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| 1. The notions of trial and repeat purchase are particularly apt for inexpensive consumer packaged goods.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-1 - Appreciate marcom’s role in facilitating the introduction of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 2. Huge investments and concerted efforts to introduce new products and services almost always guarantee success.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *REFERENCES:* | Introduction | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-1 - Appreciate marcom’s role in facilitating the introduction of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 3. The three main stages through which an individual becomes an adopter of a new brand are the awareness, trier, and repeater classes.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-1 - Appreciate marcom’s role in facilitating the introduction of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 9:57 AM | |

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| 4. The first step in facilitating adoption is to make consumers aware of a new product's or service's existence.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-1 - Appreciate marcom’s role in facilitating the introduction of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 9:58 AM | |

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| 5. The four variables that influence the awareness class include free samples, coupons, advertising, and price.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-1 - Appreciate marcom’s role in facilitating the introduction of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 6. Distribution is one of the variables that influences the awareness class.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 9-1 - Understand the magnitude of advertising and the percentage of sales revenue companies invest in this marcom tool. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 7. Free samples is one of the factors that influences the trier class.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-1 - Appreciate marcom’s role in facilitating the introduction of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 9:19 AM | |

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| 8. Demographics, distribution, and price are the factors that affect the trier class.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-1 - Appreciate marcom’s role in facilitating the introduction of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 9:20 AM | |

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| 9. Repeat purchasing is a function of advertising, coupons, distribution, and product satisfaction.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-1 - Appreciate marcom’s role in facilitating the introduction of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 10. Consumer satisfaction is the major determinant of repeat purchasing.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-1 - Appreciate marcom’s role in facilitating the introduction of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 11. Relative advantage is a function of consumer perception and whether a product is better by objective standards.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-2 - Explain the innovation-related characteristics that influence adoption of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 12. Relative advantage is positively correlated with an innovation’s adoption rate.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-2 - Explain the innovation-related characteristics that influence adoption of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 13. The degree to which an innovation is perceived to fit into a person’s way of doing things is termed compatibility.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-2 - Explain the innovation-related characteristics that influence adoption of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 14. Innovations that are compatible with a person's existing situation require more effort to incorporate into one's consumption lifestyle.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-1 - Appreciate marcom’s role in facilitating the introduction of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 15. Compatibility refers to an innovation's degree of perceived difficulty.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-2 - Explain the innovation-related characteristics that influence adoption of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 16. The most frequent type of patent in the United States is the design patent.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *REFERENCES:* | Intellectual Property | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-6 - Describe the intellectual property rights associated with brands: patents, copyrights, and trademarks. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 2:40 PM | |

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| 17. In general, new brands that lend themselves to trialability are adopted at a more rapid rate.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-2 - Explain the innovation-related characteristics that influence adoption of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 10:00 AM | |

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| 18. Trialability is the degree to which the user of a new brand or other people can observe the possible effects of new-product usage.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-2 - Explain the innovation-related characteristics that influence adoption of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 10:00 AM | |

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| 19. Status from brand ownership is a form of consumption advantage that is high in symbolism rather than functionality.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-2 - Explain the innovation-related characteristics that influence adoption of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 3:47 PM | |

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| 20. It is possible to quantify the five adoption determining factors in terms of their importance and evaluation of effectiveness to arrive at a total score that indicates the likelihood that a new product will succeed.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-2 - Explain the innovation-related characteristics that influence adoption of new brands. | | *KEYWORDS:* | Understand | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 21. The brand adoption process is concerned with the issue of how an innovation is communicated and adopted throughout the marketplace.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-2 - Explain the innovation-related characteristics that influence adoption of new brands. | | *KEYWORDS:* | Understand | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 10:01 AM | |

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| 22. The trial experience can reduce the consumer’s risk of being dissatisfied with a product after having permanently committed to it through an outright purchase.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-2 - Explain the innovation-related characteristics that influence adoption of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 9:56 AM | |

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| 23. The choice of a brand name can influence both the early trial of a new brand and its future sales volume.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *REFERENCES:* | Brand Naming | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-3 - Understand the role performed by brand names in enhancing the success of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 10:08 AM | |

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| 24. The name chosen for a brand affects the speed with which consumers become aware of the brand.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *REFERENCES:* | Brand Naming | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-3 - Understand the role performed by brand names in enhancing the success of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 25. Brand names can influence consumers' perceptions and attitudes.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *REFERENCES:* | Brand Naming | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-3 - Understand the role performed by brand names in enhancing the success of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 26. A patent grants the holder exclusive rights to use an invention for 70 years.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *REFERENCES:* | Intellectual Property | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-6 - Describe the intellectual property rights associated with brands: patents, copyrights, and trademarks. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 2:44 PM | |

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| 27. A good brand name will help consumers to identify who your competitors are.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *REFERENCES:* | Brand Naming | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-3 - Understand the role performed by brand names in enhancing the success of new brands. | | *KEYWORDS:* | Understand | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 28. Abuse of trademarked Disney characters online is an example of trademark counterfeiting.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *REFERENCES:* | Intellectual Property | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-6 - Describe the intellectual property rights associated with brands: patents, copyrights, and trademarks. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 2:57 PM | |

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| 29. In legal terms, brand names and logos are referred to as trademarks.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *REFERENCES:* | Brand Naming | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-3 - Understand the role performed by brand names in enhancing the success of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 30. Stealing well-known brand names is widely practiced in some newly emerging market economies, such as China.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *REFERENCES:* | Brand Naming | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-3 - Understand the role performed by brand names in enhancing the success of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 31. Suggestive brand names provide consumers with the freedom to interpret benefit claims that best meet their needs.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *REFERENCES:* | Brand Naming | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-3 - Understand the role performed by brand names in enhancing the success of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 32. Brand names sometimes are made-up names rather than selected from actual words found in dictionaries.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *REFERENCES:* | Brand Naming | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-3 - Understand the role performed by brand names in enhancing the success of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 33. Individual sounds provide meaning about a brand through a process of sound transference.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *REFERENCES:* | Brand Naming | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-3 - Understand the role performed by brand names in enhancing the success of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 34. A patent for a new type of business method would fall into the design category of patents.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *REFERENCES:* | Intellectual Property | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-6 - Describe the intellectual property rights associated with brands: patents, copyrights, and trademarks. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 2:53 PM | |

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| 35. Because there has been a significant amount of research on brand names, new products don't succeed without following the "rules."   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *REFERENCES:* | Brand Naming | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-3 - Understand the role performed by brand names in enhancing the success of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 36. Legally, a patent provides the right to exclude others from making, using, selling, offering for sale, or importing the invention for the term of the patent.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *REFERENCES:* | Intellectual Property | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-6 - Describe the intellectual property rights associated with brands: patents, copyrights, and trademarks. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 3:12 PM | |

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| 37. The first step of the brand naming process is to create candidate brand names.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *REFERENCES:* | Brand Naming | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-4 - Explain the activities involved in the brand-naming process. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 38. The last step in the brand naming process is to register a trademark.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *REFERENCES:* | Brand Naming | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-4 - Explain the activities involved in the brand-naming process. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 39. A brand logo is a graphic design element of a brand.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *REFERENCES:* | Brand Naming | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-5 - Appreciate the role of logos. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 40. Generally speaking, good logos convey essentially the same meaning to all target members.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *REFERENCES:* | Brand Naming | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-5 - Appreciate the role of logos. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 10:35 AM | |

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| 41. A copyright is a distinctive sign used by any legal entity to identify the good or services to customers with which it appears and to distinguish its goods or services from competition.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *REFERENCES:* | Intellectual Property | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-6 - Describe the intellectual property rights associated with brands: patents, copyrights, and trademarks. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 3:06 PM | |

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| 42. Logos with abstract designs were found to produce more favorable consumer responses than those with natural designs.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *REFERENCES:* | Brand Naming | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-5 - Appreciate the role of logos. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 10:40 AM | |

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| 43. The three types of trademarks in the United States are utility, design, and plant.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *REFERENCES:* | Intellectual Property | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-6 - Describe the intellectual property rights associated with brands: patents, copyrights, and trademarks. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 10:48 AM | |

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| 44. Which of the following is NOT a main stage of the New Product Adoption Process?   |  |  |  | | --- | --- | --- | |  | a. | unawareness class | |  | b. | awareness class | |  | c. | trier class | |  | d. | repeater class | |  | e. | All of these are main stages. |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-1 - Appreciate marcom’s role in facilitating the introduction of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 10:51 AM | |

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| 45. A variable that influences the awareness class would include \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | free samples | |  | b. | price discounts | |  | c. | demographics | |  | d. | product satisfaction | |  | e. | All of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-1 - Appreciate marcom’s role in facilitating the introduction of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 46. Which of the following determinant of the awareness class, while closely allied, is not a distinctly marcom activity?   |  |  |  | | --- | --- | --- | |  | a. | free samples and coupons | |  | b. | trade shows and personal selling | |  | c. | distribution | |  | d. | advertising | |  | e. | social media |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-1 - Appreciate marcom’s role in facilitating the introduction of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 3:41 PM | |

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| 47. The notions of trial and repeat purchase are particularly apt for \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | inexpensive consumer packaged goods | |  | b. | high-end luxury goods | |  | c. | brand awareness efforts | |  | d. | advertising efforts | |  | e. | industrial goods |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-1 - Appreciate marcom’s role in facilitating the introduction of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 48. Though not shown in the Brand Adoption Process Model, \_\_\_\_\_ (a form of free advertising) also plays a significant role in facilitating brand awareness.   |  |  |  | | --- | --- | --- | |  | a. | public relations | |  | b. | sales promotion | |  | c. | personal selling | |  | d. | word-of-mouth communication | |  | e. | on-line advertising |  |  |  | | --- | --- | | *ANSWER:* | d | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-1 - Appreciate marcom’s role in facilitating the introduction of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 11:02 AM | |

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| 49. A variable that affects the trier class is \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | price | |  | b. | television advertising | |  | c. | trade shows | |  | d. | magazine advertising | |  | e. | product satisfaction |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-1 - Appreciate marcom’s role in facilitating the introduction of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 50. Which of the following would be a typical element of a trademark?   |  |  |  | | --- | --- | --- | |  | a. | color | |  | b. | smell | |  | c. | sound | |  | d. | phrase | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | d | | *POINTS:* | 1 | | *REFERENCES:* | Intellectual Property | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-6 - Describe the intellectual property rights associated with brands: patents, copyrights, and trademarks. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 3:02 PM | |

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| 51. A variable that does NOT influence the repeater class would be \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | product satisfaction | |  | b. | free samples | |  | c. | distribution | |  | d. | price | |  | e. | advertising |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-1 - Appreciate marcom’s role in facilitating the introduction of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 52. The degree to which a product innovation is perceived as better than existing alternatives is termed \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | relative advantage | |  | b. | compatibility | |  | c. | complexity | |  | d. | trialability | |  | e. | observability |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-2 - Explain the innovation-related characteristics that influence adoption of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 53. Relative advantage is a function of \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | consumer perception | |  | b. | increased comfort | |  | c. | savings in time and effort | |  | d. | immediacy of reward | |  | e. | objective standards |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-2 - Explain the innovation-related characteristics that influence adoption of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 54. Sometimes the only way to overcome the perception of a lack of \_\_\_\_\_\_ is through heavy advertising to convince consumers that a new way of doing things really is better than an existing solution.   |  |  |  | | --- | --- | --- | |  | a. | observability | |  | b. | complexity | |  | c. | trialability | |  | d. | compatibility | |  | e. | relative advantage |  |  |  | | --- | --- | | *ANSWER:* | d | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-2 - Explain the innovation-related characteristics that influence adoption of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 3:45 PM | |

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| 55. A new cosmetic product that matches consumers' needs, personal values, beliefs, and past consumption practices has the \_\_\_\_\_ innovation-related characteristic that increases the likelihood of adoption.   |  |  |  | | --- | --- | --- | |  | a. | relative advantage | |  | b. | compatibility | |  | c. | observability | |  | d. | complexity | |  | e. | trialability |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-2 - Explain the innovation-related characteristics that influence adoption of new brands. | | *KEYWORDS:* | Apply | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 11:17 AM | |

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| 56. Aerobics was initially considered a woman’s sport, but societal attitudes toward aerobics have changed and many health clubs are now offering co-ed aerobics classes. The change in societal attitudes toward men engaging in aerobics represents an increased \_\_\_\_\_ for this activity.   |  |  |  | | --- | --- | --- | |  | a. | relative advantage | |  | b. | trialability | |  | c. | compatibility | |  | d. | observability | |  | e. | complexity |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-2 - Explain the innovation-related characteristics that influence adoption of new brands. | | *KEYWORDS:* | Apply | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 57. Rugby was initially considered a men's sport, but societal attitudes have changed and more schools have women's rugby teams. This change in societal attitudes toward women playing rugby represents increased \_\_\_\_\_ for this activity.   |  |  |  | | --- | --- | --- | |  | a. | relative advantage | |  | b. | trialability | |  | c. | compatibility | |  | d. | complexity | |  | e. | observability |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-2 - Explain the innovation-related characteristics that influence adoption of new brands. | | *KEYWORDS:* | Apply | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 58. An innovation's degree of perceived difficulty is referred to as \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | compatibility | |  | b. | relative advantage | |  | c. | complexity | |  | d. | trialability | |  | e. | observability |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-2 - Explain the innovation-related characteristics that influence adoption of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 59. The extent to which an innovation can be used on a limited basis prior to making a full-blown commitment is referred to as \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | relative advantage | |  | b. | compatibility | |  | c. | complexity | |  | d. | observability | |  | e. | trialability |  |  |  | | --- | --- | | *ANSWER:* | e | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-2 - Explain the innovation-related characteristics that influence adoption of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 60. Trialability is tied closely to the concept of \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | sensation transfer | |  | b. | perceived risk | |  | c. | memory cues | |  | d. | association enhancement | |  | e. | sensation transference |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-2 - Explain the innovation-related characteristics that influence adoption of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 61. The Wave Runner is a marina which retails recreational water gear. The Wave Runner recently started promoting an O’Brien trick ski that has an innovative design. This same ski is offered at a lower price under a less prestigious brand name, but consumers perceive the O’Brien ski to be a higher quality product. In this case, the O’Brien ski is favored because of the product’s perceived \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | observability | |  | b. | trialability | |  | c. | relative advantage | |  | d. | complexity | |  | e. | compatibility |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-2 - Explain the innovation-related characteristics that influence adoption of new brands. | | *KEYWORDS:* | Analyze | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 62. Suppose that the Wave Runner marina, a retailer of recreational water gear, allows customers the opportunity to use the innovative O’Brien ski prior to actually purchasing one. This innovative product might now be adopted more quickly because of an increase in \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | observability | |  | b. | trialability | |  | c. | relative advantage | |  | d. | complexity | |  | e. | compatibility |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-2 - Explain the innovation-related characteristics that influence adoption of new brands. | | *KEYWORDS:* | Apply | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 63. The degree to which the product user or other people can notice the positive effects of new product usage is referred to as \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | complexity | |  | b. | compatibility | |  | c. | relative advantage | |  | d. | observability | |  | e. | trialability |  |  |  | | --- | --- | | *ANSWER:* | d | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-2 - Explain the innovation-related characteristics that influence adoption of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 3:18 PM | |

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| 64. In quantifying the Adoption-Influencing Characteristics, the two factors on which the characteristics are rated are \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | relative advantage and trialability | |  | b. | perceived value and risk | |  | c. | importance and evaluation | |  | d. | risk and reward | |  | e. | costs and benefits |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-2 - Explain the innovation-related characteristics that influence adoption of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 1:06 PM | |

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| 65. Brand names have been described as \_\_\_\_\_ that activate images in target audiences’ collective minds.   |  |  |  | | --- | --- | --- | |  | a. | cerebral switches | |  | b. | silent salespersons | |  | c. | consumer cues | |  | d. | fact facilitators | |  | e. | sensation transferers |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *REFERENCES:* | Brand Naming | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-3 - Understand the role performed by brand names in enhancing the success of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 66. The name chosen for a brand does three things. It affects the speed with which consumers become aware of the brand, influences the brand’s image, and \_\_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | increases sales | |  | b. | reduces the impact of competitive offerings | |  | c. | plays a major role in brand equity formation | |  | d. | increases consumers’ knowledge of the product | |  | e. | enhances share-of-voice |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *REFERENCES:* | Brand Naming | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-3 - Understand the role performed by brand names in enhancing the success of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 1:11 PM | |

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| 67. A good brand name should \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | distinguish the brand from competitive offerings | |  | b. | facilitate recall of brand attributes and benefits | |  | c. | achieve compatibility with a brand's desired image | |  | d. | be memorable and easy to pronounce | |  | e. | All of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | e | | *POINTS:* | 1 | | *REFERENCES:* | Brand Naming | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-3 - Understand the role performed by brand names in enhancing the success of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 1:15 PM | |

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| 68. The \_\_\_\_\_ protects owners of brand names and logos from other companies using the identical or similar names.   |  |  |  | | --- | --- | --- | |  | a. | Sherman Act | |  | b. | Magnuson Moss Act | |  | c. | Federal Trademark Dilution Act | |  | d. | Clayton Act | |  | e. | Robinson Patman Act |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *REFERENCES:* | Brand Naming | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-3 - Understand the role performed by brand names in enhancing the success of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 69. \_\_\_\_\_ brand names are those that imply particular attributes or benefits in the context of a product category.   |  |  |  | | --- | --- | --- | |  | a. | Objective | |  | b. | Subjective | |  | c. | Implicit | |  | d. | Symbolic | |  | e. | Suggestive |  |  |  | | --- | --- | | *ANSWER:* | e | | *POINTS:* | 1 | | *REFERENCES:* | Brand Naming | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-3 - Understand the role performed by brand names in enhancing the success of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 70. Compaq, Acura, and Lexus are names created from \_\_\_\_\_, which are the semantic kernels of words.   |  |  |  | | --- | --- | --- | |  | a. | adverbs | |  | b. | phonemes | |  | c. | synonyms | |  | d. | morphemes | |  | e. | compounds |  |  |  | | --- | --- | | *ANSWER:* | d | | *POINTS:* | 1 | | *REFERENCES:* | Brand Naming | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-3 - Understand the role performed by brand names in enhancing the success of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 71. Individual sounds, called phonemes, provide meaning about a brand through a process of \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | sound symbolism | |  | b. | morphing | |  | c. | encoding specificity | |  | d. | sound morphing | |  | e. | telephony |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *REFERENCES:* | Brand Naming | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-3 - Understand the role performed by brand names in enhancing the success of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 72. Research has demonstrated that brand names that include \_\_\_\_\_ convey attribute qualities such as smallness, lightness, mildness, thinness, femininity, weakness, and prettiness.   |  |  |  | | --- | --- | --- | |  | a. | consonants | |  | b. | front vowels | |  | c. | back vowels | |  | d. | short vowels | |  | e. | long vowels |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *REFERENCES:* | Brand Naming | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-3 - Understand the role performed by brand names in enhancing the success of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 73. Which philosophy implies that when a name does not have much preexisting meaning, subsequent marketing communications are able to create the exact meaning desired without contending with past associations already accumulated in people’s memories?   |  |  |  | | --- | --- | --- | |  | a. | phonemic symbolism philosophy | |  | b. | empty-vessel philosophy | |  | c. | clean-slate philosophy | |  | d. | suggestive philosophy | |  | e. | blank-slate philosophy |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *REFERENCES:* | Brand Naming | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-3 - Understand the role performed by brand names in enhancing the success of new brands. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 74. Which of the following is NOT a step of the brand naming process?   |  |  |  | | --- | --- | --- | |  | a. | register a trademark | |  | b. | specify objectives for the brand name | |  | c. | evaluate candidate names | |  | d. | determine communication priorities | |  | e. | create candidate brand names |  |  |  | | --- | --- | | *ANSWER:* | d | | *POINTS:* | 1 | | *REFERENCES:* | Brand Naming | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-4 - Explain the activities involved in the brand-naming process. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 1:26 PM | |

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| 75. In evaluating candidate names during the Brand Naming Process, names are evaluated using criteria such as \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | managers’ subjective judgment of the suitability of the name | |  | b. | consumers’ awareness level | |  | c. | technological aspects of the product | |  | d. | favorability of association conjured up by the name | |  | e. | economic conditions that may impact the market |  |  |  | | --- | --- | | *ANSWER:* | d | | *POINTS:* | 1 | | *REFERENCES:* | Brand Naming | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-4 - Explain the activities involved in the brand-naming process. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 76. Related to the brand name is a graphic design element called a brand \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | symbol | |  | b. | trademark | |  | c. | logo | |  | d. | image | |  | e. | visual |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *REFERENCES:* | Brand Naming | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-5 - Appreciate the role of logos. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 77. A good logo should \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | be very simple | |  | b. | be very complex | |  | c. | be recognized easily | |  | d. | convey different meanings to the various target members | |  | e. | All of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *REFERENCES:* | Brand Naming | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-5 - Appreciate the role of logos. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 78. \_\_\_\_\_ refers to a number of different author or company creations for which a set of exclusive rights are recognized under law.   |  |  |  | | --- | --- | --- | |  | a. | Legal tender | |  | b. | Intellectual property | |  | c. | Tangible property | |  | d. | Assets | |  | e. | Recoverable assets |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *REFERENCES:* | Intellectual Property | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-6 - Describe the intellectual property rights associated with brands: patents, copyrights, and trademarks. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 79. All of the following are types of intellectual property associated with product and brand protection except \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | patents | |  | b. | playbills | |  | c. | copyrights | |  | d. | trademarks | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *REFERENCES:* | Intellectual Property | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-6 - Describe the intellectual property rights associated with brands: patents, copyrights, and trademarks. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 1:33 PM | |

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| 80. According to the \_\_\_\_\_\_ doctrine, the use of copyrighted work for the purpose of criticism is not an infringement of a copyright.   |  |  |  | | --- | --- | --- | |  | a. | fair use | |  | b. | utility | |  | c. | plant | |  | d. | trademark | |  | e. | trade dress |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *REFERENCES:* | Intellectual Property | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-6 - Describe the intellectual property rights associated with brands: patents, copyrights, and trademarks. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 1:40 PM | |

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| 81. A \_\_\_\_\_ permits an author or a firm to secure a monopoly or exclusive rights to use an invention for a period of 20 years.   |  |  |  | | --- | --- | --- | |  | a. | copyright | |  | b. | playbill | |  | c. | patent | |  | d. | agreement | |  | e. | trademark |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *REFERENCES:* | Intellectual Property | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-6 - Describe the intellectual property rights associated with brands: patents, copyrights, and trademarks. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 82. A U.S. copyright is usually granted for the life of the author plus how many years?   |  |  |  | | --- | --- | --- | |  | a. | 20 years | |  | b. | 50 years | |  | c. | 70 years | |  | d. | 100 years | |  | e. | forever |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *REFERENCES:* | Intellectual Property | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-6 - Describe the intellectual property rights associated with brands: patents, copyrights, and trademarks. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 1:45 PM | |

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| 83. How many types of patents exist in the United States?   |  |  |  | | --- | --- | --- | |  | a. | 1 | |  | b. | 3 | |  | c. | 5 | |  | d. | 10 | |  | e. | 100 |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *REFERENCES:* | Intellectual Property | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-6 - Describe the intellectual property rights associated with brands: patents, copyrights, and trademarks. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 84. Which type of patent is the most frequent type in the United States?   |  |  |  | | --- | --- | --- | |  | a. | utility | |  | b. | design | |  | c. | plant | |  | d. | copyright | |  | e. | trademark |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *REFERENCES:* | Intellectual Property | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-6 - Describe the intellectual property rights associated with brands: patents, copyrights, and trademarks. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 85. Patents for inventions including biological, business method, chemical, and software patents are in the \_\_\_\_\_ category.   |  |  |  | | --- | --- | --- | |  | a. | utility | |  | b. | design | |  | c. | plant | |  | d. | copyright | |  | e. | trademark |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *REFERENCES:* | Intellectual Property | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-6 - Describe the intellectual property rights associated with brands: patents, copyrights, and trademarks. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 1:49 PM | |

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| 86. Patents that protect the appearance or shape, rather than the utilitarian function of an invention, are in the \_\_\_\_\_ category.   |  |  |  | | --- | --- | --- | |  | a. | utility | |  | b. | design | |  | c. | plant | |  | d. | copyright | |  | e. | trademark |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *REFERENCES:* | Intellectual Property | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-6 - Describe the intellectual property rights associated with brands: patents, copyrights, and trademarks. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 1:51 PM | |

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| 87. \_\_\_\_\_ patents offer protection for discovery of certain naturally occurring and previously uncultivated plants or for the breeding of novel plants.   |  |  |  | | --- | --- | --- | |  | a. | Utility | |  | b. | Design | |  | c. | Plant | |  | d. | Copyright | |  | e. | Trademark |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *REFERENCES:* | Intellectual Property | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-6 - Describe the intellectual property rights associated with brands: patents, copyrights, and trademarks. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 88. VOSS water uses an unusual shape for its water bottles. It may hold a \_\_\_\_\_ patent.   |  |  |  | | --- | --- | --- | |  | a. | utility | |  | b. | design | |  | c. | plant | |  | d. | copyright | |  | e. | trademark |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *REFERENCES:* | Intellectual Property | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-6 - Describe the intellectual property rights associated with brands: patents, copyrights, and trademarks. | | *KEYWORDS:* | Apply | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 1:55 PM | |

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| 89. All of the following are required in order for a patent to be obtained except \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | the filer must demonstrate the innovation is novel | |  | b. | the filer must demonstrate the innovation is useful | |  | c. | the filer must demonstrate the innovation is not obvious in process or product | |  | d. | the filer must demonstrate the tangible nature of the innovation | |  | e. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | d | | *POINTS:* | 1 | | *REFERENCES:* | Intellectual Property | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-6 - Describe the intellectual property rights associated with brands: patents, copyrights, and trademarks. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 90. A \_\_\_\_\_ is a set of exclusive rights for the form in which an idea or invention is expressed in a tangible medium.   |  |  |  | | --- | --- | --- | |  | a. | patent | |  | b. | copyright | |  | c. | trademark | |  | d. | trade dress | |  | e. | design mark |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *REFERENCES:* | Intellectual Property | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-6 - Describe the intellectual property rights associated with brands: patents, copyrights, and trademarks. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 1:59 PM | |

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| 91. A song scored on sheet music can receive protection with a \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | patent | |  | b. | copyright | |  | c. | trademark | |  | d. | tradedress | |  | e. | design mark |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *REFERENCES:* | Intellectual Property | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-6 - Describe the intellectual property rights associated with brands: patents, copyrights, and trademarks. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 92. Brand associations including words, images, colors, smells, and sounds are part of a brand’s \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | trademark | |  | b. | copyright | |  | c. | trade dress | |  | d. | slogan | |  | e. | packaging |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *REFERENCES:* | Intellectual Property | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-6 - Describe the intellectual property rights associated with brands: patents, copyrights, and trademarks. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 2:05 PM | |

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| 93. Kellogg lost the exclusive rights to their cereal name, Shredded Wheat, because the name was used to refer to all cereal made of shredded wheat. This is called \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | genericness | |  | b. | resonance | |  | c. | counterfeiting | |  | d. | brand awareness | |  | e. | disparagement |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *REFERENCES:* | Intellectual Property | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-6 - Describe the intellectual property rights associated with brands: patents, copyrights, and trademarks. | | *KEYWORDS:* | Remember | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |

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| 94. Select any consumer product. Explain the best way to promote the product for the awareness class, trier class, and repeater class.   |  |  | | --- | --- | | *ANSWER:* | Students can select any consumer product, but their explanations should include a discussion of the steps in the Model for the Brand Adoption Process and marcom tools used to facilitate each stage. The first step in facilitating adoption is to make consumers aware of a product’s existence, and the four determinants of the **awareness class** are: free samples and coupons, trade shows and personal selling, advertising and social media, and distribution. The first three are marcom activities, and the fourth, distribution, is closely allied in that point-of-purchase materials and shelf placement are aspects of a brand’s distribution. Coupons, distribution, and price are the factors that affect the **trier class**. Repeat purchasing, demonstrated by the **repeater class**, is a function of five primary forces: personal selling, advertising and social media, price, distribution, and product satisfaction. While it is undeniable that marcom efforts are critical to boosting repeat purchasing, it cannot substitute for poor product performance. Consumer satisfaction is *the* major determinant of repeat purchasing. | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-1 - Appreciate marcom’s role in facilitating the introduction of new brands. | | *KEYWORDS:* | Apply | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 2:14 PM | |

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| 95. What are the five brand-related characteristics that undergird consumers' attitudes toward new brands? Taking the five characteristics into consideration, explain how marketers can increase the likelihood that consumers will adopt innovative products.   |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | *ANSWER:* | The brand-related characteristics that influence consumers’ attitudes toward new products and hence their likelihood of adopting new products are:   |  |  | | --- | --- | | 1. | *Relative advantage*. This represents the degree to which consumers perceive a new brand as being better than existing alternatives with respect to specific attributes or benefits and is positively correlated with an innovation’s adoption rate. Relative advantage is a function of consumer perceptions and is *not* a matter of whether a product is actually better by objective standards, but, in general, a relative advantage exists to the extent that a new product offers better performance compared to other options, savings in time and effort, or immediacy of reward. | | 2. | *Compatibility*. This is the degree to which an innovation is perceived to fit into a person’s way of doing things, and adoption rapidity is increased with greater compatibility. In general, a new product is more compatible to the extent that it matches consumers’ needs, personal values, beliefs, and past consumption habits. | | 3. | *Complexity*. This refers to an innovation’s degree of perceived difficulty, and the more difficult an innovation is to understand or use, the slower the rate of adoption. | | 4. | *Trialability*. This refers to the extent to which an innovation can be used on a limited basis prior to making a full-blown commitment, and products that lend themselves to trialability tend to be adopted more rapidly. Trialability is tied closely to the concept of perceived risk, and the trial experience serves to reduce the consumer’s risk of being dissatisfied with a product after having permanently committing to it through an outright purchase. Sampling is an promotional method for encouraging trial. | | 5. | *Observability*. This is the degree to which the user of a new brand or other people can observe the positive effects of new-product usage, and high observability/visibility generally results in more rapid adoption. | | | *POINTS:* | 1 | | *REFERENCES:* | Marcom and Brand Adoption | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-2 - Explain the innovation-related characteristics that influence adoption of new brands. | | *KEYWORDS:* | Apply | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 2:23 PM | |

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| 96. List the four requirements for a good brand name, and discuss how some brands succeed while appearing to be entirely at odds with the "rules" for creating good brand names.   |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | *ANSWER:* | Brand names should satisfy four fundamental requirements:   |  |  | | --- | --- | | 1. | Distinguish the brand from competitive offerings. | | 2. | Facilitate consumer learning of brand associations. | | 3. | Achieve compatibility with a brand’s desired image and with its product design or packaging. | | 4. | Be memorable and easy to pronounce. |   Some brands succeed even though they are exceptions to these rules. For example, some brands become successful in spite of their names. The first brand in a new product category can achieve tremendous success regardless of its name if the brand offers customers distinct advantages over alternative solutions to their problems. Sometimes, brand managers intentionally select names that, at inception, are virtually meaningless. The empty-vessel philosophy implies that when a name does not have much preexisting meaning, subsequent communications are able to create the exact meaning desired without contending with past associations already accumulated in people’s memories. | | *POINTS:* | 1 | | *REFERENCES:* | Brand Naming | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-3 - Understand the role performed by brand names in enhancing the success of new brands. | | *KEYWORDS:* | Understand | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 2:27 PM | |

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| 97. List and explain the steps of the brand naming process. Describe how a brand manager for a new brand of detergent would go through the process.   |  |  | | --- | --- | | *ANSWER:* | *Step 1: Specify objectives for the brand name*. Most managers are concerned with selecting a name that will successfully position the brand in the minds of the target audience, provide an appropriate image for the brand, and distinguish it from competitive brands. *Step 2: Create candidate brand names*. Candidates often are selected using creative-thinking exercises and brainstorming sessions. *Step 3: Evaluate candidate names*. Names are evaluated using criteria such as relevance to the product category, favorability of associations conjured up by the name, and overall appeal. It is critical that names be easily recognized and recalled. *Step 4: Choose a brand name.* Managers use the criteria defined in steps 1 and 3 to choose a brand name. In many firms, the choice is a matter of subjective judgement rather than the product of rigorous marketing research. *Step 5: Register a trademark*. Many companies submit several names for registration because some may be rejected.  ​  Students’ answers will vary when applying this process to developing a name for a new brand of detergent. | | *POINTS:* | 1 | | *REFERENCES:* | Brand Naming | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-4 - Explain the activities involved in the brand-naming process. | | *KEYWORDS:* | Apply | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/28/2017 2:33 PM | |

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| 98. Explain the role of the fair use doctrine in copyright protection.   |  |  | | --- | --- | | *ANSWER:* | The fair use doctrine is part of the Copyright Act and it states that use of copyrighted work for the purpose of criticism, comment, news reporting, teaching, scholarship, or research is not a copyright infringement. | | *POINTS:* | 1 | | *REFERENCES:* | Intellectual Property | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | 3-6 - Describe the intellectual property rights associated with brands: patents, copyrights, and trademarks. | | *KEYWORDS:* | Understand | | *DATE CREATED:* | 3/22/2017 3:46 PM | | *DATE MODIFIED:* | 3/22/2017 3:46 PM | |