

UNIT 1: INTRODUCTION

TEST

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
- d) Creativity

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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

6. Select the correct answer:

- a) We don't need an entrepreneurial mind in our career
- b) We need an entrepreneurial mind, think as if we were at the head of a new company: our career**
- c) We need a traditional mind in order to develop all our career in the same company.
- d) All sentences are correct

7. We can understand transparency from two points of view, select the correct one:

- a) Transparency in what we are and do and transparency understood as acknowledging mistakes**
- b) Transparency in what we show to the public and transparency understood as hiding mistakes
- c) Transparency in what we are and transparency in what we do.
- d) All the sentences are correct

8. You need people to position you in a category of your interest, that means:

- a) We should give them things related with any category.
- b) We should give them things related with this specific category.**
- c) We shouldn't give them things related with this specific category.
- d) All the sentences are correct

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9. Select the correct answer:

- a) Fifteen years ago it was really easy to show your work and interests to others
- b) Fifteen years ago it was really difficult to show your work and interests to others**
- c) Nowadays is as difficult at it was many years ago to show your work and interests to others
- d) None of the above is correct

10. You communicate:

- a) Always, even when you don't want to communicate anything**
- b) When you have a profile in social networks
- c) When you want
- d) None of the above is correct