

JA Marketing Principles 1®

Quiz: Post-Session 2.5: Building a Brand

Circle the best answer for each question.

1. **Building a brand is best described as ____.**
 - a. keeping costs low enough so that your company will be profitable
 - b. determining who you are and how to message that information to create a lasting image of your company, product, and service in the marketplace
 - c. increasing your sales force so that your company has enough people available to sell your product to whomever wants it
 - d. doing the necessary research to decide where your company will be located
2. **Which activity would be an example of strategic messaging for a new toy business?**
 - a. placing a variety of ads for your business in a newspaper, hoping one will be noticed
 - b. carrying business cards and distributing them when asked about your business
 - c. advertising with a catchy song and bright colors during television cartoons
 - d. providing a place on your website for customers to leave reviews
3. **Which list contains the correct elements of the branding process?**
 - a. identifying, branding, marketing, reflecting
 - b. understanding, testing, marketing, applying
 - c. branding, labeling, advertising, selling
 - d. understanding, differentiating, identifying, applying
4. **What part of the branding process relies on factors internal to an organization?**
 - a. developing a mission and vision
 - b. creating a logo and tagline
 - c. crafting a social media strategy
 - d. executing a print advertising campaign
5. **Which statement describes the relationship between branding and achieving goals?**
 - a. Once you have set and achieved a goal, you will begin building a brand.
 - b. Businesses must be intentional about creating a brand that will support future goals.
 - c. It is not possible to achieve a goal without first creating a brand.
 - d. Branding usually has no effect on achieving goals.