**Quiz 1**

# Chapter 2: Branding and brand positioning

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

*Circle the correct answer for each: True (T) or False (F)*

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| 1. Brand positioning, or “branding,” aims to create a unique representation of the brand in customers’ minds, a representation that will steer the customer toward choice of that brand. | T | F |
| 2. Brand architecture includes sub-brands that can be totally independent of the master brand. | T | F |
| 3. Category positioning really means *category need* positioning. | T | F |
| 4. Stakeholder customer types include suppliers, distributors, investors, regulators, and prospective and current employees, but not end-customers. | T | F |
| 5. The manager must identify a key benefit that can be an instinctual, an archetypal, an emotional, or a rational benefit. | T | F |
| 6. Fishbein’s multiattribute model is a popular model for benefit positioning but it is much too complicated for managers to use. | T | F |
| 7. The innovation strategy means that you have to come up with a completely new product or service. | T | F |
| 8. The strategic options for the benefit strategy cannot be seen by constructing a perceptual map. | T | F |
| 9. In the a-b-e benefit claim structure model, attributes are subjective notions of what a product or service offers. | T | F |
| 10. Integrated marketing communications means that the brand manager needs only to use “cosmetic” integration. | T | F |