**TRUE/FALSE (5 questions)**

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

|  |  |  |
| --- | --- | --- |
| 1. | \_\_\_\_\_\_\_ | Mascots can be a very effective tool for capturing consumer attention. |
| 2. | \_\_\_\_\_\_\_ | Memorable catch phrases used in advertising are known as trademarks. |
| 3. | \_\_\_\_\_\_\_ | Store brands are the products retailers sell as their own brand. |
| 4. | \_\_\_\_\_\_\_ | Logos and brand marks are often trademarked as well as phrases or words by companies to protect their brand. |
| 5. | \_\_\_\_\_\_\_ | “Just Do It” is an example of a trademark. |

## MULTIPLE CHOICE (5 questions)

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

\_\_\_\_\_\_\_1. Branding could include all of the following except \_\_\_\_\_\_\_\_\_\_\_.

a. logo b. brand mark

c. trademark d. All of the above

\_\_\_\_\_\_\_ 2. The use of a name, design, symbol, or a combination of those elements that a business uses to help differentiate its products from the competition is known as what?

a. Branding b. Licensing

c. Merchandising d. All of the above

\_\_\_\_\_\_\_ 3. A brand that represents and entire company is a \_\_\_\_\_\_\_\_\_\_\_\_\_.

a. Store brand b. Corporate brand

c. Personal brand d. Product brand

\_\_\_\_\_\_\_ 4. Elon Musk’s name would be an example of a \_\_\_\_\_\_\_\_\_\_\_\_\_.

a. Store brand b. Corporate brand

c. Personal brand d. Product brand

\_\_\_\_\_\_\_ 5. Which of the following is an example of a product brand?

a. iPhone b. Sony

c. Samsung d. All of the above

## SHORT ANSWER (3 questions)

1. List three examples of companies with high levels of brand loyalty.

2. What are some of the mechanisms that an organization might consider when developing, establishing, or repositioning its brands?

3. Explain why companies go to great lengths to protect their brand.