

## UNIT 3: PERSONAL BRANDING

### TEST

#### 1. The strategic marketing for personal branding includes:

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

#### 2. 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

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

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

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

- a) Segmentating**

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- b) Communicating
- c) Propositioning value
- d) Pricing

**5. 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**

**6. Your target is:**

- a) The group interested in what you do better**
- b) All your social network audience
- c) Whoever you want
- d) None of the above is correct.

**7. The purest phase of the strategical marketing process is:**

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

**8. The operational marketing for personal branding includes:**

- a) Price, Product, Channel, Communication**
- b) Canvas model

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- c) Only positioning
- d) Value proposition, Segmentation, Target, Positioning

**9. To choose the correct price you should:**

- a) Have good knowledge about the labour market
- b) Have good knowledge about your sector
- c) Have good contacts in your area
- d) All the sentences are correct**

**10. After completing the canvas model you will:**

- a) Have a good picture about your personal brand**
- b) Only have a name for your brand
- c) Understand other's brand better than yours
- d) None of the above is correct.