Branding Facts and Fundamentals

Branding · Practice Test · 6 Questions

1. Who developed the Customer-Based Brand Equity (CBBE) model, represented as a pyramid of brand-building steps?

A) Kevin Lane Keller
B) Philip Kotler
C) David Aaker
D) Michael Porter

2. The English word 'brand' originates from the Old Norse word 'brandr', which literally means what?

A) To trade
B) To burn
C) To mark
D) To sell

3. In brand architecture, what model is used when a corporate parent uses a single primary brand name across all products (e.g., Virgin or FedEx)?

A) Branded House
B) House of Brands
C) Hybrid Architecture
D) Decentralized Model

4. Which symbol legally denotes a trademark that has been officially registered with a national intellectual property office?

A) (TM)
B) SM
C) ®
D) ©

5. Which advertising agency created Nike's famous 'Just Do It' slogan in 1988?

A) Ogilvy & Mather
B) Wieden+Kennedy
C) BBDO
D) McCann Erickson

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6. What is the term for a short, distinctive sound or visual-audio cue designed to identify a brand in electronic media?

A) Audio mnemonic
B) Sonic earworm
C) Voice font
D) Acoustic tagline