

1

Which of the following types of identities reveals 'what the organization is'?

- (A) Perceived identity
- (B) Ideal identity

**Answer:** <https://selldocx.com/products/test-bank-corporate-communication-a-marketing-viewpoint-1e-podnar>  
(D Actual identity)

- (C) Desired identity
- (D Actual identity)

**Feedback:**

Perceived identity reveals how the organization is perceived by its different publics; ideal identity is related to the optimum positioning of the organization in its market; desired identity is the identity which the chief executives and management wish to acquire.

2

What is the main concern when choosing corporate identity traits?

- (A) Their centrality, durability and diversity.

- (B) Their centrality, durability and uniqueness.

**Answer:**

(B Their centrality, durability and uniqueness.)

- (C) Their centrality and uniqueness.

**Feedback:**

Organizations should select identity traits that are central, durable, and unique.

- (D Their centrality, stability and durability.)

3

Which of the following concepts refers to one of the main dimensions of identity traits?

- (A) Distinctive competencies

- (B) Content

**Answer:**

(A Distinctive competencies)

- (C) Complexity

**Feedback:**

In the process of analysing branch identity special attention should be given to content, complexity, and strength.

- (D Strength)

4

Which concept best describes the challenge that organizations are facing in relation to corporate identity?

- (A) Instability

**Answer:**

(B Adaptive instability)

- (B) Adaptive instability

**Feedback:**

Organizations are faced with the paradox (i.e. adaptive instability) that they must be actual and adaptable at the same time, but at the same time also represent continuity that guarantees security.

- (C) Adaptability

(D Adaptive stability  
)

5

**Which of the following elements is/are a part of the corporate identity management mix?**

(A) Stakeholders

(B) Value analysis

(C) Reputation

(D Environment  
)

**Answer:**

(A)Stakeholders

(C)Reputation

(D Environment  
)

**Feedback:**

Value analysis is one of the steps in the process of corporate identity management.

6

**Which of the following method(s) can be useful when the management is searching for appropriate identities?**

(A) Cobweb

(B) ACID test

(C) ACID test

(D Analysis of competitors'  
) communication

**Answer:**

(A)Cobweb

(B)ACID test

(C)ACID test

(D Analysis of competitors'  
) communication

**Feedback:**

the Cobweb, ACID test, and the analysis of competitors' communication all serve as methods that can be used to search for suitable identities.

7

**Which of the following characteristics apply to the corporate identity traits?**

(A) Non-essential

(B) Central

(C) Unique

(D Common  
)

**Answer:**

(B)Central

(C)Unique

**Feedback:** Corporate identity traits have to be central, unique, and durable.

8

**Which of the following actions represent (one of) the steps in the process of corporate identity management according to Ackerman?**

(A) Devising an audience management

**Answer:**

(A)Devising an audience management programme.

programme.

(B) Developing a corporate  
identification system.

Developing a  
(B) corporate identification  
system.

(C) Conducting a value analysis.

(C) Conducting a value  
analysis.

(D ) Formulating a positioning strategy.

(D ) Formulating a  
positioning strategy.

**Feedback:**

All of them represent a specific phase in the  
corporate identity management.