

Marketing Advice Practice Test Questions and Answers

1. What is co-branding?

- A) Rebranding a company under a new name
- B) A partnership where two brands collaborate on a product or campaign
- C) Using the same branding across different product lines
- D) Hiring a branding agency to redesign a logo

2. What is brand equity?

- A) The total financial investment in brand design
- B) The added value a brand name gives to a product beyond its functional qualities
- C) The number of trademarks a company holds
- D) The percentage of revenue spent on marketing

3. What is brand loyalty?

- A) A legal contract between a brand and its top customers
- B) A consumer's consistent preference and repeat purchase behavior toward a brand
- C) The number of years a brand has been in business
- D) A metric that measures how many people follow a brand on social media

4. What is brand dilution?

- A) Reducing a brand's marketing budget over time
- B) The weakening of a brand's value caused by overextension or poor associations
- C) Translating brand materials into multiple languages
- D) Offering discounts that reduce the brand's average selling price

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

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