**TRUE/FALSE (5 questions)**

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

|  |  |  |
| --- | --- | --- |
| 1. | \_\_\_\_\_\_\_ | Successful brands are easy to remember. |
| 2. | \_\_\_\_\_\_\_ | Logos are the backbone of the company helping to build positive relationships with consumers. |
| 3. | \_\_\_\_\_\_\_ | Microsoft’s brand equity tends to be less than most companies worldwide. |
| 4. | \_\_\_\_\_\_\_ | For a brand to be successful, companies only need a logo and a catchy slogan. |
| 5. | \_\_\_\_\_\_\_ | Consumers who purchase many different brands of products they are demonstrating brand loyalty. |

## MULTIPLE CHOICE (5 questions)

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

\_\_\_\_\_\_\_1. Branding building focuses on the development of: \_\_\_\_\_\_\_\_\_\_\_.

a. brand awareness b. brand image

c. brand loyalty d. All of the above

\_\_\_\_\_\_\_ 2. Most consumers will recognize an Apple product the moment they see the brand’s logo. This is an example of:

a. brand awareness b. brand image

c. brand loyalty d. All of the above

\_\_\_\_\_\_\_ 3. Consumer perceptions linked to a particular brand (health, excitement, fun, family, etc.) describe its

a. brand awareness b. brand image

c. brand loyalty d. All of the above

\_\_\_\_\_\_\_ 4. \_\_\_\_\_\_\_\_\_\_ is the practice of using multiple brand names to jointly promote or market a single product or service.

a. Brand Extension b. Rebranding

c. Brand awareness d. Co-branding

\_\_\_\_\_\_\_ 5. \_\_\_\_\_\_\_\_\_\_\_\_\_describes the level of swagger and legitimacy the brand has in the minds of consumers.

a. Brand equity b. Brand loyalty

c. Brand value d. All of the above

## SHORT ANSWER (2 questions)

1. List four characteristics of building a successful brand.

2. List three benefits associated with the development of a successful brand.