

Business Names Slogan Practice Test Questions and Answers

1. What is the most important characteristic of an effective business name?

- A) It should be as long as possible
- B) It should be memorable, relevant, and easy to pronounce
- C) It should include numbers and symbols
- D) It should be in a foreign language

2. What makes a slogan effective for branding?

- A) It should be lengthy and detailed
- B) It should be catchy, concise, and reflect brand values
- C) It should include technical jargon
- D) It should be changed frequently

3. Which legal step is essential before finalizing a business name?

- A) Creating a logo
- B) Conducting trademark and domain availability research
- C) Writing a business plan
- D) Hiring employees

4. What should be avoided when creating a business name?

- A) Simple spelling
- B) Names that are difficult to spell or have negative connotations
- C) Industry-relevant terms
- D) Short names

Answers: 1-B 2-B 3-B 4-B

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