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| **SPORTS & ENTERTAINMENT MANAGEMENT** | |
| |  |  | | --- | --- | | 1) | Younger adults are most likely to use \_\_\_ to conduct thorough research on a company or organization. | |  | A) the Internet | |  | B) family members | |  | C) friends | |  | D) the library | |  |
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| |  |  | | --- | --- | | 2) | A sporting facility is able to best generate additional revenue through \_\_\_. | |  | A) maintenance salaries | |  | B) parking fees | |  | C) player visits | |  | D) scalper sales | |  |
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| |  |  | | --- | --- | | 3) | The recruitment and retention of qualified employees is extremely important to companies in the sport and entertainment industry due to \_\_\_. | |  | A) few qualified managers | |  | B) recruitment being inexpensive | |  | C) the limited number of employees wanting to work in the industry | |  | D) the expense of finding and training new employees | |  |
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| |  |  | | --- | --- | | 4) | External factors affecting market climate would include all of the following **except** \_\_\_. | |  | A) spectators | |  | B) players | |  | C) media | |  | D) corporate sponsors | |  |
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| |  |  | | --- | --- | | 5) | The control of financial and personal injury loss from sudden, unforeseen, and unusual accidents and intentional torts is referred to as \_\_\_. | |  | A) event staging | |  | B) risk management | |  | C) risk aversion | |  | D) event risk | |  |

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| |  |  | | --- | --- | | 6) | What is the part of the copyright law that protects not only written information but also ideas of writers, artists, and musicians? | |  | A) peer-review | |  | B) intellectual property | |  | C) royalty free | |  | D) fair usage | |  |
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| |  |  | | --- | --- | | 7) | Colleges and universities are subject to Title IX when they \_\_\_. | |  | A) are co-ed | |  | B) private, for-profit universities | |  | C) compete in NCAA programs | |  | D) receive any federal aid | |  |
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| |  |  | | --- | --- | | 8) | Professional athlete and entertainment celebrity endorsements are normally successful due in part to \_\_\_. | |  | A) the potential to be a celebrity as well | |  | B) fans wanting to be associated with the individual | |  | C) the person's wealth | |  | D) the limited budget needed to break even | |  |
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| |  |  | | --- | --- | | 9) | Ethical behavior in professional sports is based on solid \_\_\_ of understanding. | |  | A) regulations | |  | B) unwritten rules | |  | C) principles | |  | D) mandates | |  |
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| |  |  | | --- | --- | | 10) | Many sporting and entertainment venues are selling the \_\_\_ rights to name the facility for a set time period, most commonly in 10-year increments. | |  | A) blocking | |  | B) team | |  | C) naming | |  | D) licensing | |  |

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| |  |  | | --- | --- | | 11) | A sponsor does all of the following **except** \_\_\_. | |  | A) control the team operations | |  | B) off-set the costs of a team so as to keep ticket prices lower | |  | C) be identified with an event where the target market is in attendance | |  | D) provide financial support for an event | |  |
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| |  |  | | --- | --- | | 12) | Professional \_\_\_ is the ongoing training geared towards improving skills for present and future jobs roles. | |  | A) staffing | |  | B) development | |  | C) improvement | |  | D) orientation | |  |
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| |  |  | | --- | --- | | 13) | Organizations actively learning from and comparing themselves to the industry best practices is referred to as \_\_\_. | |  | A) espionage | |  | B) environmental conditions | |  | C) benchmarking | |  | D) creatively acquiring | |  |
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| |  |  | | --- | --- | | 14) | \_\_\_\_\_ leaders are the most flexible in being able to make adjustments. | |  | A) Autocratic | |  | B) Situational | |  | C) Democratic | |  | D) Transformational | |  |
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| |  |  | | --- | --- | | 15) | The final stage for strategic management is to \_\_\_. | |  | A) evaluate and control | |  | B) analyze | |  | C) set goals | |  | D) strategy implementation | |  |

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| 1) | A |
| 2) | B |
| 3) | D |
| 4) | B |
| 5) | B |
| 6) | B |
| 7) | D |
| 8) | B |
| 9) | C |
| 10) | C |
| 11) | A |
| 12) | B |
| 13) | C |
| 14) | B |
| 15) | A |