

Global Branding and Geographical Origins

Branding · Answer Key · 18 Questions

1. Which city is the historical birthplace and current global headquarters of the Dutch multinational brewing company Heineken?

- A) Rotterdam
- B) The Hague
- C) Amsterdam**
- D) Utrecht

2. The luxury fashion house Hermès, founded in 1837, originally established its first workshop on which street in Paris?

- A) Rue Basse-du-Rempart**
- B) Champs-Élysées
- C) Rue de Rivoli
- D) Avenue Montaigne

3. In which specific Japanese prefecture did the electronics giant Sony Corporation (originally Tokyo Tsushin Kogyo) establish its first factory?

- A) Kanagawa
- B) Tokyo**
- C) Osaka
- D) Saitama

4. The Swedish multinational IKEA opened its first store in 1958 in which town?

- A) Stockholm
- B) Malmö
- C) Älmhult**
- D) Uppsala

5. The global logistics brand DHL was founded in 1969 in which United States city?

- A) San Francisco**
- B) Los Angeles
- C) Seattle
- D) New York

6. Nestlé, the world's largest food and beverage company, is headquartered in which Swiss municipality?

- A) Geneva
- B) Zurich
- C) Vevey**
- D) Bern

7. Which Italian city serves as the official headquarters for the automotive brand Ferrari?

- A) Turin
- B) Milan
- C) Maranello**
- D) Bologna

8. The multinational conglomerate Samsung Group was founded in 1938 in which city, then part of the Japanese Empire?

- A) Seoul
- B) Daegu**
- C) Busan
- D) Incheon

9. Which region of Germany is the historical home of the automobile manufacturer BMW (Bayerische Motoren Werke)?

- A) Baden-Württemberg
- B) Bavaria**
- C) Saxony
- D) Hesse

10. The global footwear brand ASICS was originally established in 1949 in which Japanese city?

- A) Kyoto
- B) Kobe**
- C) Nagoya
- D) Fukuoka

11. Which city is recognized as the site where the first commercial Starbucks store opened in 1971?

- A) Portland
- B) Vancouver
- C) Seattle**
- D) San Francisco

12. The multinational oil and gas company BP (British Petroleum) traces its geographical roots to a 1909 concession in which country?

- A) Iran**
- B) Kuwait
- C) Iraq
- D) Saudi Arabia

13. The multinational fashion retailer H&M opened its very first store in 1947 in which city?

- A) Stockholm
- B) Västerås**
- C) Gothenburg
- D) Uppsala

14. Which city houses the world headquarters of the Danish toy manufacturing brand The LEGO Group?

- A) Copenhagen
- B) Aarhus
- C) Billund**
- D) Odense

15. The multinational banking group HSBC was founded in 1865 in which city?

- A) London
- B) Hong Kong**
- C) Shanghai
- D) Singapore

16. The global pharmaceutical company Novartis was formed by the merger of two companies headquartered in which Swiss city?

- A) Zurich
- B) Basel**
- C) Geneva
- D) Lucerne

17. Which city in South Africa is the site of the historical De Beers headquarters, a brand synonymous with the diamond trade?

- A) Cape Town
- B) Johannesburg**
- C) Pretoria
- D) Kimberley

18. The brand Nintendo originally began in 1889 as a playing card company based in which Japanese city?

- A) Tokyo
- B) Osaka
- C) Kyoto**
- D) Nara