**Test Key**

**S.L.I.Z. Micro Course 3: Sport Marketing**

**Test Details:** Learners will answer 20 questions randomly pulled from the following list. Learners are required to answer 80% correct in order to pass this microcourse.

**Title**: Micro Course 3 Test

**Description:** This test is designed to assess your understanding of the key concepts and skills covered throughout the course. It consists of a mix of multiple-choice and true/false questions. Successful completion will indicate that you have mastered the key principles from the Micro Course 3.

**Time:** [insert time to complete]

**Grading:** Passing with 80% correct.

**Attempts:** [Insert attempts available]

What makes sport consumers different from traditional consumers?

a) They only purchase sports products during events

b) They have emotional connections with teams and athletes

c) They base their purchasing decisions purely on price

d) They are not brand loyal

**Answer: B**

Which of the following is not a unique characteristic of sport products?

a) Competition

b) Physical prowess and training

c) Immediate perishability

d) Fixed and predictable demand

**Answer: D**

How does fan passion influence sport marketing?

a) It leads to impulsive and emotional purchasing decisions

b) It reduces the need for marketing efforts

c) It makes traditional marketing strategies ineffective

d) It limits opportunities for branding

**Answer: A**

Which of the following statements is true about sport as a product?

a) It follows the same marketing principles as consumer goods

b) It is tangible, predictable, and has a fixed value

c) It is intangible, perishable, and heavily dependent on emotional engagement

d) It is easy to control and does not depend on external factors

**Answer: C**

What are the Five P’s of sport marketing?

a) Product, Price, Promotion, Place, Public Relations

b) Performance, Price, People, Position, Promotion

c) Product, People, Partnership, Price, Promotion

d) Process, Performance, Price, Promotion, Partnership

**Answer: A**

In the Five P’s of sport marketing, what does Product refer to?

a) Only tangible goods such as jerseys

b) The full experience of the game, service, or merchandise

c) The cost of attending a game

d) The promotional campaign used to advertise a team

**Answer: B**

What does Price represent in sport marketing?

a) Only the ticket price for live events

b) The perceived value of a sports product or experience

c) The number of sponsors supporting an event

d) The cost of producing merchandise

**Answer: B**

What is the role of Promotion in sport marketing?

a) To reduce ticket prices

b) To engage fans and build brand awareness

c) To regulate the rules of the sport

d) To determine game schedules

**Answer: B**

What does SWOT stand for?

a) Strategy, Wins, Operations, Trends

b) Strengths, Weaknesses, Opportunities, Threats

c) Sports, Wins, Offerings, Training

d) Segmentation, Work, Outreach, Targeting

**Answer: B**

Which part of SWOT analysis looks at internal factors?

a) Strengths and Weaknesses

b) Weaknesses and Threats

c) Opportunities and Threats

d) Strengths and Opportunities

**Answer: A**

What is an example of a Weakness in a sport organization’s SWOT analysis?

a) High revenue from merchandise sales

b) Strong player development programs

c) Limited financial resources

d) Expanding sponsorship opportunities

**Answer: C**

What is one of the NBA’s Strengths in its global expansion strategy?

a) Dependence on star players

b) Strong brand recognition worldwide

c) Economic downturns affecting sponsorship deals

d) High ticket prices

**Answer: B**

How can SWOT analysis help an organization’s marketing strategy?

a) By ensuring they do not need to adjust their business model

b) By providing a structured way to evaluate market positioning

c) By focusing only on their competitors

d) By replacing traditional marketing strategies

**Answer: B**

How does social media influence sport marketing?

a) It limits fan engagement opportunities

b) It provides real-time interaction with fans

c) It reduces the need for sponsorships

d) It makes in-person events less relevant

**Answer: B**

What marketing tactic can help small sports academies grow their brand?

a) High-cost advertising campaigns

b) Community engagement through local partnerships

c) Relying only on word-of-mouth marketing

d) Avoiding digital marketing

**Answer: B**

What type of promotion works best for engaging younger sport audiences?

a) Traditional newspaper ads

b) Interactive social media content

c) Email-only marketing

d) Flyers and posters in stadiums

**Answer: B**

Why do sport marketers conduct market research?

a) To predict consumer behavior and trends

b) To eliminate competition

c) To reduce player salaries

d) To avoid new product development

**Answer: A**

Which of the following is not part of the Five P’s in sport marketing?

a) Product

b) Place

c) Practice

d) Price

**Answer: C**

What does Place refer to in the sport marketing mix?

a) The cost of attending a sporting event

b) The physical and digital locations where consumers engage with the sport

c) The rules governing how sports are played

d) The promotional materials used in marketing campaigns

**Answer: B**

Which P of sport marketing deals with sponsorships and brand awareness?

a) Promotion

b) Product

c) Price

d) Place

**Answer: A**

Second set

Why is Public Relations included in the Five P’s of sport marketing?

a) It focuses on managing relationships with fans, sponsors, and the media

b) It determines how sports products are priced

c) It influences the physical distribution of sports merchandise

d) It has no impact on the fan experience

**Answer: A**

Which of the following best describes the purpose of SWOT analysis?

a) To evaluate only the strengths of a sports organization

b) To assess internal and external factors affecting an organization’s market position

c) To focus exclusively on competitive threats

d) To create advertising campaigns

**Answer: B**

Which part of SWOT analysis examines external opportunities for growth?

a) Strengths

b) Weaknesses

c) Opportunities

d) Threats

**Answer: C**

Which of the following is an example of a Threat in a sport organization’s SWOT analysis?

a) Increasing ticket sales

b) A new competing league attracting fans

c) Stronger engagement with sponsors

d) High fan attendance

**Answer: B**

Why is it important for sport organizations to analyze their Weaknesses?

a) To eliminate all competition

b) To ignore market trends

c) To identify areas for improvement and strategic adjustments

d) To focus only on their successes

**Answer: C**

What is one of the biggest challenges for the NBA in international markets?  
 A. Strong competition from local sports leagues  
 B. Lack of interest in basketball globally  
 C. No digital strategy  
 D. Minimal social media presence

**Answer: A**

Which factor makes NBA players highly marketable worldwide?  
 A. The league’s focus on player-driven branding and media exposure  
 B. A lack of digital engagement  
 C. Limited partnerships with international brands  
 D. Minimal fan interest outside the U.S.

**Answer: A**

What is a cost-effective way for small sports clubs to increase fan engagement?

a) Hosting free community sports events

b) Running expensive TV advertisements

c) Avoiding partnerships with local businesses

d) Increasing ticket prices

**Answer: A**

What is an effective digital marketing strategy for sports brands?

a) Ignoring social media engagement

b) Posting frequent and interactive content on platforms like Instagram and TikTok

c) Avoiding player endorsements

d) Using only traditional newspaper advertisements

**Answer: B**

Which promotional strategy can boost fan loyalty in sports?

a) Offering exclusive experiences, such as behind-the-scenes content or meet-and-greets

b) Increasing ticket prices

c) Limiting fan engagement efforts

d) Reducing online content

**Answer: A**

What type of sponsorship is most valuable for a sports league?

a) One that aligns with the league’s brand and fan interests

b) Any sponsorship, regardless of the brand fit

c) One that limits exposure to digital platforms

d) A sponsor that only provides funding, not engagement

**Answer: A**

What is one advantage of digital fan engagement for sport marketers?

a) It provides real-time interaction with fans worldwide

b) It limits sponsorship opportunities

c) It reduces the need for promotions

d) It only works for major leagues, not local clubs

**Answer: A**

How can a grassroots football academy effectively market itself on a low budget?

a) Partnering with local schools and businesses for cross-promotion

b) Avoiding social media engagement

c) Only targeting professional players

d) Relying on high-cost advertising

**Answer: A**

What role do community partnerships play in sport marketing?

a) They enhance local support and sponsorship opportunities

b) They are not relevant for growing a sports brand

c) They are only useful for large sports organizations

d) They replace the need for fan engagement

**Answer: A**

Which element is unique to sport marketing compared to traditional marketing?  
 A. Customers do not actively participate in the product  
 B. Sport consumers are always rational in decision-making  
 C. Fans identify deeply with teams and athletes  
 D. Sport marketers do not use digital marketing strategies

**Answer: C**

Which of the following is an example of a Strength in a SWOT analysis?  
 A. Declining fan engagement  
 B. A strong brand reputation  
 C. Economic downturns affecting ticket sales  
 D. A new competitor entering the market

**Answer: B**

Which part of SWOT analysis looks at external factors?  
 A. Strengths and Weaknesses  
 B. Weaknesses and Threats  
 C. Opportunities and Threats  
 D. Strengths and Opportunities

**Answer: C**

Why do sport organizations invest heavily in branding?  
 A. To create long-term emotional connections with fans  
 B. To replace the need for ticket sales  
 C. To reduce promotional efforts  
 D. To minimize competition

**Answer: A**

What is a key characteristic that makes sport consumers different from traditional consumers?  
 A. They only buy products during the sports season  
 B. They exhibit deep emotional attachment to teams and athletes  
 C. They purchase based on price rather than loyalty  
 D. They engage with sports in the same way as regular retail products

**Answer: B**

Why do sport fans form strong brand connections?  
 A. Their purchasing decisions are purely rational  
 B. They do not care about athlete endorsements  
 C. Their loyalty is emotionally driven  
 D. They are not influenced by marketing efforts

**Answer: C**