

Question 1: The power based on a channel member's superior knowledge and information about his products is called:

- Expert power
- Legitimate power
- Coercion
- Retailer power

Question 2: Which one of the following is the best example of implicit promise?

- Personal computer
- Furniture
- Green tea
- Crockery

Question 3: A company's own retail outlets are meant:

- To avoid the threat of distributors' power
- To own and better control the distribution channel
- Distribution, itself, is a good business
- All of the given options

Question 4: A personal computer with features relating to processor's specifications, the size of the hard disk and capacity of RAM is an example of:

- Implicit promise
- Explicit promise
- Positive promise
- Negative promise

Question 5: Which of the following is "a concise statement that summarizes brand's commitment or promise to target consumers and actively communicates the advantage over competing brands"?

- Positioning statement
- Vision statement
- Mission statement
- Value statement

Question 6: Measuring your brand's performance means you are:

- Managing your brand right
- Measuring your strategies
- Maintaining your brand position
- Maintaining your brand picture