

Branding and Human Health Science

Branding And Biology · Answer Key · 20 Questions

1. Which human organ is primarily responsible for pumping blood throughout the body?

- A) The Lungs
- B) The Heart**
- C) The Stomach
- D) The Liver

2. What term describes the unique design or symbol used to identify a company's products?

- A) Logo**
- B) Pulse
- C) Symptom
- D) Reflex

3. How many primary lungs does the average healthy human adult have?

- A) One
- B) Two**
- C) Three
- D) Four

4. A company's 'brand identity' is similar to which human trait that makes every individual unique?

- A) Body Temperature
- B) Fingerprint**
- C) Blood Type
- D) Eye Colour

5. Which part of the body is the primary site for the human sense of vision?

- A) Ears
- B) Nose
- C) Eyes**
- D) Skin

6. Which mineral is most commonly associated with maintaining strong human bones?

- A) Calcium**
- B) Iron
- C) Sodium
- D) Potassium

7. What do we call the visual style that remains consistent across a brand's products?

A) Consistent Branding

- B) Metabolism
- C) Digestion
- D) Inhalation

8. What is the main function of the human digestive system?

A) Pumping oxygen

B) Processing nutrients

- C) Filtering blood
- D) Regulating sight

9. Which human organ is responsible for filtering waste from the blood?

A) Kidneys

- B) Brain
- C) Heart
- D) Appendix

10. What branding element is a short, memorable phrase that identifies a product?

A) Slogan

- B) Joint
- C) Tendon
- D) Muscle

11. Which type of blood cells are responsible for fighting off infections in the human body?

A) Red blood cells

B) White blood cells

- C) Platelets
- D) Plasma

12. The 'brand voice' is the tone a company uses to communicate, similar to how humans use what to speak?

A) Larynx

- B) Femur
- C) Ulna
- D) Patella

13. What is the largest organ of the human body by surface area?

- A) Liver
- B) Skin**
- C) Brain
- D) Intestines

14. In branding, what is the 'target audience'?

- A) The group of people a product is intended for**
- B) The internal organs of the company
- C) The physical size of the logo
- D) The manufacturing facility

15. Which part of the human brain controls balance and coordination?

- A) Cerebellum**
- B) Cerebrum
- C) Brain stem
- D) Thalamus

16. What nutrient provides the primary source of energy for the human body?

- A) Carbohydrates**
- B) Water
- C) Vitamin C
- D) Fiber

17. A 'brand promise' is a commitment made to the consumer, similar to a physical reflex being an involuntary reaction of what?

- A) The Nervous System**
- B) The Endocrine System
- C) The Skeletal System
- D) The Lymphatic System

18. Which gas do humans primarily exhale as a waste product of respiration?

- A) Oxygen
- B) Carbon Dioxide**
- C) Nitrogen
- D) Helium

19. What is the hard, protective outer covering of a human tooth called?

- A) Enamel**
- B) Dentin
- C) Pulp
- D) Cementum

20. What is the purpose of 'colour branding' in marketing?

A) To evoke specific emotional associations

B) To increase blood pressure

C) To stimulate muscle growth

D) To improve lung capacity