

Sports Management Test

1. Product/service management involves _____ products.
 - a. developing
 - b. maintaining
 - c. improving
 - d. all of the above

2. Marketing is the creation and maintenance of
 - a. sales
 - b. satisfying exchange relationships
 - c. a favorable image
 - d. financial resources

3. The success of sports marketing does not depend upon
 - a. new opportunities
 - b. ambush marketing
 - c. timing
 - d. gross impressions

4. All of the following are forms of promotion except
 - a. television commercials
 - b. newspaper advertisements
 - c. government regulations
 - d. in-stadium advertising

5. The host city for a Super Bowl must
 - a. be near a major airport
 - b. have an adequate number of hotel rooms for fans and the media
 - c. have a mild climate during the winter
 - d. both a and b

6. Fisher Price tests new toy ideas with children and parents to make sure kids enjoy playing with the toys. This is an example of
 - a. product management
 - b. selling
 - c. promotion
 - d. distribution

7. Gross impressions do not
 - a. occur during televised sporting events
 - b. involve the number of times a product is associated with a successful athlete
 - c. occur accidentally
 - d. influence consumer purchases

8. The popularity of teams and sports figures is based upon
 - a. controversy
 - b. winning
 - c. wealth
 - d. all of the above

9. Bringing a new professional team to a major city is an example of
- a. a speculative risk
 - b. a controllable risk
 - c. an insurable risk
 - d. an uncontrollable risk
10. Forecasting involves
- a. purchasing and promotion
 - b. pricing and ticket sales
 - c. predicting costs and revenue
 - d. planning, distribution, price and advertising
11. Costs of sports and entertainment events include
- a. high salaries
 - b. facilities
 - c. promotion for events
 - d. all of the above
12. The greatest reason for being in business is
- a. the challenge
 - b. the profit motive
 - c. the tax write off
 - d. the lack of competition
13. The _____ industry is the world's largest industry.
- a. computer
 - b. travel
 - c. professional sports
 - d. medical
14. Orlando, Florida, is a popular location for conferences due to
- a. numerous theme parks.
 - b. a large number of hotel rooms.
 - c. a huge convention center.
 - d. all of the above
15. Which of the following is not true about the Hong Kong Disneyland resort?
- a. Disney has sole ownership.
 - b. The resort opened in 2005.
 - c. The resort is a joint venture between Disney and the Hong Kong SAR Government.
 - d. Resort attendance has been lower than expected.
16. _____ serves as the international governing body for the game of soccer.
- a. NFL
 - b. NSL
 - c. FIFA
 - d. NCAA

17. A business project in which two or more organizations work together and share the costs and profits is called
- a. an industry
 - b. infrastructure
 - c. a joint venture
 - d. piracy
18. Industry trends
- a. show the latest demand for sports and entertainment events
 - b. indicate the relative growth or decline of sports and entertainment over time
 - c. are based upon collected data over several years
 - d. all of the above
19. Popular motivational speakers from the world of sports
- a. have a message that interests the audience
 - b. do not rely on strong marketing and promotional campaigns
 - c. normally are not invited for repeat performances at conferences
 - d. all of the above
20. Which of the following is not a good topic for sports figures who want to write their life story?
- a. personal failures and triumphs
 - b. controversial opinions and behavior
 - c. overcoming the odds
 - d. rags-to-riches story
21. Young athletes want to participate in a sports camp headed by a famous athlete or coach to
- a. get their foot in the door for a possible college or professional career
 - b. improve their athletic skills
 - c. gain more experience with other good athletes
 - d. all of the above
22. Sports _____ last one or two days and focus on only one skill
- a. clinics
 - b. camps
 - c. conferences
 - d. trade shows
23. Each of the following is an example of a market segment except
- a. the number of freshmen at a four-year high school
 - b. the number of students at a university who purchase season football tickets
 - c. the number of teenagers in the United States
 - d. the number of female NASCAR fans

24. _____ segmentation divides markets into physical locations, such as Eastern, Northern, Southern, and Western regions of the United States.
- a. Geographic
 - b. Demographic
 - c. Psychographic
 - d. Behavioral-based
25. Emotional purchases are more likely not to occur when
- a. individuals are shopping for groceries on a tight budget
 - b. individuals are attending their favorite concert
 - c. individuals are watching a college football rivalry and their team is winning
 - d. fans are given the opportunity to attend the Super Bowl
26. Secondary data
- a. is collected by observing consumer behavior
 - b. is collected through consumer surveys
 - c. has already been collected for some other purpose
 - d. is obtained for the first time
27. The first step in marketing a product is to determine
- a. who specifically the customer is for the product
 - b. what quantity of the product should be produced
 - c. who the competition is in the marketplace
 - d. how the product will be advertised and promoted
28. Purchases based upon careful thought and sound reasoning are _____ purchases.
- a. rational
 - b. emotional
 - c. patronage
 - d. values-based
29. The first step for marketing research is to
- a. analyze current conditions
 - b. collect the data
 - c. discover and define the problem
 - d. analyze and report the data
30. Price points
- a. are bonuses received for purchasing certain products
 - b. are the range of prices charged for a category of merchandise
 - c. are used for psychological pricing
 - d. are the lowest prices charged for merchandise

31. Information gathered through marketing research can be very valuable to businesses after it is
- a. collected
 - b. stored
 - c. analyzed
 - d. all of the above
32. _____ research is conducted by an independent company and then offered for sale to everyone in an industry.
- a. Syndicated
 - b. Primary
 - c. Secondary
 - d. Client-side
33. Click-through rate is calculated by
- a. adding the number of times an ad is clicked on to the number of times an ad is shown
 - b. multiplying the number of times an ad is clicked on by the number of times an ad is shown
 - c. dividing the number of times an ad is clicked on by the number of times an ad is shown
 - d. the number of times an ad is shown during an event
34. A(n) _____ is a small data file that is placed on the hard drive of a web site visitor that collects and reports data about the visitor.
- a. spam
 - b. cookie
 - c. sample
 - d. icon
35. _____ are surveys of people's opinions.
- a. Polls
 - b. Samples
 - c. Cookies
 - d. Tests
36. What is the final step for marketing research?
- a. analyze current conditions
 - b. implement and evaluate the results
 - c. collect the data
 - d. develop the process for data collection
37. Which of the following is not part of promotions
- a. budgeting
 - b. publicity
 - c. advertising
 - d. personal selling
38. _____ involves how the product or service will be made available to customers.
- a. Distribution
 - b. Promotion
 - c. Development
 - d. Pricing

39. The product portfolio
- is the entire line of products offered by a company
 - involves one product line offered by a company
 - involves products sold only in one geographic part of the country
 - is the marketing plan for a new product
40. Marketing intelligence
- means being the leader in the marketplace
 - is information gathered about competitors
 - is acquired by earning a college degree
 - involves consumer knowledge about goods and services
41. Raw data are not
- the facts and recorded measures
 - predictions
 - useful when organized and grouped together
 - used to make decisions
42. _____ are physical features that can be seen and felt.
- Tangible parts
 - Product extensions
 - Intangible parts
 - Product enhancements
43. _____ is an example of a product enhancement for a new automobile.
- AM/FM radio
 - Heated seats
 - 10,000-mile warranty
 - all of the above
44. Product line involves similar products
- in different packaging
 - in different flavors
 - in different quality categories
 - all of the above
45. A _____ is the legal protection of words and symbols used by a company.
- brand
 - license
 - trademark
 - copyright
46. The bottom line for college sports is
- profit
 - strong ethics
 - winning
 - high graduation rate

47. The NCAA
- regulates college athletics
 - dictates the dollar limits that colleges can pay coaches
 - can put teams on probation
 - both a and c
48. Which of the following is not true about women's professional sports?
- Women's sports were enhanced by the U.S. Women's Soccer Team winning the World Cup Soccer Championship in 1991.
 - Women's professional sports are becoming more popular.
 - Salaries for males and females in professional sports are comparable.
 - Professional women's sports present a lucrative career opportunity for creative marketers.
49. Amateur athletes
- perform on college teams
 - perform on professional teams
 - can endorse products and businesses.
 - are represented by agents
50. Walt Disney
- took advantage of worldwide markets as early as the 1930s
 - experienced its greatest amount of international growth during WWII
 - did not hire anyone outside of Disney to run the Disney distribution operations in Europe
 - did not become a well-known brand outside of the United States
51. Live entertainment performances
- are inexpensive to produce
 - generate a large amount of revenue
 - are the most appealing form of entertainment
 - do not require special venues
52. Television became a major distribution channel for sports and entertainment by
- | | |
|---------|---------|
| a. 1940 | c. 1930 |
| b. 1950 | d. 1920 |
53. U.S. football is well suited for being broadcast on television because
- it has continuous activity
 - each football play lasts for a long period of time
 - there are so many time outs during the game
 - each football play lasts for a short period of time

54. Amateur athletes
- play for pay
 - must be young, healthy, and strong
 - play for enjoyment and challenge
 - cannot have physical challenges
55. College football is not
- big time business
 - played by professional players
 - regulated by the NCAA
 - watched by millions of people
56. The Bowl Championship Series (BCS) rankings
- have no influence on the football game schedules of major TV networks
 - take into consideration a combination of several college football polls
 - do not equate to big money for college athletic programs
 - do not influence which teams play in the national bowl championships
57. Which of the following is not a requirement for a city wanting a professional football team?
- must have a large potential customer base
 - frequently requires the support of voters
 - requires a population of at least one million people
 - requires funds to subsidize the new team
58. Movies are in peak demand
- in the spring
 - in the summer
 - in the winter
 - in the fall
59. All of the following are examples of promotional pricing except
- 100% markup on new merchandise
 - two-hour/50-percent off sale
 - Buy-one-get-the-second-item-half-price sale
 - no-interest-for-12-months-credit sale
60. The law of supply and demand
- results in higher prices due to lower demand
 - results in lower prices due to higher demand
 - results in higher prices due to increased demand
 - results in higher prices due to a larger available supply

61. Markup on merchandise
- must be sufficient to cover operating expenses and allow for a profit
 - is the amount of profit that a company wants to earn
 - is not affected by operating expenses
 - is always 10% of the amount that the company pays for the merchandise
62. During the expansion phase of the business cycle
- there is growing unemployment
 - there is less discretionary income
 - there is decreased competition
 - there is increased consumer demand
63. When a player is arrested, the _____ is responsible for maintaining relations with the public and news media.
- publicist
 - team owner
 - team's media department
 - player
64. Which of following is not a top priority for professional sports?
- community outreach
 - gaining new fans
 - increasing revenue through higher ticket prices
 - public image
65. Advertising is not
- used to catch the audience's attention
 - a paid form of communication
 - delivered by a consumer to the product maker or seller
 - distributed through many forms of media
66. All of the following are examples of sales promotions except
- warranties
 - free samples of a product
 - giveaways
 - coupons
67. Advertising
- plays a minor role in a free-enterprise system
 - discourages competition
 - informs consumers about new products and services, allowing them to make comparisons among the alternatives
 - discourages innovation

68. The final step in the advertising process is
- measuring the effectiveness of the advertising
 - setting a measurable advertising goal
 - developing the advertising budget
 - creating the message
69. The theme of an advertisement is related to the
- profit
 - frequency
 - tagline
 - none of the above
70. The _____ is critical to the survival of widely distributed entertainment shown by television networks.
- advertising revenue
 - time slot
 - celebrity appeal
 - none of the above
71. The first step for developing a promotional plan is to
- set promotional goals
 - identify the target customers
 - select the promotional mix
 - develop a promotional budget
72. Online music stores use a technique where users recommend songs to their peers. This relationship is called
- customer referral
 - promotion
 - customer feedback
 - social networking
73. The _____ is a U.S. governmental agency whose principal mission is the promotion of consumer protection and competitive business practices.
- Federal Trade Commission
 - U.S. Product Safety Commission
 - Food and Drug Administration
 - Better Business Bureau
74. Which of the following is not true about endorsements?
- The endorser must use the product he/she endorses.
 - Endorsements must include truthful opinions and beliefs of the endorser.
 - Endorsements may not contain any deceptive or misleading statements.
 - If the product changes in any way, the endorser can still be a spokesperson even if he/she does not use the new product.

75. The _____ are the most famous and prestigious of the entertainment awards given by the Academy of Motion Picture Arts and Sciences.
- a. Oscars
 - b. Grammys
 - c. Emmys
 - d. Tonys
76. Cannes Awards
- a. are presented in the United States
 - b. are presented for feature films and short films
 - c. provide European markets with an opportunity to preview the best U.S. films
 - d. have been around for 20 years
77. Entertainment awards are an important form of
- a. distribution
 - b. publicity
 - c. information management
 - d. product/service planning
78. Event coordinators are responsible for
- a. marketing
 - b. project management
 - c. post-event analysis
 - d. all of the above
79. Which of the following is not a step in the sales process?
- a. follow-up
 - b. approach
 - c. customer objections
 - d. demonstration
80. Which of the following is not an example of follow-up with the customer?
- a. demonstrating a product
 - b. telephone call after the sale
 - c. personal thank you note sent to the customer
 - d. customer survey following the sale
81. During demonstration, the sales associate should not
- a. discuss the product's features
 - b. address the needs of the customer
 - c. ask the customer to make the purchase
 - d. highlight the benefits of the product
82. Cold calling
- a. requires salespeople to know their customers' needs
 - b. is conducted through telemarketing
 - c. involves contacting specific customers
 - d. takes place after researching customers who are contacted

83. Which of the following is not a good strategy to obtain tickets for a highly demanded entertainment event?
- a. wait in line when tickets go on sale
 - b. look for special presales at online fan clubs
 - c. check the venue's web site for a few days after the concert sells out
 - d. buy over the Internet
84. Ticket brokers
- a. only sell tickets through the Internet
 - b. work in an illegal profession
 - c. are the same as ticket scalpers
 - d. obtain the best tickets to sporting events
85. Since 1978, works may be copyrighted for
- a. 28 years
 - b. 56 years
 - c. a lifetime of an artist plus 70 years
 - d. a lifetime of an artist
86. The legal issue of greatest concern to artists in the music industry is
- a. copyright protection
 - b. cartels
 - c. new laws regulating commerce
 - d. broadcast flags
87. The National Football League (NFL) is a legal cartel because of exemption from the
- a. Sherman Antitrust Act
 - b. Clayton Act
 - c. copyright laws
 - d. National Labor Relations Act
88. Collective bargaining does not include
- a. a group of employees
 - b. management
 - c. legal action
 - d. a proposed contract
89. The salary cap is not relevant for professional
- a. baseball
 - b. football
 - c. basketball
 - d. hockey

90. The National Basketball Players' Association (NBPA) was locked out throughout most of the _____ basketball season.
- a. 1978-79
 - b. 1998-99
 - c. 1995-96
 - d. 2000-01
91. Which of the following is not always a characteristic of successful entrepreneurs?
- a. highly educated
 - b. independent
 - c. self-confident
 - d. determined
92. The greatest amount of business communication takes place
- a. by letter
 - b. through e-mail
 - c. on the telephone
 - d. at business meetings
93. Which of the following is not a safety precaution concert fans should take?
- a. locate near the front of the stage
 - b. arrive early and familiarize yourself with the venue's layout
 - c. plan with friends where to meet if the group becomes separated
 - d. leave early to avoid the rush
94. Concert venue owners seek to manage risks by using all of the following methods except
- a. increasing security personnel
 - b. providing fans with specific areas equipped for stage diving
 - c. banning crowd surfing
 - d. printing disclaimers on the back of tickets
95. Sports marketing career opportunities are categorized as
- a. management activities
 - b. media activities
 - c. technical services
 - d. both a and c
96. _____ work to establish partnerships with businesses for sponsorship of sports and entertainment events.
- a. Directors of corporate sales
 - b. Agents
 - c. Promotions managers
 - d. Market researchers
97. _____ are responsible for filling stadium and arena seats.
- a. Promotions managers
 - b. Ticket operations directors
 - c. Market researchers
 - d. Directors of corporate sales

98. _____ is the language that relates to a specific field or industry.

- a. Jargon
- b. Dictation
- c. Communication
- d. Speech

99. Sports and entertainment marketing involves

- a. matching clients with sponsors
- b. overseeing marketing projects
- c. working with media
- d. all of the above

100. Involvement in professional organizations

- a. is no longer a top priority for high school students
- b. is still important after landing a career
- c. only provides short-term career benefits
- d. is not as important as high grades in school