

Theme 1: Retail Therapy — Unit 2: Brands and Branding — Quick Test

Section 1: Vocabulary

For each item, choose the correct answer from A, B, C or D.

1. Branding in business was developed in the early nineteenth century when _____ and logos were introduced.

- | | | | |
|-------------|---------------|-----------------|--------------|
| A) caravans | B) trademarks | C) supertankers | D) deadlines |
|-------------|---------------|-----------------|--------------|

2. A clever logo or brand name burns a mark into the mind of the _____ so they remember the product.

- | | | | |
|-------------|------------|-------------|-------------|
| A) consumer | B) founder | C) lecturer | D) mechanic |
|-------------|------------|-------------|-------------|

3. In ancient times, farmers burned marks on their livestock to show clear _____.

- | | | | |
|---------------|---------------|--------------|---------------|
| A) bankruptcy | B) congestion | C) ownership | D) navigation |
|---------------|---------------|--------------|---------------|

4. A symbol or brand name that is legally registered to prevent other companies from copying it is a _____.

- | | | | |
|--------------|-----------|---------|----------|
| A) trademark | B) ritual | C) dhow | D) route |
|--------------|-----------|---------|----------|

5. The Chevrolet Nova car failed to sell well in Latin America because "no va" in Spanish _____ "it doesn't go".

- | | | | |
|----------|----------|----------------|-------------|
| A) emits | B) means | C) abbreviates | D) bargains |
|----------|----------|----------------|-------------|

6. Adolf Dassler was the famous _____ who established the international sportswear company Adidas.

- | | | | |
|---------------|------------|-------------|--------------|
| A) accountant | B) founder | C) consumer | D) passenger |
|---------------|------------|-------------|--------------|

7. Oman Air chose a new _____ representing silver wings inspired by Omani national heritage.

- | | | | |
|---------|-----------|-----------|---------|
| A) logo | B) slogan | C) docket | D) dhow |
|---------|-----------|-----------|---------|

8. Customers usually _____ strong brand names with high quality and reliability.

- | | | | |
|--------------|--------------|-----------|------------|
| A) associate | B) proofread | C) abseil | D) afflict |
|--------------|--------------|-----------|------------|

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9. The name 'Adidas' was _____ from the first name and surname of its creator, Adolf Dassler.

- | | | | |
|-------------|------------|-------------|--------------|
| A) exported | B) derived | C) polluted | D) bargained |
|-------------|------------|-------------|--------------|

10. A distinctive brand name helps a modern corporation build a unique market _____.

- | | | | |
|-------------|---------------|----------------|---------------|
| A) identity | B) congestion | C) hospitality | D) bankruptcy |
|-------------|---------------|----------------|---------------|

11. John Pemberton changed 'K' to 'C' in 'Kola' to make the brand name look more _____ to customers.

- | | | | |
|--------------|--------------|---------------|---------------|
| A) appalling | B) appealing | C) compulsive | D) misleading |
|--------------|--------------|---------------|---------------|

12. Companies invest heavily in marketing to maintain a positive global _____ for their products.

- | | | | |
|---------------|-----------|------------|-----------|
| A) reputation | B) docket | C) caravan | D) ritual |
|---------------|-----------|------------|-----------|

13. The Omani Khanjar is a traditional national _____ of identity and cultural pride.

- | | | | |
|-----------|-----------|-------------|-------------|
| A) slogan | B) symbol | C) consumer | D) merchant |
|-----------|-----------|-------------|-------------|

14. The word 'branding' originates from the ancient practice of using a hot iron to _____ livestock.

- | | | | |
|---------|---------|----------|--------------|
| A) mark | B) emit | C) draft | D) proofread |
|---------|---------|----------|--------------|

15. Modern companies want their products and brand _____ to be viewed positively by the public.

- | | | | |
|----------|----------|---------|-------------|
| A) image | B) route | C) dhow | D) refinery |
|----------|----------|---------|-------------|

Section 2: Grammar (Past Simple Active & Past Simple Passive)

For each item, choose the correct answer from A, B, C or D.

16. In ancient times, marks _____ on animals to show ownership.

- | | | | |
|---------|----------------|----------------|--------------|
| A) burn | B) were burned | C) are burning | D) will burn |
|---------|----------------|----------------|--------------|

17. Microsoft _____ in 1975 by Bill Gates and Paul Allen.

- | | | | |
|----------------|------------|----------------|-----------------|
| A) was founded | B) founded | C) is founding | D) was founding |
|----------------|------------|----------------|-----------------|

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18. The Wright brothers _____ the first successful powered airplane in 1903.

- | | | | |
|---------------|----------|-----------------|----------|
| A) were built | B) built | C) are building | D) build |
|---------------|----------|-----------------|----------|

19. Alexander Graham Bell _____ the first telephone in 1876.

- | | | | |
|-----------------|-------------|----------------|--------------|
| A) was invented | B) invented | C) is invented | D) inventing |
|-----------------|-------------|----------------|--------------|

20. Trademarks and logos _____ in the early nineteenth century to distinguish products.

- | | | | |
|--------------------|---------------|--------------------|--------------|
| A) were introduced | B) introduced | C) are introducing | D) introduce |
|--------------------|---------------|--------------------|--------------|

21. Mobile phones _____ until the late twentieth century.

- | | | | |
|---------------------|-------------------|------------------|---------------------|
| A) were not created | B) did not create | C) do not create | D) are not creating |
|---------------------|-------------------|------------------|---------------------|

22. Last year, the Omani airline company _____ a brand-new logo for its aircraft.

- | | | | |
|---------------|----------|------------|--------------|
| A) was chosen | B) chose | C) chooses | D) is chosen |
|---------------|----------|------------|--------------|

23. Coca-Cola _____ by John Pemberton in Atlanta in 1886.

- | | | | |
|-------------|-----------------|------------|-----------------|
| A) invented | B) was invented | C) invents | D) is inventing |
|-------------|-----------------|------------|-----------------|

24. In the past, traditional Arab dhows _____ by skilled artisans using wood.

- | | | | |
|----------------|---------------------|--------------|---------------------|
| A) constructed | B) were constructed | C) construct | D) are constructing |
|----------------|---------------------|--------------|---------------------|

25. Chevrolet _____ a huge marketing mistake when naming their new car model for Spanish speakers.

- | | | | |
|---------|-------------|--------------|----------|
| A) made | B) was made | C) is making | D) makes |
|---------|-------------|--------------|----------|

26. A new brand name _____ by the board of directors during last week's meeting.

- | | | | |
|-----------------|-------------|------------|-----------------|
| A) was selected | B) selected | C) selects | D) is selecting |
|-----------------|-------------|------------|-----------------|

27. Branding _____ centuries ago to identify who owned specific goods and livestock.

- | | | | |
|---------|-------------|-------------|---------|
| A) used | B) was used | C) is using | D) uses |
|---------|-------------|-------------|---------|

28. The graphic designer _____ a unique logo for the luxury hotel chain yesterday.

- | | | | |
|------------|----------------|---------------|------------|
| A) created | B) was created | C) is created | D) creates |
|------------|----------------|---------------|------------|

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29. Three new commercial trademarks _____ by the ministry last month.

- | | | | |
|--------------------|---------------|-------------|--------------------|
| A) were registered | B) registered | C) register | D) are registering |
|--------------------|---------------|-------------|--------------------|

30. In 2008, Oman Air _____ its new corporate identity at a major international ceremony.

- | | | | |
|-----------------|-------------|-----------------|-------------|
| A) was launched | B) launched | C) is launching | D) launches |
|-----------------|-------------|-----------------|-------------|

Answer Key

1	2	3	4	5	6	7	8	9	10
B	A	C	A	B	B	A	A	B	A

11	12	13	14	15	16	17	18	19	20
B	A	B	A	A	B	A	B	B	A

21	22	23	24	25	26	27	28	29	30
A	B	B	B	A	A	B	A	A	B