

Business Names & Slogan Practice Test Questions and Answers

1. What does BizNameWiz do?

- A) finds free domain names
- B) checks whether name is already registered
- C) suggests two-word keywords
- D) tells you whether keywords are already registered

2. What should a good slogan do?

- A) evoke a negative emotion
- B) be uncommon
- C) Be nearly identical to the competitor's
- D) Stir up a positive feeling inside of consumers

3. What is the purpose of a slogan?

- A) To be remembered
- B) To be short
- C) To increase sales
- D) To be unique

4. How long is a trademark valid for?

- A) 15 years
- B) 20 years
- C) 5 years
- D) 10 years

Answers: 1-C 2-D 3-A 4-D

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