**Sports & Entertainment Management - 2016 SLC**

1) The elements of product, price, place, and promotion which sport marketers manipulate to achieve marketing goals and objectives are referred to as the

A) market shortage

B) work ethic

C) de minimis

D) marketing mix

2) Psychic income refers to the

A) pride that people have in their community, generated by hosting a sporting event

B) relationship between sports and tourism revenue

C) tourism impression that people have for a certain location

D) gross impression generated by a popular team or athlete

3) Lifestyle marketing involves

A) positive message to sport spectators

B) rewards received by a person from the experience itself

C) selling a ticket for a price in excess of the price printed on the ticket

D) promoting products to particular groups of consumers who exhibit certain lifestyles

4) A portion of the population that is distinctive in terms of its needs, characteristics, or behavior is called a

A) entitlement

B) market segment

C) marketing mix

D) mass market

5) Ambush marketing is

A) the set of informal rules understood and practiced by members of an organization

B) the tactic whereby a company attempts to undermine the sponsorship activities of a rival that owns the legal rights to sponsor an event

C) the location where a major sporting or entertainment event takes place

6) The specific group of consumers that a sports and entertainment venue focuses attention on is the

A) mass market

B) general public

C) market share

D) target market

7) Considering the age, race, and income level of potential consumers for football tickets involves looking at

A) demographics

B) sociographics

C) psychographics

D) geographics

8) A set of shared values and norms that controls organizational members’ interactions with each other and with people outside the organization is referred to as

A) workforce

B) organizational culture

C) work group

D) communication center

9) Analyses of how expenditures on sport teams, events, or facilities economically affect a specific geographic region is referred to as

A) demographics

B) geographics

C) the sport economic impact model

D) psychographics

10) Determining price includes all of the following factors **except**

A) conducting marketing research

B) evaluating competition

C) calculating maximum profit

D) keeping track of market trends

11) Moving the management of facilities from the public sector to a corporation or organization is called

A) privatization

B) socialization

C) diversion

D) incorporation

12) The document that illustrates all requirements of the event is called the

A) goal card

B) precedent

C) performance schedule

D) work order

13) A major city wants to build a football stadium to keep their professional team happy. They want the stadium to be financed by borrowing public funds. Voters will have to pass a

A) sales tax

B) luxury tax

C) stock issue

D) bond issue

14) Organizational structures are becoming

A) obsolete

B) flattened

C) larger

D) a larger pyramid

15) A major requirement for a city to host the Super Bowl is:

A) a stadium with a roof

B) a population of at least 2 million people

C) at least 30,000hotel rooms within an hour’s drive of the stadium

D) work space for 500 media members

16) Completing detailed records that describe the event and are used for future events is called:

A) post-event detail

B) summary

C) evaluation

D) documentation

17) The person who is responsible for managing individual events held in the sports facility is the:

A) administration division manager

B) special services division manager

C) facility director

D) event coordinator

18) Crowd control, crisis management, and customer service are part of:

A) operations management

B) financial management

C) risk management

D) box office management

19) Parking, customer service, crowd management, and alcohol policies are associated with:

A) coordinating the event

B) negotiating the event

C) scheduling the event

D) staging the event

20) USC discontinued serving alcohol at college football games to:

A) eliminate underage drinking

B) satisfy the compliance of the PAC 10 conference

C) prevent a potential liability

D) eliminate a loss leader

21) A model that describes scientific methods for staffing, training, developing, and managing human resources is the

A) professional human resource management model

B) autocratic model

C) democratic model

D) laissez faire model

22) \_\_\_\_\_\_\_ describes the duties, required knowledge, skills and abilities, and minimum qualifications for sports management position.

A) job proposal

B) job enlargement

C) job awareness

D) job specification

23) A system of rules and conventions that regulate social and professional behavior for a group is called

A) etiquette

B) ethic

C) values

D) objectives

24) People who traditionally have **not** been hired in sport management positions are

A) market segments

B) target markets

C) underrepresented groups

D) specialized groups

25) Major universities use \_\_\_\_\_\_\_ to find talented administrators and coaches.

A) executive search firms

B) employment agencies

C) university publications

D) Facebook

26) Creating a hypothetical situation that is then used to aid decision-making efforts is called

A) benchmarking

B) environmental scanning

C) SWOT analysis

D) scenario building

27) SWOT analysis involves looking at all of the following components **except**

A) strengths

B) strategy

C) weaknesses

D) opportunities

28) The “S” in SWOT analysis stands for

A) survey

B) sports

C) strengths

D) strategy

29) A managerial communication based function designed to identify a sport organization’s constituents and foster desirable relationships between the sport organization and those key people is called

A) sport public relations

B) marketing

C) publicity

D) promotion

30) Requesting the support of a potential sponsor for an event is called

A) solicitation

B) association

C) diversion

D) publication

31) Amateur athletes

A) cannot participate in the Olympics

B) participate on professional teams

C) are paid for their performance

D) are not paid for their performance

32) Endorsements

A) are inexpensive

B) do not have to be verifiable

C) require the celebrity actually using the product

D) contain unsubstantiated claims

33) The sports industry in the U.S. generates $\_\_\_\_\_\_\_ in revenue.

A) 14.3 billion

B) 500 million

C) 150 million

D) 1 billion

34) \_\_\_\_\_ is used to educate, persuade or remind consumers about their products.

A) Advertising

B) Promotion

C) Public relations

D) Publicity

35) Seeing a Coca-Cola can on one of your favorite sit-com episodes is an example of

A) product placement

B) product performance

C) product diversification

D) product recognition

36) Creating awareness for the business and its products or services is the goal of

A) product

B) placement

C) promotion

D) brand memory

37) \_\_\_\_\_ describes the various methods a company uses to disseminate messages about its products, services, or overall image to its customers, employees, stockholders, suppliers, or other interested members of the community.

A) Public relations

B) Sponsorship

C) Endorsement

D) Publicity

38) Thanksgiving parades and New Year’s Eve celebrations are examples of

A) secondary events

B) promotional events

C) seasonal events

D) one-time events

39) Sport and entertainment venues purchase \_\_\_\_\_ to protect against lawsuits by attendees injured at the venue.

A) medical insurance

B) liability insurance

C) personal property insurance

D) no-fault insurance

40) According to the \_\_\_\_\_, producers will increase production of sporting goods as prices go up.

A) law of demand

B) law of production

C) law of supply

D) law of human tendencies

41) The exchange of a large amount of cash for a highly-sought football ticket is referred to as

A) economics of scope

B) economic interaction

C) law of supply

D) economies of scale

42) The relationship between the price of a product and the amount of the product that consumers are willing to buy is called

A) equilibrium

B) supply

C) branding

D) demand

43) The maximization of resources used throughout an athletic department is called

A) economics of scale

B) maximization of resources

C) economics of scope

D) equilibrium

44) The business cycle where demand is the greatest for specific concert tickets is called the

A) contraction

B) expansion

C) trough

D) peak

45) The price at which the quantity supplied of a product is greater than the quantity demanded is

A) market segment

B) market equilibrium

C) marketing plans

D) stare decisis

46) The process of designing and implementing activities for the production, pricing, promotion, and distribution of a sport product or sport business product to satisfy the needs and desires of consumers and to achieve the company’s objectives is called

A) sport marketing

B) lifestyle marketing

C) sponsorship

D) target market

47) Prices for Super Bowl tickets are high due to

A) rental of the stadium

B) the high cost of an NFL venue

C) greater demand than supply of tickets

D) salaries paid to players

48) The final step of the sales process is the

A) approach

B) follow up

C) prospecting

D) needs assessment

49) A \_\_\_\_\_ is a person who legally buy large amounts of entertainment tickets to resell.

A) ticket manager

B) ticket director

C) ticket scalper

D) ticket broker

50) When a new product is introduced to the marketplace at low prices, the strategy is called

A) deflating

B) penetration

C) inflating

D) skimming

51) The first step of the planning process is

A) creating assignments and timelines

B) establishing goals

C) prioritizing goals and tasks

D) identifying alternate activities

52) When retailers charge higher-than-average prices for merchandise and target customers seeking status, they are using the:

A) promotional pricing strategy

B) prestige pricing strategy

C) volume pricing strategy

D) psychological pricing strategy

53) Some organizations choose to minimize losses during the decline stage of a product life cycle by:

A) using a penetration pricing strategy

B) licensing the product to another company

C) developing a new trademark to license

D) selling all licensed merchandise at a deep discount

54) Having the sport and entertainment product available at the location of the target market refers to:

A) price

B) promotion

C) product

D) distribution

55) Copyright laws protect artistic work of the owner for

A) 50 years

B) their lifetime plus 70 years

C) the lifetime of the owner

D) 70 years

56) A popular comedian signs a contract to perform in a large stadium. Which of the following is **not** an element of the contract?

A) deposit

B) consideration

C) offer

D) legal purpose

57) A fan injured during a sporting event due to negligence of a mascot can receive damages for the

A) tort

B) misdemeanor

C) criminal action

D) lack of due process

58) The Constitution states that no person should be deprived of life, liberty, or property without \_\_\_\_\_\_.

A) financial duty

B) fair resources

C) fair representation

D) due process

59) Laws that are derived from the judgments and decrees of the courts are called

A) precedents

B) common law

C) legislation

D) jurisdiction

60) Laws enacted by a legislature and expressed in a formal document are

A) regulations

B) ordinances

C) constitutions

D) statutes

61) Fans have increased access to watch games of interest through all of the following **except:**

A) satellite radio

B) cable television

C) satellite television

D) the Internet

62) Online music stores use a technique where users recommend songs to their peers. This relationship is called:

A) customer feedback

B) promotion

C) customer referral

D) social networking

63) Doing what is right when it is more tempting to do what is wrong is an example of

A) ethics

B) values

C) goals

D) objectives

64) The use of performance enhancing drugs in the world of sports

A) eliminates comparative advantage

B) is legal

C) is not regulated

D) is an ethical issue

65) \_\_\_\_\_\_\_\_\_\_\_\_\_ can be divided into stages in which people advance from childish behavior to mature and responsible behavior based on principles.

A) Character development

B) Logic

C) Ethics

D) Lifestyle

66) Exposure to frequent news account of unethical behavior by politicians, sports and entertainment figures, and even religious leaders may cause youth:

A) to develop stronger ethics

B) to have a stronger view of the value of ethics

C) to be turned off by celebrities and sports stars

D) to have negative view of the value of ethics

67) Professional football players are fined for all of the following **except**

A) injury-producing illegal hits

B) bad mouthing the officiating team

C) solid manipulating performance

D) bad public behavior

68) Owners of licensed products and artistic works receive \_\_\_\_\_ royalties on sales of those items.

A) 2-4%

B) 1-2%

C) 6-10%

D) 20-30%

69) Careers in the sport and entertainment industry are

A) all highly paid

B) abundant

C) highly competitive

D) easy to obtain

70) Mentors

A) are good role models

B) are rarely used in sports and entertainment

C) are paid for their services as experienced professionals

D) are assigned to all new employees

71) Marketing plans

A) highlight the process of working with and through individuals and groups to accomplish organizational goals

B) are comprehensive strategic frameworks for identifying and achieving a sport organization’s marketing goals and objectives

C) are complete detailed records that describe the event

D) organized physical activity for local sports organizations

72) Which of the following is **not** a category of a marketing plan?

A) hypothesis

B) implementation

C) analysis

D) strategy

73) Applied research is

A) data that have been organized and interpreted

B) conducted to solve a specific problem

C) gathered from all touchpoints

D) rarely accurate

74) Touchpoints are

A) the most popular entertainment venues

B) issues that are important to customers

C) electronic distribution of entertainment

D) the points where a business makes contact with customers

75) Tactics are

A) the study of the sales process

B) the ways a product is differentiated from the competition

C) the study of the relationship of individual consumers and producers

D) strategies for success

76) To find information about the competition, marketers can do all of the following **except**

A) attend trade shows

B) gather business records from the government

C) talk with customers

D) use the Internet

77) The formal system of task and authority relationships that control how people coordinate their actions and use resources to achieve organizational goals is referred to as

A) aspirational reference group

B) socialization

C) organizational structure

D) secondary interest group

78) In an emergency situation the most effective leadership style is

A) non-structured

B) democratic

C) laissez fare

D) situational

79) When the ticket manager assigns some of her duties to her co-workers, she is

A) transferring duties

B) delegating duties

C) authorizing duties

D) releasing duties

80) When group members try so hard to agree with one another and ignore an individual member’s point of view is referred to as

A) value mapping

B) groupthink

C) synergy

D) brainstorming

81) If a manager has no guidance in making a decision, the decision is

A) an intuitive decision

B) a nonprogrammed decision

C) a programmed decision

D) a rational decision

82) Which of the following statements is true?

A) All decision making involves problem solving.

B) All decisions are programmed.

C) Nonprogrammed decisions usually result in failure.

D) All problem solving involves decision making.

83) Which of the following is **not** an advantage of strategic planning?

A) it forces objective assessments

B) the future does not unfold as anticipated

C) it provides a framework for decision making

D) it supports understanding and buy in

84) The final stage for strategic management is

A) analysis

B) goal setting

C) strategy implementation

D) evaluation and control

85) Strategic planning frequently fail due to

A) success realization

B) culture of change

C) uncertain chain of implementation

D) lack of time

86) Strategic Management Approach suffers due to potential participants

A) lack of structure

B) insufficient resources

C) negative perception of strategic management

D) unrealistic expectations from managers and employees

87) \_\_\_\_\_ deals primarily with examining demographic, economic, political, competitive, technological, and cultural trends

A) SWOT analysis

B) Environmental scanning

C) Benchmarking

D) Scenario building

88) Functional Strategies are concerned with

A) long-term operations

B) day-to-day operations

C) annual-operations

D) 10-year operations

89) Which of the following is **not** a characteristic of a corporate strategy?

A) formed at the highest levels of the organization

B) relates directly to the functions of the organization

C) controls the overall direction of the organization

D) long-range in nature

90) A disadvantage of strategic management is:

A) lack of discipline required to accomplish the long-term commitment

B) reinforcement of group decision making

C) prevention of problems before they happen

D) empowerment of managers and employees to make decisions

91) Hiring security for a concert represents which management function?

A) organizing

B) planning

C) controlling

D) implementing

92) The management function involved with carrying out plans and making sure that adequate personnel are available to accomplish all the necessary tasks is called

A) implementing

B) planning

C) controlling

D) organizing

93) The management function that involves analyzing information and making decisions about what needs to be done is

A) organizing

B) controlling

C) implementing

D) planning

94) \_\_\_\_ decisions are carefully thought out.

A) Intuitive

B) Autocratic

C) Nonprogrammed

D) Programmed

95) The process of creating and choosing alternatives to reach a goal or objective is referred to as

A) nonprogrammed decisions

B) problem solving

C) intuitive approach

D) decision making

96) Which one of the following is **not** a function of management?

A) organizing

B) controlling

C) manipulating

D) planning

97) When an event coordinator makes sure there is enough security in place to keep the fans from storming the field they are practicing the management function of:

A) planning

B) organizing

C) implementing

D) controlling

98) When the sports or entertainment manager shares problems and opportunities with employees to gather more options they use:

A) group-oriented decision making

B) consultative decision making

C) autocratic decision making

D) management decision making

99) The first step in the decision-making process is:

A) look at alternatives

B) make a choice

C) determine the problem or challenge

D) evaluate the decision

100) It is easier to plan a concert for an existing venue instead of a temporary location in the country due to:

A) signing popular entertainers

B) consumer demand

C) better infrastructure

D) crowd capacity

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| --- | --- |
| 1) | D |
| 2) | A |
| 3) | D |
| 4) | B |
| 5) | B |
| 6) | D |
| 7) | A |
| 8) | B |
| 9) | C |
| 10) | C |
| 11) | A |
| 12) | D |
| 13) | D |
| 14) | B |
| 15) | C |
| 16) | D |
| 17) | D |
| 18) | A |
| 19) | D |
| 20) | C |
| 21) | A |
| 22) | D |
| 23) | A |
| 24) | C |
| 25) | A |
| 26) | D |
| 27) | B |
| 28) | C |
| 29) | A |
| 30) | A |
| 31) | D |
| 32) | C |
| 33) | A |
| 34) | B |
| 35) | A |
| 36) | C |
| 37) | A |
| 38) | C |
| 39) | B |
| 40) | C |
| 41) | B |
| 42) | D |
| 43) | C |
| 44) | D |
| 45) | B |
| 46) | A |
| 47) | C |
| 48) | B |
| 49) | D |
| 50) | B |
| 51) | B |
| 52) | B |
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| 89) | B |
| 90) | A |
| 91) | C |
| 92) | A |
| 93) | D |
| 94) | D |
| 95) | D |
| 96) | C |
| 97) | D |
| 98) | B |
| 99) | C |
| 100) | C |