## TRUE/FALSE (15 questions)

**Indicate whether the following sentences or statements are true or false.**

| 1. | \_\_\_\_\_\_\_\_\_ | A brand is a device that legally identifies ownership of a registered brand or trade  name. |
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| 2. | **\_\_\_\_\_\_\_\_\_** | The licensor is the company or individual paying for the rights to use an organization’s name, logo or property. |
| 3. | **\_\_\_\_\_\_\_\_\_** | Licensed products do not provide a business with opportunities to make a profit. |
| 4. | **\_\_\_\_\_\_\_\_\_** | Licensed goods are available in retail department stores, chain stores, league-sponsored retail outlets, and on the Internet. |
| 5. | **\_\_\_\_\_\_\_\_\_** | Co-branding describes the process of updating or creating a new name, term, symbol, design, or a combination thereof for an established brand with the intention of developing a differentiated (new) position in the mind of stakeholders and competitors. |
| 6. | **\_\_\_\_\_\_\_\_\_** | Warner Brothers granting permission to Electronic Arts to use the Harry Potter character for the development of a new video game is an example of the licensor / licensee relationship. |
| 7. | **\_\_\_\_\_\_\_\_\_** | When developing an on-site merchandising strategy, the location of where the merchandise is being sold does not need to be considered. |
| 8. | **\_\_\_\_\_\_\_\_\_** | Test marketing is not an important component of the merchandising strategy. |
| 9. | **\_\_\_\_\_\_\_\_\_** | Many celebrities and athletes in today’s marketing age are becoming managers of their own brands. |
| 10. | **\_\_\_\_\_\_\_\_\_** | The National Football League (NFL) would be considered a licensor. |
| 11. | **\_\_\_\_\_\_\_\_\_** | “Every season starts at Dick’s” is an example of a trademark. |
| 12. | **\_\_\_\_\_\_\_\_\_** | If a customer buys many different brands of products they are demonstrating brand loyalty. |
| 13. | **\_\_\_\_\_\_\_\_\_** | Disney has less brand equity than most companies. |
| 14. | **\_\_\_\_\_\_\_\_\_** | T-shirt companies that use logos from professional teams must have a license in order to put the logos on their shirts and sell them. |
| 15. | **\_\_\_\_\_\_\_\_\_** | One advantage for a licensee is that styles can change quickly. |

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## MULTIPLE CHOICE (15 questions)

**Identify the letter of the choice that best completes the statement or answers the question.**

\_\_\_\_\_ 1. \_\_\_\_\_\_\_\_\_ describes a company’s or event’s efforts to develop a personality and make its products or services   
 different from the competition.

a. Merchandising b. Branding

c. Licensing d. None of the above

\_\_\_\_\_ 2. Which of the following provides an example of a product brand?

a. Under Armour b. Walt Disney Company

c. Harry Potter d. A and B above

\_\_\_\_\_ 3. Examples of licensees include:

a. Major League Baseball b. NASCAR

c. EA Sports d. A and B above

\_\_\_\_\_ 4. Branding could include the use of \_\_\_\_\_\_\_\_\_:

a. Brand mark b. Logo

c. Trademark d. All of the above

\_\_\_\_\_ 5. Some of the critical issues involved with the selling of on-site merchandise include:

a. Training of sales personnel varies with the event

b. The heaviest traffic for merchandising is during the event

c. Test marketing is not important

d. All of the above

\_\_\_\_\_ 6. The branding building focuses on the development of \_\_\_\_\_\_\_\_\_.

a. Brand awareness b. Brand image

c. Brand equity d. All of the above

\_\_\_\_\_ 7. Which of the following is not considered to be a form of branding?

a. Product brand b. Corporate brand

c. Extensive brand d. Store brand

\_\_\_\_\_ 8. Which of the following would be considered a licensor?

a. NASCAR b. Nike

c. Reebok d. B and C above

\_\_\_\_\_ 9. 9. What are the 3 P’s of Licensing?

a. Promotion, place, product

b. Profit, promotion, protection

c. Profit, place, price

d. Product, place, price

\_\_\_\_\_ 10. Which of the following is an example of a brand?

a. Dick’s Sporting Goods

b. Kevin Durant

c. New Balance

d. All of the above

## MATCHING (10 questions)

**Match each item with the correct corresponding definition below.**

**a. Branding b. Trademark c. Corporate brand**

**d. Product brand e. Store brand f. Brand extension**

**g. Licensed products h. Licensing i. Licensor**

**j. Licensee**

\_\_\_\_\_\_\_ 1. A device that legally identifies ownership of a registered brand or trade name.

\_\_\_\_\_\_\_ 2. Are not manufactured by leagues, teams, or schools, but rather by independent companies under an agreement with a   
 sport entity.

\_\_\_\_\_\_\_ 3. The company or individual granting a license.

\_\_\_\_\_\_\_ 4. A brand representing a particular product of a company or organization.

\_\_\_\_\_\_\_ 5. The use of a name, design, symbol, or a combination of those elements that a sports organization uses to help   
 differentiate its products from the competition.

\_\_\_\_\_\_\_ 6. The company or individual paying for the rights to use the licensor’s name or property.

\_\_\_\_\_\_\_ 7. A brand representing an entire company or organization.

\_\_\_\_\_\_\_ 8. Occurs with the development of new products that expand on an existing brand by taking advantage of existing   
 established brands.

\_\_\_\_\_\_\_ 9. Refers to an agreement which gives a company the right to use another’s brand name, patent, or other intellectual   
 property for a royalty or fee.

\_\_\_\_\_\_\_ 10. The products retailers sell as their own brands.

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## SHORT ANSWER (4 questions)

1. List three key considerations of on-site merchandising:
2. List three advantages of the licensor’s position.
3. List three advantages of the licensee’s position.
4. List three guidelines to developing a successful brand.

## ESSAY (1 question)

1. Explain why an organization would engage in the licensing process.