

# FBLA Practice Test Questions and Answers

## 1. What is 'inflation'?

- A) A decrease in the money supply
- B) A general rise in price levels over time
- C) An increase in consumer savings
- D) A drop in unemployment rates

## 2. Who established FBLA?

- A) Edward D. Millere
- B) Dorothy L. Travis
- C) Georgia
- D) Hamden L. Forkner

## 3. What is a 'trademark'?

- A) Protection for an inventor's new product for 20 years
- B) A word, symbol, or design that identifies a company's goods or services
- C) Copyright on a written work
- D) A license to operate in a specific territory

## 4. What is 'brand equity'?

- A) The total sales revenue of a brand
- B) The value a brand adds to a product beyond its functional benefits
- C) The cost to produce a branded product
- D) The number of brand employees

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

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