

LadyA – True / False Questions

| | | T/F |
|-----|---|-----|
| 1. | In 2010 <i>LadyA</i> started offering her own product line of handbags and lingerie promoted under the name <i>LadyA</i> . | |
| 2. | From 2009, <i>LadyA</i> started appearing in many above the line and below the line promotions of carefully chosen products, which would strengthen her brand identity. | |
| 3. | Alejandra was at the peak of her media power, wealth and fame over the years following 2012. | |
| 4. | As part of Option 1, K&J suggested that <i>LadyA</i> develop more products under the <i>LadyA</i> brand and develop and global market. | |
| 5. | In the US female musicians and film stars can look forward to steady careers even when they hit middle age. | |
| 6. | Possibility of e-commerce offering many opportunities for expansion into international markets relates to Option 2 proposed by K&J. | |
| 7. | <i>LadyA</i> 's parents fled Cuba in 1969. | |
| 8. | Mr Carroccio was lucky to get bank loans from several banks. | |
| 9. | Alejandra was 14 when she was cast as a young Hispanic woman who could sing and dance in one scene in the film <i>La Bella Rosa</i> . | |
| 10. | Carroccios were able to achieve economic stability from the profits from Mr Carroccio's shoe repair shop and wages from Mrs Carroccio's wages. | |

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|-----|---|-----|
| 1. | In 2010 <i>LadyA</i> started offering her own product line of handbags and lingerie promoted under the name <i>LadyA</i> . In 2010 <i>LadyA</i> started offering her own product line of perfume and cosmetics promoted under the name <i>LadyA</i> . | F |
| 2. | From 2009, <i>LadyA</i> started appearing in many above the line and below the line promotions of carefully chosen products, which would strengthen her brand identity. | T |
| 3. | Alejandra was at the peak of her media power, wealth and fame over the years following 2012. | T |
| 4. | As part of Option 1, K&J suggested that <i>LadyA</i> develop more products under the <i>LadyA</i> brand and develop and global market. This was suggested as part of Option 2. | F |
| 5. | In the US female musicians and film stars can look forward to steady careers even when they hit middle age. Rather in the US, musicians and film stars struggle to remain popular in their forties. | F |
| 6. | Possibility of e-commerce offering many opportunities for expansion into international markets relates to Option 2 proposed by K&J. | T |
| 7. | <i>LadyA</i> 's parents fled Cuba in 1969. They fled Cuba in 1973. | F |
| 8. | Mr Carroccio was lucky to get bank loans from several banks. Mr Carroccio got turned down several times for bank loans on account of weak cash flow forecasts. | F |
| 9. | Alejandra was 14 when she was cast as a young Hispanic woman who could sing and dance in one scene in the film <i>La Bella Rosa</i> . She was 16. | F |
| 10. | Carroccios were able to achieve economic stability from the profits from Mr Carroccio's shoe repair shop and wages from Mrs Carroccio's wages. | T |