

Name _____

Date _____ Class Period _____

*Sports & Entertainment Marketing Curriculum***UNIT 10 EXAM****True/False***Indicate whether the following sentences or statements are true or false.*

- _____ 1. The game operations process begins in the creative minds of sports marketing professionals before any games are played.
- _____ 2. Game attractiveness refers to the customer's perception of a specific segment of a game or event.
- _____ 3. Game operations does not impact any other functions of the team's business endeavors.
- _____ 4. The COVID-19 pandemic will likely change the future of the in-game fan experience.
- _____ 5. Game attractiveness is a situational factor that varies from game to game and week to week.
- _____ 6. The fan experience begins the moment when a consumer begins thinking about purchasing a ticket to a game or event.
- _____ 7. Stadium amenities usually contribute to a negative spectator/fan experience.
- _____ 8. Apps can help fans get the most out of the spectator experience.
- _____ 9. The primary goal of game entertainment is to keep people employed.
- _____ 10. Game operations help add value to sponsorship packages offered by teams.

Multiple Choice*Identify the letter of the choice that best completes the statement or answers the question.*

- _____ 1. _____ refers to the planning, organization and execution of game production, presentation, entertainment and promotion.
 - a. Game time
 - b. Game entertainment
 - c. Game operations
 - d. None of the above
- _____ 2. Successful game operations can help the organization achieve its goals by _____.
 - a. Driving ticket sales
 - b. Increasing sponsorship sales opportunities
 - c. Generating publicity
 - d. All of the above

- _____ 3. The team mascot performing high flying slam dunks at half-time is an example of _____.
- a. Creative athleticism
 - b. Game entertainment
 - c. Game procedure strategies
 - d. All of the above
- _____ 4. _____ enhances the overall fan experience by keeping them involved in the event throughout the course of the entire game.
- a. Game entertainment
 - b. Game attraction
 - c. Game integrity
 - d. None of the above
- _____ 5. Which of the following is an event variable that contributes to game attractiveness?
- a. Give-aways
 - b. Traditions
 - c. Opening day
 - d. All of the above

Short Answer

1. Provide three examples of areas where successful game operations can help an organization achieve its goals.

2. List five elements of a game entertainment that could be incorporated into a sports marketer's game operations plan.

Essay

1. Explain the role of game entertainment in the sports business model.