

# GMCET Brands & Brand Communication

## Sample Paper – 9

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 customer-centric “4 Cs” of marketing are Customer, Cost, Convenience and:

- (A) Capital
- (B) Channel
- (C) Competition
- (D) Communication

**Q2.** A strategy that increases the sales of **existing products in existing markets** is known as market:

- (A) penetration
- (B) development
- (C) diversification
- (D) segmentation



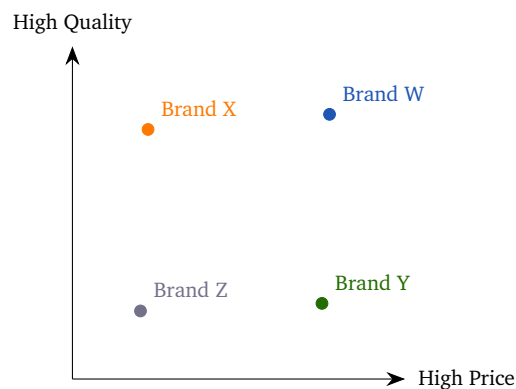
- Q3.** Audience data describing consumers' **lifestyle, values and interests** is called:
- (A) demographics
  - (B) psychographics
  - (C) geographics
  - (D) statistics
- Q4.** Setting a **low launch price** to quickly capture a large market share is called:
- (A) skimming pricing
  - (B) premium pricing
  - (C) penetration pricing
  - (D) cost-plus pricing
- Q5.** The new-product development process follows the order shown below. Which stage fills the blank?



- (A) Sketching
  - (B) Costing
  - (C) Auditing
  - (D) Launch
- Q6.** The total profit a business expects from a customer over the **whole relationship** is called:
- (A) Customer Lifetime Value (CLV)
  - (B) Average Order Value
  - (C) Cost Per Acquisition
  - (D) Return On Ad Spend

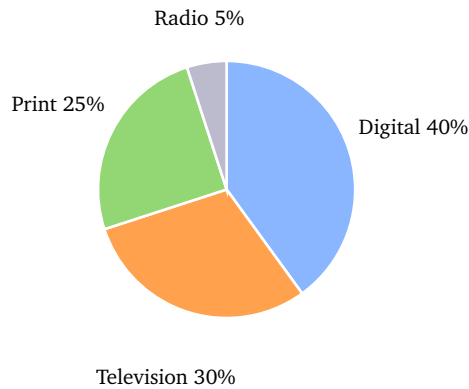


- Q7.** When consumers can **correctly identify a brand the moment they see** its logo or colours, the brand has strong brand:
- (A) royalty
  - (B) recognition
  - (C) rebate
  - (D) rotation
- Q8.** A market dominated by a **single seller** with no close competitors is called a:
- (A) franchise
  - (B) partnership
  - (C) monopoly
  - (D) cooperative
- Q9.** The 2-axis **perceptual (positioning) map** below plots brands by price and quality. Which brand is positioned as **high price and high quality**?



- (A) Brand X
  - (B) Brand W
  - (C) Brand Y
  - (D) Brand Z
- Q10.** The pie chart shows how a company splits its advertising budget across media. Which medium receives the **smallest** share?





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

**Q11.** “The Best a Man Can Get” is the long-running tagline of which brand?

- (A) Gillette
- (B) Old Spice
- (C) Nivea Men
- (D) Park Avenue

**Q12.** “Intel Inside” is the ingredient-branding slogan of which company?

- (A) AMD
- (B) Intel
- (C) Qualcomm
- (D) Nvidia

**Q13.** The patriotic tagline “Desh Ki Dhadkan” (The Heartbeat of the Nation) is used by which two-wheeler brand?

- (A) Bajaj
- (B) TVS
- (C) Hero



(D) Yamaha

**Q14.** “Chintamani”, the friendly spectacled character who explains insurance plans, is the mascot of:

(A) LIC

(B) HDFC Life

(C) SBI Life

(D) ICICI Prudential

**Q15.** In retail, **MRP** printed on a product stands for Maximum:

(A) Retail Price

(B) Resale Profit

(C) Revenue Plan

(D) Return Policy

**Q16.** Focusing marketing on **one small, specialised segment** of the market is called:

(A) mass marketing

(B) niche marketing

(C) undifferentiated marketing

(D) viral marketing

**Q17.** The rate at which customers **stop buying** from a brand over a period is the:

(A) conversion rate

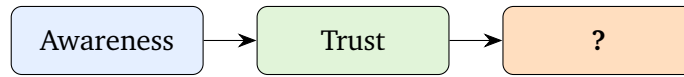
(B) retention rate

(C) churn rate

(D) bounce rate

**Q18.** The share of a customer’s **total spending in a category** that goes to one particular brand is called:



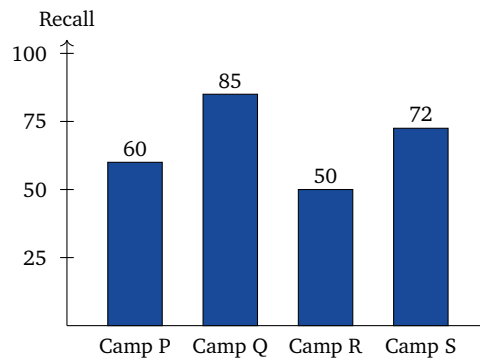


- (A) market share
- (B) brand equity
- (C) top-of-mind awareness
- (D) share of wallet

**Q19.** The way a company **structures and organises its portfolio** of brands and sub-brands is called its:

- (A) brand architecture
- (B) brand recall
- (C) brand ambassador
- (D) brand recognition

**Q20.** The bar chart shows the ad-recall score (out of 100) for four campaigns. Which campaign has the **highest** recall?



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

**Q21.** Selling several related products together as one combined package at a single price is called product:



- (A) recall
- (B) dumping
- (C) bundling
- (D) rationing

**Q22.** When a company's new product **eats into the sales of its own existing product**, it is called:

- (A) diversification
- (B) co-branding
- (C) brand extension
- (D) cannibalization

**Q23.** The simple marketing icon drawn below most directly represents which activity?



- (A) shopping / purchasing
- (B) printing
- (C) accounting
- (D) delivery by air

**Q24.** Marketing messages sent straight to a chosen customer by post, email or SMS is called \_\_\_\_\_ marketing.

- (A) outdoor
- (B) direct
- (C) ambient
- (D) word-of-mouth

**Q25.** The percentage of total sales in a market that is captured by one brand is called its market:



- (A) price
- (B) margin
- (C) share
- (D) budget



**Detailed Solutions**

Q1.

**Solution**

**Concept — Customer-centric mix:** The “4 Cs” rewrite the marketing mix from the buyer’s point of view.

**Key fact:** The four are *Customer, Cost, Convenience and Communication*.

**Why other options are wrong:**

- (A) Capital, (B) Channel and (C) Competition are not part of the 4 Cs framework; the fourth C is Communication.

**Final Answer:** Communication ⇒

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

Q2.

**Solution**

**Concept — Growth strategies:** A firm can grow by changing its product, its market, or both.

**Key fact:** Selling more of an *existing product in an existing market* is *market penetration*.

**Why other options are wrong:**

- (B) development means new markets or new products; (C) diversification means both new; (D) segmentation only splits the market.

**Final Answer:** Penetration ⇒

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

Q3.

**Solution**

**Concept — Describing an audience:** Marketers profile buyers in several ways.

**Key fact:** *Psychographics* captures lifestyle, values, attitudes and interests.

**Why other options are wrong:**



- (A) demographics is age, gender and income; (C) geographics is location; (D) statistics is just numerical data.

**Final Answer:** Psychographics ⇒  B

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

Q4.

### Solution

**Concept — Launch pricing:** The price set at launch can be deliberately low or high.

**Key fact:** *Penetration pricing* sets a low launch price.

**Step 1 — Aim:** The low price attracts many buyers very quickly.

**Step 2 — Result:** The brand grabs a large market share fast and discourages rivals.

**Why other options are wrong:**

- (A) skimming pricing launches *high*, the opposite approach.
- (B) premium pricing keeps the price permanently high for a luxury image.
- (D) cost-plus pricing simply adds a markup to cost and ignores market share.

**Final Answer:** Penetration pricing ⇒  C

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

Q5.

### Solution

**Concept — New-product development:** A product moves through set stages before reaching the shelf.

**Key fact:** The order shown is *Idea* → *Development* → *Testing* → *Launch*; the final stage is Launch.

**Why other options are wrong:**

- (A) Sketching, (B) Costing and (C) Auditing are not the final go-to-market stage; the product is finally launched.

**Final Answer:** Launch ⇒  D



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

Q6.

### Solution

**Concept — Customer value over time:** A customer is worth more than a single sale.

**Key fact:** *Customer Lifetime Value (CLV)* is the total profit expected from a customer over the whole relationship.

**Step 1 — Idea:** It adds up every purchase the customer will make over the years.

**Step 2 — Use:** It tells a firm how much it can afford to spend to win and keep that customer.

**Why other options are wrong:**

- (B) Average Order Value measures only one transaction, not the lifetime.
- (C) Cost Per Acquisition is the spend to gain a customer, not the profit earned.
- (D) Return On Ad Spend measures one campaign's efficiency, not lifetime profit.

**Final Answer:** Customer Lifetime Value (CLV) ⇒

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

Q7.

### Solution

**Concept — Identifying a brand:** A strong brand is spotted instantly.

**Key fact:** When consumers identify a brand the moment they see it, the brand has high *brand recognition*.

**Why other options are wrong:**

- (A) royalty and (C) rebate are payments; (D) rotation is not a branding term.

**Final Answer:** Recognition ⇒

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



Q8.

**Solution**

**Concept — Market structure:** Markets differ by how many sellers compete.

**Key fact:** A market with a single dominant seller and no close competitor is a *monopoly*.

**Why other options are wrong:**

- (A) franchise, (B) partnership and (D) cooperative are business arrangements, not a market with one seller.

**Final Answer:** Monopoly  $\Rightarrow$

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

Q9.

**Solution**

**Concept — Perceptual map:** A positioning map places brands on two axes to compare them.

**Step 1 — Read the axes:** right means high price, up means high quality.

**Step 2 — Locate:** Brand W sits at the top-right, so it is high price and high quality.

**Why other options are wrong:**

- (A) Brand X is high quality but low price; (C) Brand Y is high price but low quality; (D) Brand Z is low on both.

**Final Answer:** Brand W  $\Rightarrow$

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

Q10.

**Solution**

**Concept — Reading a pie chart:** The smallest slice is the smallest share.

**Step 1 — Shares:** Digital 40%, Television 30%, Print 25%, Radio 5%.

**Step 2 — Compare:** The smallest slice (5%) is *Radio*.

**Why other options are wrong:**



- (A) Digital (40%), (B) Television (30%) and (C) Print (25%) all receive larger shares.

**Final Answer:** Radio ⇒  D

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

Q11.

### Solution

**Concept — Grooming-brand taglines:** A confident slogan can define a brand for decades.

**Key fact:** “*The Best a Man Can Get*” is the long-running tagline of *Gillette*.

**Why other options are wrong:**

- (B) Old Spice, (C) Nivea Men and (D) Park Avenue are men’s grooming brands but use other slogans.

**Final Answer:** Gillette ⇒  A

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

Q12.

### Solution

**Concept — Ingredient branding:** A component maker can build its own brand inside finished products.

**Key fact:** “*Intel Inside*” is the ingredient-branding slogan of *Intel*, the chip maker.

**Step 1 — Idea:** PC makers place an “Intel Inside” sticker on laptops carrying Intel processors.

**Step 2 — Effect:** Buyers trust the finished computer because of the branded component inside.

**Why other options are wrong:**

- (A) AMD, (C) Qualcomm and (D) Nvidia are chip makers but did not use this slogan.

**Final Answer:** Intel ⇒  B

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



Q13.

**Solution**

**Concept — Indian two-wheeler taglines:** A patriotic line can build mass appeal.

**Key fact:** “*Desh Ki Dhadkan*” is the well-known tagline of *Hero*.

**Why other options are wrong:**

- (A) Bajaj, (B) TVS and (D) Yamaha are two-wheeler brands but use different slogans.

**Final Answer:** Hero ⇒

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

Q14.

**Solution**

**Concept — Indian brand mascots:** A friendly character makes a complex product approachable.

**Key fact:** *Chintamani*, the spectacled advisor, is the mascot of *ICICI Prudential*.

**Why other options are wrong:**

- (A) LIC, (B) HDFC Life and (C) SBI Life are insurers but do not use the Chintamani mascot.

**Final Answer:** ICICI Prudential ⇒

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

Q15.

**Solution**

**Concept — Retail pricing:** Indian packaged goods print a legal ceiling price.

**Key fact:** *MRP* = *Maximum Retail Price*, the highest price a retailer may charge.

**Why other options are wrong:**

- (B), (C) and (D) are invented expansions; the standard term is Maximum Retail Price.

**Final Answer:** Retail Price ⇒



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

Q16.

### Solution

**Concept — Choosing a target:** A firm can chase the whole market or just a small slice of it.

**Key fact:** Focusing on one small, specialised segment is *niche marketing*.

**Step 1 — Idea:** The firm serves a narrow group with very specific needs.

**Step 2 — Benefit:** Less competition and stronger customer loyalty within that small segment.

**Why other options are wrong:**

- (A) mass marketing targets everyone with one offer, the opposite of niche.
- (C) undifferentiated marketing also ignores segments and treats the market as one.
- (D) viral marketing is a spreading technique, not a choice of segment.

**Final Answer:** Niche marketing ⇒

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

Q17.

### Solution

**Concept — Losing customers:** Firms track how many customers leave, not just how many join.

**Key fact:** The rate at which customers stop buying over a period is the *churn rate*.

**Step 1 — Idea:** A high churn rate means many customers are walking away.

**Step 2 — Action:** The brand works to cut churn because keeping a customer is cheaper than finding a new one.

**Why other options are wrong:**

- (A) conversion rate measures visitors who become buyers, the opposite direction.
- (B) retention rate measures customers who *stay*, not those who leave.



- (D) bounce rate measures visitors who leave a web page at once, not customers who quit the brand.

**Final Answer:** Churn rate  $\Rightarrow$

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

Q18.

### Solution

**Concept — Measuring loyalty by spend:** Loyalty can be measured by how much of a customer's category budget one brand captures.

**Key fact:** The portion of a single customer's total spending in a category that goes to one brand is the *share of wallet*.

**Step 1 — Idea:** Suppose a shopper spends Rs. 1000 a month on a category.

**Step 2 — Calculation:** If Rs. 700 of that goes to one brand, that brand's share of wallet is 70 percent.

**Step 3 — Distinction from market share:** Market share is measured across the whole market (a brand's sales as a fraction of total category sales).

**Step 4 — Distinction continued:** Share of wallet is measured per customer (one buyer's spend split among brands), so it tracks individual loyalty rather than overall market size.

**Why other options are wrong:**

- (A) market share is the brand's slice of the total market, not of one customer's spend.
- (B) brand equity is the added value a brand name carries, not a spending share.
- (C) top-of-mind awareness is the first brand a customer recalls, not a spend measure.

**Final Answer:** Share of wallet  $\Rightarrow$

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



Q19.

**Solution**

**Concept — Organising many brands:** A large company often owns several brands at once.

**Key fact:** The way a firm structures its portfolio of brands and sub-brands is its *brand architecture*.

**Step 1 — Idea:** It decides how the master brand, sub-brands and product brands relate to one another.

**Step 2 — Benefit:** A clear structure avoids customer confusion and lets each brand support the others.

**Why other options are wrong:**

- (B) brand recall is how easily a brand is remembered, not portfolio structure.
- (C) brand ambassador is a person who promotes a brand.
- (D) brand recognition is spotting a brand on sight, not organising the portfolio.

**Final Answer:** Brand architecture  $\Rightarrow$

[Go Back to Q 19](#)

Q20.

**Solution**

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

**Step 1 — Values:** Camp P = 60, Camp Q = 85, Camp R = 50, Camp S = 72.

**Step 2 — Compare:** The tallest bar is *Camp Q* at 85, the highest recall.

**Why other options are wrong:**

- (A) P is 60; (C) R is the lowest at 50; (D) S is 72, all below Q.

**Final Answer:** Camp Q  $\Rightarrow$

[Go Back to Q 20](#)



Q21.

**Solution**

**Concept — Selling together:** Combining products can raise total sales.

**Key fact:** Selling related products together at one price is product *bundling*.

**Why other options are wrong:**

- (A) recall and (D) rationing are unrelated; (B) dumping means selling cheaply abroad, not packaging items together.

**Final Answer:** Bundling  $\Rightarrow$

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

Q22.

**Solution**

**Concept — Sales eaten from within:** A new launch can steal sales from a firm's own existing product.

**Key fact:** When a new product eats into the sales of the company's own existing product, it is *cannibalization*.

**Step 1 — Idea:** Buyers switch from the old product to the new one made by the same firm.

**Step 2 — Effect:** Total category sales may not rise; the gain on one product is offset by a loss on the other.

**Why other options are wrong:**

- (A) diversification means entering new products or markets, not stealing one's own sales.
- (B) co-branding is two brands partnering on one product.
- (C) brand extension uses an existing name in a new category, which need not hurt the original product.

**Final Answer:** Cannibalization  $\Rightarrow$

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



Q23.

**Solution**

**Concept — Marketing icons:** Simple symbols stand for common actions.

**Key fact:** A cart on wheels is the universal icon for *shopping / purchasing*.

**Why other options are wrong:**

- (B) printing, (C) accounting and (D) delivery by air would use a printer, ledger or aeroplane symbol, not a cart.

**Final Answer:** Shopping / purchasing ⇒

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

Q24.

**Solution**

**Concept — Reaching the customer directly:** Some messages skip mass media.

**Key fact:** Messages sent straight to a chosen customer by post, email or SMS is *direct* marketing.

**Why other options are wrong:**

- (A) outdoor and (C) ambient use public spaces; (D) word-of-mouth spreads person to person, not via the firm directly.

**Final Answer:** Direct ⇒

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

Q25.

**Solution**

**Concept — Measuring success:** A brand's slice of the market shows its standing.

**Key fact:** The percentage of total market sales captured by one brand is its *market share*.

**Why other options are wrong:**

- (A) price and (B) margin relate to one product's pricing; (D) budget is money set aside, not a share of sales.



**Final Answer:** Share ⇒

[Go Back to Q 25](#)



Answer Key

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

