SPORTS MANAGEMENT

Overview
This event provides recognition for FBLA members who possess the basic principles of sports management.

This is an individual objective test.

Competencies and Task Lists
http://www.fbla-pbl.org/docs/ct/FBLA/SPORTSMANAGEMENT.pdf

Web Site Resources
- AthleticBusiness.com
  http://athleticbusiness.com
- Game Face
  http://www.gamefacesportsjobs.com
- Jobs in Sports
  http://www.jobsinsports.com
- NACDA Job Center
- SPMT Links and Resources
  http://rht.gmu.edu/spmt/links/
- Sports Link Central
  http://www.sportslinkcentral.com/
- The NCAA News
  http://www.ncaa.org/wps/portal
- Work in Sports
  http://www.workinsports.com/home.asp

SPORTS MANAGEMENT SAMPLE QUESTIONS

1. A person who is a legal representative of another person, used extensively in professional sports.
   a. handler
   b. manager
   c. agent
   d. venue

2. What organization in the past qualified teams for Olympic softball competition?
   a. International Olympic Committee
   b. General Association of International Sports Federations
   c. Major League Baseball
   d. International Softball Federation

3. A baseball organization decided to charge $15 for a general admission, "bleacher" seat because customers are willing and able to pay that amount. This type of price is considered:
   a. excessive
   b. competitive
   c. exchange
   d. optimum
4. Which one of the following is a valuable learning tool for an employee desiring a future management position?
   a. having many temporary employments
   b. having a paid work-experience in any area
   c. internship
   d. working as a college student

5. How many hotel rooms must a city have available to meet NFL requirements for hosting a Super Bowl?
   a. 50,000
   b. 20,000
   c. 10,000
   d. 30,000

6. Which type of job involves routine activities and is usually held for a short period of time?
   a. specialist occupations
   b. career level occupations
   c. management positions
   d. entry level occupations

7. Why would a football stadium conduct marketing audits?
   a. to reach potential customers
   b. to identify problems
   c. to account for expenditures
   d. to review procedures

8. A contract that provides tickets and passes to a radio station in exchange for free air time promotions is an example of:
   a. distributor partnership
   b. barter agreement
   c. license agreement
   d. sponsorship

9. What is it called when a company agrees to give another company the right to use another's brand name or patent in exchange for a fee?
   a. sponsoring
   b. branding
   c. leasing
   d. licensing

10. Marketing objectives developed by a sporting goods store should lead to:
    a. decrease in taxes
    b. increase in prices
    c. decrease in revenue
    d. increase in sales

11. Which one of the following would not be considered a necessary characteristic for managing a sporting event?
    a. knowledge of the event venue
    b. sincerity
    c. friendly attitude
    d. casual dress code to make guests more comfortable
12. Which one of the following is not a reason that a sport organization would have a code of ethics?
   a. to define acceptable behaviors  
   b. to determine salaries for players  
   c. to encourage high standards of practice  
   d. to provide a benchmark for self evaluation

13. Which one of the following is not classified as a source of facility revenue?
   a. parking fees  
   b. sponsor advertising  
   c. concession sales  
   d. broadcast rights

14. Why might a sporting facility provide an increased level of amenities for spectators?
   a. provide tickets that are a better value  
   b. increase the happiness of the owners  
   c. give spectators a higher perceived value  
   d. distract fans during subpar seasons

15. What is one purpose of a professional sports league?
   a. to serve as a fan club  
   b. to select cities for teams in an application process  
   c. to control the number and location of teams  
   d. to add as many teams as are wanted by cities

16. Who makes up the economic market in the sports industry?
   a. fans of a particular team  
   b. consumers who are mobile  
   c. all of the consumers who purchase a product  
   d. marketers who are selling a product

17. What idea that effects management and involves employees taking part in all decisions has become more common?
   a. human interaction management  
   b. command hierarchy  
   c. civil-society management  
   d. workplace democracy

18. Some professional sports teams use the distribution function to provide good customer service. What does this take into consideration?
   a. differences in customers  
   b. warehouse structure  
   c. receiving procedures  
   d. inventory organization

19. What is an agreement that allows a person or agency to represent the athlete in marketing the athlete's ability and name?
   a. application  
   b. noncompete clause  
   c. agent contract  
   d. collective bargaining

20. On what does accounting for sports franchises usually center?
   a. expenses and income  
   b. financial statements and forecasts  
   c. balance sheets and income statements  
   d. revenue and profit
21. Careers are available in sporting goods at manufacturers and retailers. Which one of the following is a sporting goods retailer?
   a. Nike
   b. Champs
   c. Adidas
   d. Reebok

22. What is the intended target of any basic marketing communication?
   a. sender
   b. channel
   c. medium
   d. receiver

23. Why is licensing especially important to the sports industry?
   a. Agents use it in negotiating contracts for their players.
   b. Licensing helps professional sport teams to sell more season tickets.
   c. Professional teams make the majority of their revenues through licensing.
   d. Licensing helps make consumers aware of professional teams.

24. Which one of the following would be direct competition for a Cardinals baseball game?
   a. a Rams football game
   b. a Blues hockey game
   c. Six Flags amusement park
   d. a college baseball game

25. An artificial turf company is taking up old field coverings and recycling them. This is an example of what type of distribution?
   a. external
   b. green
   c. internal
   d. reverse

26. What is not necessarily a requirement of a sports agent?
   a. high salary for his/her client
   b. strategic planning to improve a player's position in a draft
   c. negotiation skills
   d. knowledge of contract law

27. What can happen when a top athlete is extremely popular?
   a. It can impact the popularity of that athlete's particular sport.
   b. It can discourage young people from entering that sport.
   c. The performance of other athletes may suffer.
   d. Audience size may decrease over time.

28. Which leadership style would offer a great deal of flexibility in situations that change frequently?
   a. situational
   b. autocratic
   c. open
   d. democratic

29. Which colleges and universities are subject to Title IX?
   a. any that receive federal aid
   b. all male or all female schools
   c. only those that compete in the NCAA
   d. private universities
30. Professional athletes negotiate salaries, playing conditions, and contract terms as a unit. In what process is their union engaging?
   a. collective bargaining
   b. competitive advantage
   c. free agency
   d. labor contracts
SPREADSHEET APPLICATIONS

Overview
Spreadsheet skills are necessary to convert data to information in business. This event recognizes FBLA members who demonstrate that they have acquired skills for spreadsheet development in business.

This event consists of two parts: an objective test taken at the NLC and a skills production test taken prior to the NLC.

Competencies and Task Lists
http://www.fbla-pbl.org/docs/ct/FBLA/SPREADSHEETAPPLICATIONS.pdf

Web Site Resources
- A Brief History of Spreadsheets
  http://dss.cba.unl.edu/dss/sshistory.html
- Business Education Links
  http://lessonplans.btskinner.com/
- Free Excel file downloads
  http://www.i-walk.com/ss/excel/files/index.htm
- Introduction to Spreadsheets
  http://www.cs.indiana.edu/classes/a106-fulc/spreadsheet.intro.html
- Microsoft Excel Spreadsheet
  http://www.uchasww.edu/courses/cis101-02/ss1.html
- Spreadsheet Basics
  http://mathforum.org/library/problems/summary95/math_and/spreadsheets/basics.html
- Using Spreadsheets in Math
  http://www.math.byu.edu/~lfrancis/readings302/Spreadsheets.html

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SPREADSHEET APPLICATIONS SAMPLE QUESTIONS

1. The expression _____ returns the maximum value in the range A1:A100 and then divides the value by 100.
   a. =MAX(A1:A100/100)
   b. =MAXIMUM(A1:A100)/100
   c. =MAX(A1:A100)/100
   d. =MAX(100)/(A1:A100)

2. The _____ operator checks if the value in a given cell is less than the value in another cell.
   a. <>
   b. <
   c. >
   d. <=

3. A chart placed in the same worksheet with its corresponding data is known as a(n) _____ chart.
   a. embedded
   b. pie
   c. attached
   d. custom