia

Q2. “**Har Ghar Kuch Kehta Hai**” is the well-known tagline of:

- (A) Berger Paints
- (B) Asian Paints
- (C) Nerolac
- (D) Dulux



- Q3.** **Gattu**, the cheerful little boy carrying a paint tin and brush, is the long-time mascot of:
- (A) Asian Paints
 - (B) Nerolac
 - (C) Camlin
 - (D) Faber-Castell
- Q4.** Famous for advertisements celebrating an unbreakable “strong bond,” **Fevicol** is best known as a brand of:
- (A) paint
 - (B) cement
 - (C) plywood
 - (D) adhesive (glue)
- Q5.** The slogan “**Daag Dhoondte Reh Jaoge**” belongs to which detergent brand?
- (A) Tide
 - (B) Wheel
 - (C) Rin
 - (D) Ariel
- Q6.** **Rural marketing** refers to marketing activities aimed mainly at consumers living in:
- (A) villages and rural areas
 - (B) large metro cities
 - (C) foreign markets
 - (D) online-only stores
- Q7.** An in-store promotional display placed right where the customer pays for or picks up the product is called a:



- (A) classified advertisement
- (B) point-of-purchase (POP) display
- (C) press release
- (D) direct-mail flyer

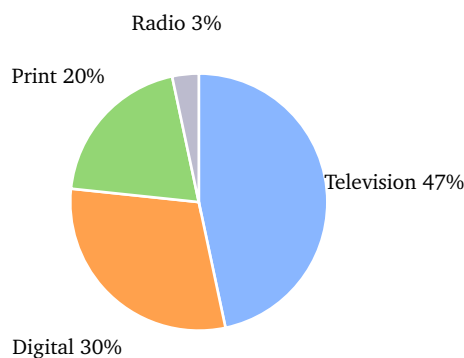
Q8. In retail, **Point of Sale (POS)** refers to:

- (A) the factory where goods are made
- (B) the warehouse that stores stock
- (C) the head office of a company
- (D) the place or display where a purchase is made

Q9. The patriotic tagline “**Desh Ka Namak**” is used by which brand?

- (A) Catch
- (B) Tata Salt
- (C) Aashirvaad
- (D) Saffola

Q10. The pie chart shows how a company splits its advertising budget across media. On which medium does it spend the **most**?



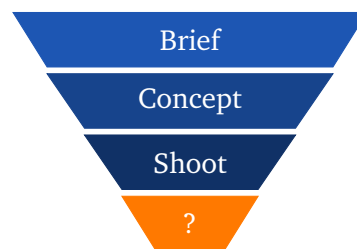
- (A) Television
- (B) Digital
- (C) Print
- (D) Radio



Q11. The popular white, egg-shaped advertising characters called **Zoozoos** were created for which brand?

- (A) Airtel
- (B) Idea
- (C) Vodafone
- (D) Jio

Q12. An advertising agency develops a TV ad through the stages shown below. Which stage fills the blank?



- (A) Billing
- (B) Hiring
- (C) Auditing
- (D) Broadcast (airing the ad)

Q13. “**Eat Healthy, Think Better**” is the well-known tagline of which Indian biscuit and food brand?

- (A) Parle
- (B) Britannia
- (C) Sunfeast
- (D) Priyagold

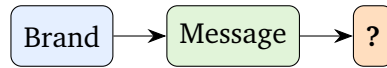
Q14. The nostalgic tagline “**Hamara Bajaj**” was used by Bajaj to advertise its:

- (A) scooters and two-wheelers
- (B) electric bulbs
- (C) kitchen mixers



(D) ceiling fans

Q15. The diagram shows the basic flow of a brand's communication. What goes in the blank box?



- (A) Factory
- (B) Supplier
- (C) Consumer (audience)
- (D) Investor

Q16. The fabric and apparel brand whose advertising features the gentlemanly “**The Complete Man**” is:

- (A) Peter England
- (B) Van Heusen
- (C) Allen Solly
- (D) Raymond

Q17. The advertising claim “**Tough on stains**” is most closely associated with which detergent brand?

- (A) Ariel
- (B) Ghadi
- (C) Wheel
- (D) Henko

Q18. The simple outdoor sign-board icon shown below most commonly indicates a place to:



- (A) park a car

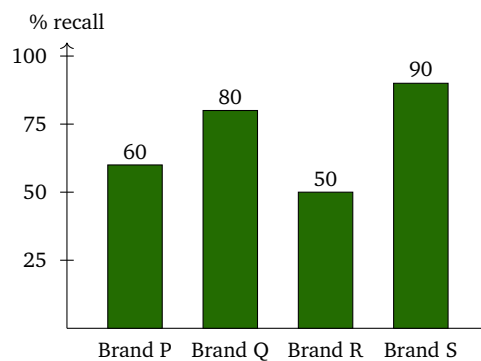


- (B) shop / buy goods
- (C) refuel a vehicle
- (D) post a letter

Q19. Long advertised on the theme of **health and protection from germs**, **Lifebuoy** is a brand of:

- (A) toothpaste
- (B) shampoo
- (C) soap
- (D) face cream

Q20. The bar chart shows the percentage of shoppers who could recall each brand's advertisement. Which brand had the **highest** recall?



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

Q21. The classic jingle “**Vicco Turmeric, nahin cosmetic**” advertises a brand of:

- (A) ayurvedic cream
- (B) cold drink
- (C) motor oil



(D) wristwatch

Q22. The detergent brand made famous by the catchy “**Washing powder Nirma**” jingle is:

(A) Surf

(B) Nirma

(C) Tide

(D) Sunlight

Q23. Paid promotional content designed to blend in with the look and feel of a platform’s normal editorial content is called:

(A) pop-up advertising

(B) banner advertising

(C) native advertising

(D) classified advertising

Q24. The polka-dotted cartoon “**Amul Girl**” who appears on witty topical billboards is best described as the brand’s:

(A) founder

(B) brand price

(C) annual report

(D) mascot

Q25. Handing out small free packets of a product so people can try it before buying is a promotion technique called:

(A) sampling

(B) franchising

(C) auditing

(D) warehousing



Detailed Solutions

Q1.

Solution

Concept — Indian brand taglines: A long-running tagline becomes shorthand for the brand.

Key fact: “*Kuch Meetha Ho Jaaye*” is the celebrated tagline of *Cadbury Dairy Milk*, linking the chocolate to happy, sweet moments.

Why other options are wrong:

- (A) Parle, (B) Nestlé and (D) Britannia are food brands, but none uses this line.

Final Answer: Cadbury Dairy Milk ⇒

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

Q2.

Solution

Concept — Emotional brand positioning: Some taglines sell a feeling rather than a feature.

Key fact: “*Har Ghar Kuch Kehta Hai*” is the tagline of *Asian Paints*, tying paint to the personality of a home.

Why other options are wrong:

- (A) Berger, (C) Nerolac and (D) Dulux are rival paint brands that do not use this line.

Final Answer: Asian Paints ⇒

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



Q3.

Solution

Concept — Brand mascots: A friendly character can represent a brand for decades.

Key fact: *Gattu*, the little boy with a paint tin and brush, was the much-loved mascot of *Asian Paints*.

Why other options are wrong:

- (B) Nerolac is a paint brand but did not use Gattu; (C) Camlin and (D) Faber-Castell are stationery brands.

Final Answer: Asian Paints ⇒

[Go Back to Q 3](#)

Q4.

Solution

Concept — Brand category: A brand's category is the type of product it sells.

Key fact: *Fevicol* is a famous brand of *adhesive (glue)*, known for ads about an unbreakable bond.

Why other options are wrong:

- (A) paint, (B) cement and (C) plywood are different product categories; Fevicol is the glue that joins them.

Final Answer: Adhesive (glue) ⇒

[Go Back to Q 4](#)

Q5.

Solution

Concept — Detergent advertising: Detergent brands compete on stain-removal claims.

Key fact: “*Daag Dhoondte Reh Jaoge*” (you will keep looking for the stain) is the slogan of *Rin*.

Why other options are wrong:



- (A) Tide, (B) Wheel and (D) Ariel are detergents but use other slogans.

Final Answer: Rin ⇒

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

Q6.

Solution

Concept — Marketing by region: Markets can be defined by where buyers live.

Key fact: *Rural marketing* targets consumers in *villages and rural areas*, often with smaller packs and local-language ads.

Why other options are wrong:

- (B) metros are urban markets; (C) foreign markets are export marketing; (D) online-only is e-commerce, not rural marketing.

Final Answer: Villages and rural areas ⇒

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

Q7.

Solution

Concept — In-store promotion: Marketing material placed inside the shop nudges the buyer at the moment of purchase.

Key fact: A promotional display set up exactly where the customer pays for or picks up the product is a *point-of-purchase (POP) display*.

It sits at the checkout counter or near the shelf, catching the shopper just before the buying decision.

Why other options are wrong:

- (A) a classified advertisement is a small text ad in a newspaper.
- (C) a press release is a news note sent to media, not an in-store display.
- (D) a direct-mail flyer is posted to a customer's home, not placed at the point of purchase.

Final Answer: Point-of-purchase (POP) display ⇒

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



Q8.

Solution

Concept — Retail communication: The moment of purchase is a key marketing touchpoint.

Key fact: *Point of Sale (POS)* is the place or display where a purchase is made, such as the checkout counter or a shelf display.

Why other options are wrong:

- (A) factory, (B) warehouse and (C) head office are not where the customer actually buys the product.

Final Answer: The place or display where a purchase is made ⇒

[Go Back to Q 8](#)

Q9.

Solution

Concept — Patriotic brand positioning: Brands sometimes link themselves to national pride.

Key fact: “*Desh Ka Namak*” (the nation’s salt) is the tagline of *Tata Salt*.

Why other options are wrong:

- (A) Catch and (C) Aashirvaad are food brands; (D) Saffola is an edible-oil brand — none uses this line.

Final Answer: Tata Salt ⇒

[Go Back to Q 9](#)

Q10.

Solution

Concept — Reading a pie chart: The largest slice shows where most of the budget goes.

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

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

Why other options are wrong:



- (B) Digital (30%), (C) Print (20%) and (D) Radio (3%) all receive less.

Final Answer: Television ⇒ A

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

Q11.

Solution

Concept — Advertising characters: A unique character can make a campaign memorable.

Key fact: The white, egg-shaped *Zoozoos* were created for *Vodafone*.

Why other options are wrong:

- (A) Airtel, (B) Idea and (D) Jio are telecom rivals that did not create the Zoozoos.

Final Answer: Vodafone ⇒ C

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

Q12.

Solution

Concept — Ad production process: Making an advertisement follows a sequence of stages.

Key fact: A typical order is *Brief* → *Concept* → *Shoot* → *Broadcast*; after the shoot, the finished ad is aired (broadcast).

Why other options are wrong:

- (A) Billing and (C) Auditing are accounting steps; (B) Hiring happens earlier — none is the airing stage.

Final Answer: Broadcast (airing the ad) ⇒ D

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



Q13.

Solution

Concept — Indian brand taglines: A tagline links a brand to a clear promise in the buyer's mind.

Key fact: “Eat Healthy, Think Better” is the tagline of *Britannia*, tying its biscuits and foods to health and well-being.

Britannia has used this line to position itself as a wholesome, health-focused food company.

Why other options are wrong:

- (A) Parle is a biscuit brand but does not use this line.
- (C) Sunfeast is an ITC biscuit brand with its own campaigns.
- (D) Priyagold is a separate biscuit brand and does not use this tagline.

Final Answer: Britannia ⇒

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

Q14.

Solution

Concept — Heritage advertising: An emotional jingle can define a brand for a generation.

Key fact: “Hamara Bajaj” was the iconic campaign for Bajaj *scooters and two-wheelers*.

Why other options are wrong:

- (B) bulbs, (C) mixers and (D) fans are appliances; the famous “Hamara Bajaj” line celebrated its two-wheelers.

Final Answer: Scooters and two-wheelers ⇒

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



Q15.

Solution

Concept — Communication flow: A message travels from a sender to a receiver.

Key fact: In brand communication, the *Brand* sends a *Message* to the *Consumer* (*audience*); the *brand* is the receiver.

Why other options are wrong:

- (A) factory, (B) supplier and (D) investor are not the target audience the message is meant for.

Final Answer: Consumer (audience) ⇒ C

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

Q16.

Solution

Concept — Image-based positioning: A brand can build an aspirational persona.

Key fact: “*The Complete Man*” is the long-running campaign of *Raymond*.

Why other options are wrong:

- (A) Peter England, (B) Van Heusen and (C) Allen Solly are apparel brands that do not use this line.

Final Answer: Raymond ⇒ D

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

Q17.

Solution

Concept — Benefit-led detergent advertising: Detergent brands compete by promising stronger stain removal.

Key fact: The claim “*Tough on stains*” is associated with *Ariel*, which advertises powerful stain-removal performance.

Ariel positions itself as a premium detergent that lifts even stubborn stains.

Why other options are wrong:



- (B) Ghadi is a value detergent with a different positioning.
- (C) Wheel is a mass-market detergent and does not own this claim.
- (D) Henko is a detergent brand but uses its own campaigns.

Final Answer: Ariel ⇒

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

Q18.

Solution

Concept — Reading a marketing icon: Simple icons communicate instantly.

Key fact: The shopping-cart symbol shows a place to *shop / buy goods*, such as a store or market.

Why other options are wrong:

- (A) parking uses a “P” sign; (C) refuelling uses a fuel-pump icon; (D) posting a letter uses an envelope/post-box icon.

Final Answer: Shop / buy goods ⇒

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

Q19.

Solution

Concept — Benefit-led branding: A brand can own a single clear benefit.

Key fact: *Lifebuoy* is a soap brand advertised around health and protection from germs.

Why other options are wrong:

- (A) toothpaste, (B) shampoo and (D) face cream are different product categories.

Final Answer: Soap ⇒

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



Q20.

Solution

Concept — Reading a bar chart: Taller bars mean higher values.

Step 1 — Values: Brand P = 60, Brand Q = 80, Brand R = 50, Brand S = 90 (% recall).

Step 2 — Compare: The tallest bar is *Brand S* at 90%, the highest recall.

Why other options are wrong:

- (A) P (60) and (C) R (50) are lower; (B) Q (80) is high but still below S.

Final Answer: Brand S ⇒

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

Q21.

Solution

Concept — Jingle-led recall: A catchy jingle can fix a brand in memory.

Key fact: “*Vicco Turmeric, nahin cosmetic*” advertises *Vicco*, an ayurvedic turmeric cream.

Why other options are wrong:

- (B) cold drink, (C) motor oil and (D) wristwatch are unrelated categories.

Final Answer: Ayurvedic cream ⇒

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

Q22.

Solution

Concept — Iconic Indian jingles: A simple jingle can build a mass-market brand.

Key fact: The “*Washing powder Nirma*” jingle made *Nirma* a household detergent name.

Why other options are wrong:

- (A) Surf, (C) Tide and (D) Sunlight are detergents but did not use this jingle.

Final Answer: Nirma ⇒



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

Q23.

Solution

Concept — Digital ad formats: Online ads can be shaped to match the platform they appear on.

Key fact: Paid content built to blend in with a platform's normal editorial content is *native advertising*.

It looks like a regular article, post or feed item, but is paid for and usually marked as "sponsored".

Why other options are wrong:

- (A) pop-up advertising opens in a separate window and clearly stands apart from the content.
- (B) banner advertising sits in a fixed ad slot and is visibly an ad.
- (D) classified advertising is a short text listing, not content-matched promotion.

Final Answer: Native advertising ⇒ C

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

Q24.

Solution

Concept — Brand mascots: A recurring character can become a brand's public face.

Key fact: The polka-dotted *Amul Girl* is the brand's *mascot*, famous for witty topical billboards.

Why other options are wrong:

- (A) founder, (B) price and (C) annual report are not characters that represent the brand.

Final Answer: Mascot ⇒ D

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



Q25.

Solution

Concept — Sales promotion: Letting people try a product can drive trial and sales.

Key fact: Distributing small free packets so people can try a product is called *sampling*.

Why other options are wrong:

- (B) franchising is a business arrangement; (C) auditing is checking accounts; (D) warehousing is storage — none is the free-trial technique.

Final Answer: Sampling ⇒

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

