

Fundamentals of Branding

Business Studies · Answer Key · 18 Questions

1. What is the primary purpose of a brand's logo?

- A) To list all ingredients of a product
- B) To serve as a visual identifier for the company**
- C) To dictate the price of the item
- D) To act as a legal contract for customers

2. Which element of a brand is specifically designed to be easily remembered and instantly recognized?

- A) The supply chain process
- B) The company's logo**
- C) The financial annual report
- D) The workplace dress code

3. What is a 'brand identity'?

- A) The collection of all elements that a company creates to portray the right image to its consumer**
- B) The total number of employees working in a company
- C) The legal registration of a building address
- D) The specific geographic location where a product is sold

4. Which term describes the unique name, design, or symbol that identifies a product as distinct from others?

- A) Inventory
- B) Trademark**
- C) Wholesale
- D) Logistics

5. Why do companies spend money on branding?

- A) To increase the cost of manufacturing
- B) To help consumers distinguish their products from competitors**
- C) To avoid paying taxes
- D) To increase the weight of the packaging

6. What does the 'slogan' of a brand typically aim to achieve?

- A) To provide a technical manual for the product
- B) To explain the chemical composition of the item
- C) To create a memorable phrase that summarizes the brand's message**
- D) To list the history of the company's founders

7. What is 'brand loyalty'?

- A) The act of returning a product for a refund
- B) A consumer's tendency to consistently purchase from the same brand**
- C) The process of designing a new logo
- D) The way a company stores its stock

8. Which of the following is a common visual element used in branding?

- A) Color palettes**
- B) Shipping costs
- C) Interest rates
- D) Warehouse layouts

9. What is the role of a 'brand mission statement'?

- A) To state the company's purpose and values**
- B) To provide a mathematical equation for profit
- C) To display the names of all stockholders
- D) To list the dates of company holidays

10. What does a 'trademark' protect?

- A) The private life of the CEO
- B) The specific words, phrases, or symbols representing a source of goods**
- C) The electricity bill of the company
- D) The personal opinions of the employees

11. How do companies often influence brand perception?

- A) Through consistent advertising and marketing messages**
- B) By hiding the product from the public
- C) By changing their name every week
- D) By ignoring customer feedback

12. Which of these is an example of a brand's 'touchpoint'?

- A) The company website**
- B) The raw material supplier
- C) The tax department
- D) The electricity grid

13. What is a 'brand value'?

- A) The market price of a single unit of stock
- B) The core principles or beliefs that guide a company's actions**
- C) The total number of products sold per year
- D) The average salary of a manager

14. What does 'rebranding' mean?

A) Changing the logo or image of an existing brand

- B) Closing down a business permanently
- C) Starting a new business in a different country
- D) Reducing the number of employees

15. Why is 'consistency' important in branding?

A) It creates a predictable and reliable image for customers

- B) It makes the product heavier
- C) It lowers the cost of shipping
- D) It prevents the company from paying for advertising

16. Which of these describes 'target audience' in the context of branding?

A) The specific group of people a company wants to reach

- B) The people who work in the factory
- C) The competitors' employees
- D) The government regulators

17. What is a 'brand ambassador'?

A) A person hired to represent a brand and increase its visibility

- B) A person who audits the company's finances
- C) A person who builds the physical storefront
- D) A person who writes the company's tax laws

18. In branding, what is 'positioning'?

A) The place a brand occupies in the minds of customers relative to competitors

- B) The shelf location in a grocery store
- C) The physical weight of the product packaging
- D) The time of day the advertisement is shown