

# Scientific Principles of Branding

Branding Theory · Practice Test · 18 Questions

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**1. Which psychological concept explains why consumers prefer familiar brands, known as the 'mere-exposure effect'?**

- A) Cognitive Dissonance
- B) Mere-exposure effect
- C) Social Identity Theory
- D) Anchoring Bias

**2. According to the 'Associative Network Theory of Memory', how is brand knowledge stored in the human brain?**

- A) As isolated sensory inputs
- B) As a network of interconnected nodes
- C) As chronological audio files
- D) As binary data strings

**3. What does the 'Aaker Brand Personality Framework' identify as one of its five core dimensions?**

- A) Sincerity
- B) Innovation
- C) Efficiency
- D) Affordability

**4. In branding, what is the 'Halo Effect' specifically known to influence?**

- A) The reduction of production costs
- B) The perception of secondary attributes based on a positive primary impression
- C) The elimination of consumer price sensitivity
- D) The physical size of product packaging

**5. Which neuroscientific metric is commonly used to measure subconscious emotional responses to brand stimuli?**

- A) Skin Conductance Response
- B) Blood Oxygen Level Dependent imaging
- C) Electrodermal Activity
- D) All of the above

**6. According to Keller's Brand Equity Model, what is the foundational 'bottom' stage of the pyramid?**

- A) Brand Salience
- B) Brand Resonance
- C) Brand Judgments
- D) Brand Feelings

**7. What is the primary psychological function of a 'Brand Archetype' as proposed by Carol Pearson and Margaret Mark?**

- A) To maximize short-term discounts
- B) To tap into universal human subconscious patterns
- C) To automate supply chain logistics
- D) To force competitors into bankruptcy

**8. The concept of 'Brand Salience' refers to which cognitive aspect of a consumer's relationship with a brand?**

- A) The loyalty of the consumer
- B) The ease and frequency with which a brand comes to mind in buying situations
- C) The price point of the product
- D) The ethical standing of the corporation

**9. In branding, what does 'Sensory Branding' rely upon to create cognitive associations?**

- A) Auditory, olfactory, and tactile stimuli
- B) Strictly digital pixel density
- C) Automated email responses
- D) Physical warehouse capacity

**10. What is 'Brand Extension' defined as in academic marketing literature?**

- A) Changing the company's legal name
- B) Using an established brand name on a new product in a different category
- C) Increasing the budget for advertising
- D) Moving the headquarters to a new country

**11. Which marketing theory posits that consumers categorize brands into a 'Consideration Set' before making a choice?**

- A) Hierarchy of Effects Model
- B) Information Processing Theory
- C) Theory of Reasoned Action
- D) Expectancy-Value Theory

**12. What is the 'Self-Congruity Theory' in branding primarily concerned with?**

- A) The match between brand personality and a consumer's self-concept
- B) The distance between a factory and a retailer
- C) The color contrast of a logo
- D) The technical speed of a website

**13. Which term describes the measurable difference in consumer response between a branded product and an unbranded version of the same product?**

- A) Brand Equity
- B) Variable Cost
- C) Depreciation
- D) Market Saturation

**14. In neuroscience, what is the role of the amygdala when processing strong brand imagery?**

- A) It processes the emotional significance of the stimuli
- B) It calculates the tax implications
- C) It regulates the speed of internet downloads
- D) It translates foreign languages

**15. What is the 'Availability Heuristic' in the context of brand recall?**

- A) The tendency to overestimate the importance of information that comes to mind easily
- B) The act of lowering prices during sales
- C) The physical availability of products in stores
- D) The process of patenting a logo

**16. What characterizes 'Brand Resonance' at the top of Keller's Customer-Based Brand Equity model?**

- A) High levels of brand loyalty and active engagement
- B) Frequent manufacturing errors
- C) Strict adherence to government regulations
- D) Low customer acquisition costs

**17. How do 'Cognitive Schemas' facilitate brand recognition?**

- A) By providing mental templates that help organize information about a brand
- B) By physically increasing the font size of logos
- C) By reducing the number of employees in a company
- D) By lowering the chemical purity of raw materials

**18. Which marketing phenomenon occurs when a brand's prestige significantly increases its perceived utility?**

- A) Veblen Effect
- B) Economies of Scale
- C) Law of Diminishing Returns
- D) Capital Expenditure