

Understanding Branding Basics

Marketing · Answer Key · 10 Questions

1. What is the primary purpose of a brand name?

- A) To confuse customers
- B) To identify and differentiate products or services**
- C) To increase the price of goods
- D) To make advertising more difficult

2. Which of the following is a visual element of a brand?

- A) Customer service
- B) Product pricing
- C) A company's logo**
- D) Sales promotions

3. A brand's slogan is best described as:

- A) A legal trademark
- B) A short, memorable phrase that communicates a brand's message**
- C) The company's financial report
- D) A product's manufacturing process

4. Brand loyalty refers to:

- A) A company's ability to change its logo frequently
- B) Customers consistently choosing a particular brand over others**
- C) The amount of money spent on advertising
- D) The number of employees in a business

5. A brand's 'positioning' in the market is about:

- A) Where its headquarters are located
- B) How it is perceived by customers relative to competitors**
- C) The cost of its raw materials
- D) The speed of its delivery services

6. What does a brand's 'identity' encompass?

- A) Only the company's stock price
- B) The unique combination of brand name, logo, design, and messaging**
- C) The personal preferences of the CEO
- D) The number of factories owned

7. The feeling or perception a customer has about a brand is known as:

- A) Brand equity
- B) Brand image**
- C) Brand promise
- D) Brand awareness

8. A company's 'brand promise' is:

- A) A legal disclaimer
- B) The value or experience a customer can expect from the brand**
- C) The company's mission statement
- D) A competitor's marketing strategy

9. Which of these is an example of a well-known global brand?

- A) A local bakery
- B) McDonald's**
- C) A small independent bookstore
- D) A school sports team

10. What does 'brand awareness' measure?

- A) The total number of products a brand sells
- B) How familiar consumers are with a brand**
- C) The price range of a brand's products
- D) The efficiency of a brand's supply chain