

Name: _____ Date: _____

Unit 4 – Personal Branding (The New You)

1. Think about two persons that you admire. Fill in the table below(6pts)

	Name	Relationship To You	Characteristics That You Admire
Person 1			
Person 2			

2. Give three examples of brand elements? (3pts)

3. True/False. Your personal brand is people's perception about you. (1pt)

- a) True
- b) False

4. True/False. Your social media image is not relevant when applying for a job. (1pt)

- a. True
- b. False

5. Name four of your top corporate brands; give a reason for your choice. (4pts)

- i. _____
- ii. _____
- iii. _____
- iv. _____

6. Study the photo. What kind of image is he presenting? Explain the two brand elements being represented in this image? (5pts)



[TOTAL MARKS 20]