

## **Sports Entertainment & Management**

- 1) \_\_\_ is not an example of a product extension.
- a. Packaging
  - b. Warranty
  - c. Instructional CD
  - d. Testimonial from a satisfied customer

**Competency:** Sports Marketing & Strategic Marketing

- 2) New stadiums are not financed:
- a. with investment from the professional team
  - b. with special sales tax
  - c. through corporate sponsorships
  - d. with high ticket prices

**Competency:** Facility & Event Management

- 3) Employee performance is evaluated in relation to a company's:
- a. ethics
  - b. goals
  - c. mission
  - d. objective

**Competency:** HRM & Labor Relations

- 4) \_\_\_ is the bottom line for sports and entertainment events.
- a. Profit
  - b. Customer satisfaction
  - c. Positive publicity
  - d. Strong management

**Competency:** Overview of Sports Industry

- 5) Revenue earned by the National Football League is:
- a. used to finance the organization
  - b. proportioned to teams based upon their attendance records
  - c. used to build new venues
  - d. shared among the 32 member teams

**Competency:** Financing & Economic Input

- 6) Which one of the following best describes a leader?
- work best independently and not on a team
  - must be highly educated
  - are born with wealth
  - must have a strong self-understanding

**Competency:** Sports Management & Leadership in Sports

- 7) \_\_\_\_ addresses the procedures necessary to ensure facility accessibility for all citizens.
- ADA
  - NCAA
  - TIPS
  - EOE

**Competency:** Sports Law

- 8) Game day image involves all of the following except:
- behavior of the local fans
  - athletes and the team
  - the opponent
  - cleanliness and safety of the sports facilities

**Competency:** Communication in Sports

- 9) A manager knows when a team is not functioning properly when there:
- is failure to accomplish goals and tasks
  - is constant agreement among team members
  - are well attended meetings
  - is effective communication among team members

**Competency:** Managing Groups & Teams

- 10) The financial form that projects attendance and revenue necessary to successfully undertake an entertainment event is the:
- proforma
  - cash flow statement
  - income statement
  - balance sheet

**Competency:** Events Management

## ANSWER KEY

- 1) A
- 2) D
- 3) C
- 4) A
- 5) D
- 6) D
- 7) A
- 8) C
- 9) A
- 10) A