

Name _____

Pepsi: More than Just a Soda

Multiple Choice Questions

1. When did PepsiCo officially come into existence through a merger?

- a) 1893
- b) 1920
- c) 1965
- d) 1977

2. What was the original name of Pepsi before it became Pepsi-Cola?

- a) Brad's Drink
- b) Cola Revolution
- c) Fizz Delight
- d) Sparkling Refreshment

3. What famous marketing campaign involved the "Pepsi Challenge"?

- a) The Pepsi Generation
- b) The Cola Wars
- c) Pepsi Refresh Project
- d) Pepsi's Taste of the Future

4. What strategy did PepsiCo use to expand its portfolio of brands?

- a) Focusing solely on soda products
- b) Acquiring other companies and diversifying
- c) Competing in the fast-food industry
- d) Entering the electronics market

5. Which of the following is NOT a well-known brand owned by PepsiCo?

- a) Mountain Dew
- b) Gatorade
- c) Lay's
- d) Coca-Cola

