

UNIT 2: SELF- KNOWLEDGE: PERSONAL AND PROFESSIONAL SELF-ANALYSIS

TEST

1. The internal points in SWOT analysis are:

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

2. The external points in SWOT analysis are:

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

3. 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

4. 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

5. 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

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6. Generate a lasting impact over time refers to:

- a) Be remembered**
- b) Be recognized
- c) Be Known
- d) Be believed

7. Be considered as the best option for concrete facts refers to:

- a) Be chosen**
- b) Be Known
- c) Be believed
- d) Be recognized

8. The first step to develop your personal branding strategy is:

- a) Start collecting data for analysis.**
- b) Evaluate the distance that separates you from your goal.
- c) Make decisions and choose the necessary actions.
- d) Create a plan that will specify when, who, where and how you are going to do the strategy.

9. The last step to develop your personal branding strategy is:

- a) Start collecting data for analysis.
- b) Evaluate the distance that separates you from your goal.
- c) Take corrective action and make adjustments**
- d) Create a plan that will specify when, who, where and how you are going to do the strategy

10. In personal branding:

- a) Visibility is everything and the most important.
- b) The basic thing to create a personal brand is your own self-knowledge.
- c) Visibility is just a part, a small part, of our personal brand.
- d) Options b) and c) are correct**