

PERSONAL BRANDING

FINAL ASSESSMENT

UNIT 1

1. Personal branding is:

- a) The practice of people marketing themselves and their careers as brands
- b) Discovering certainties and particularities of oneself and transmitting them to others
- c) Something that differentiates us from others
- d) All the sentences are correct**

2. Who needs personal branding?

- a) Entrepreneurs
- b) Everyone**
- c) Marketing professionals
- d) Managers

3. The first three laws about personal branding are:

- a) Authenticity, transparency and visibility**
- b) Authenticity, creativity and hide information
- c) Authenticity, creativity and visibility
- d) Authenticity, transparency and hide information

4. The sentence: “Don’t hide your professional world, the public wants to verify what you're telling them” , refers to the law of:

- a) Authenticity
- b) Transparency**
- c) Visibility

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d) Creativity

5. The sentence: “Take advantage of the network. It is a showcase to address yourself to your audience and for them to communicate with you.” , refers to the law of:

- a) Authenticity
- b) Transparency
- c) Visibility**
- d) Creativity

UNIT 2

6. The internal points in SWOT analysis are:

- a) Strengths and weaknesses**
- b) Opportunities and threats
- c) Strengths, weaknesses, opportunities and threats
- d) Opportunities

7. The external points in SWOT analysis are:

- a) Strengths and weaknesses
- b) Opportunities and threats**
- c) Strengths, weaknesses, opportunities and threats
- d) Opportunities

8. The iceberg theory in personal branding takes into account three points to develop personal branding:

- a) Self-knowledge, strategy and LinkedIn
- b) Self-knowledge, objectives and visibility
- c) Self-knowledge, strategy and visibility**
- d) Understand labor market, strategy and visibility

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9. Which of the following items is not a requirement for a personal branding strategy?

- a) Be chosen
- b) Be believed
- c) Be the best one**
- d) Be trusted

10. The phases to create a personal brand are:

- a) Analysis - Diagnosis - Strategy - Plan - Execution - Control - Maintenance**
- b) Strategy - Plan - Execution - Control - Maintenance
- c) Analysis - Diagnosis - Strategy - Plan - Execution
- d) Analysis - Diagnosis - Execution - Control – Maintenance

UNIT 3

11. The strategic marketing for personal branding includes:

- a) Price, Product, Channel, Communication
- b) Canvas model
- c) Only positioning
- d) Value proposition, Segmentation, Target, Positioning**

12. Personal marketing strategy in personal branding means:

- a) Strategic things that you should consider when developing your personal brand and are very difficult to change**
- b) Strategic things that you should consider when developing your personal brand and are very easy to change
- c) Operational things that you should consider when developing your personal brand and are very difficult to change
- d) Operational things that you should consider when developing your personal brand and are very easy to change

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13. The key aspect that makes you better than the rest is:

- a) Segmentation
- b) Targeting
- c) Value proposition**
- d) Price

14. When we are looking who is interested in our value, we are:

- a) Segmentating**
- b) Communicating
- c) Propositioning value
- d) Pricing

15. The operational marketing stage in which we identify and combine our qualities, experiences, achievements, abilities, knowledge and skills to create something relevant and worthwhile, is:

- a) Price
- b) Communication
- c) Channel
- d) Product**

UNIT 3

16. Which of the following sentences is false?

- a) Online reputation can be controlled one hundred percent**
- b) Online reputation can't be controlled one hundred percent
- c) The online reputation is just the image that a person has on the Internet
- d) You can work your on-line reputation controlling your activity on the Internet and social networks, creating favorable content

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17. Media such as social networks where the user interacts with brands and with the public, so the brand –or yourself- can't control all the messages that flow in the network is known as:

- a) Own media
- b) Paid media
- c) Earned media**
- d) All medias.

18. The steps to control yourself reputation are:

- a) Google yourself, objectives, audience and reactions
- b) Google yourself, objectives, audience and actions**
- c) Google yourself and actions
- d) Objectives, audience and reactions

19. What application measures the popularity and influence of a person in the networks, grading from 0 to 100?

- a) Audiense
- b) Social Mention
- c) HootSuite
- d) Klout**

20. The tool that allows multi-profile, managing a unique and real-time monitoring of all user accounts is:

- a) Audiense
- b) Social Mention
- c) HootSuite**
- d) Klout

UNIT 5

21. Which of the following sentences is false?

- a) Career planning is not a one-time activity
- b) Career planning is a one-time activity**
- c) Career planning is not a hard activity
- d) Career planning provides goals to achieve

22. Permanent “beta” phase means:

- a) Be aware of the environment and change and adapt constantly**
- b) Be aware of the environment and be inflexible with your strategy
- c) Change and adapt constantly considering only your own situation
- d) To forget long term planning

23. To have a good contact network, as large as possible, you have to prioritize:

- a) Quantity relationships among quality
- b) Only quantity
- c) Quality relationships among quantity**
- d) Only quality

24. Look beyond your current job for transferable skills means:

- a) Every job requires a certain set of skills, and it’s much better to categorize yourself in terms of job titles than skills
- b) Every job requires a certain set of skills, and it’s much better to categorize yourself in terms of these skill sets rather than focusing just on job titles**
- c) Having information about career trends
- d) Define some short term goals and some long term goals

25. Which of the following sentences is true?

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- a) **We all have a personal brand, the difference is whether you want to manage it or not**
- b) We have a personal brand only if we work on it
- c) We don't need strategy to develop our personal brand
- d) We don't need to begin with an end in mind and have strong expectations