

Name _____

Date _____ Class Period _____

*Sports & Entertainment Marketing Curriculum***UNIT 3 EXAM****True/False***Indicate whether the following sentences or statements are true or false.*

- _____ 1. As it relates to a Hollywood film, product placement is the same thing as a product tie-in.
- _____ 2. It is not just the national television deals that are valuable to professional sports teams; local television rights deals can also generate millions in revenue.
- _____ 3. The sale of ancillary products makes a profit for film creators in the form of sales, royalties and licensing fees.
- _____ 4. Most sports and entertainment marketers do not devote substantial time and energy to tracking industry trends.
- _____ 5. Professional sports teams do not rely on ticket sales as a major revenue stream.
- _____ 6. All professional sports teams are profitable.
- _____ 7. Hollywood films that gross over \$100 million are always profitable.
- _____ 8. Boxing, UFC and WWE are examples of sports and entertainment properties that generate a significant source of revenue through pay-per-view sales.
- _____ 9. Bubba Gump Shrimp Company restaurants provide an example of reverse product placement.
- _____ 10. Event management, facility management and health club management all represent segments of the sports business industry.
- _____ 11. The value of professional sports teams has now started to decline after nearly a decade of significant growth.
- _____ 12. Most owners of major league professional sports teams become wealthy as a result of profits generated by their team(s).
- _____ 13. Ancillary products are products related to or created from a core product.
- _____ 14. Royalties are people that have created products that are copyrighted.
- _____ 15. Fundraising and donations are not an important source of revenue for collegiate athletic programs.

Multiple Choice

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

- _____ 1. Patterns within an industry that relate to things like pricing, costs and consumer behavior are known as what?
 - a. Data crunching
 - b. Industry trends
 - c. Analytics
 - d. All of the above
- _____ 2. The concept of opening a short-term sales space, often launched as a promotional tool to create awareness and build interest for new products is known as what?
 - a. Product launch
 - b. Pop-up store
 - c. Industry segment
 - d. Retail
- _____ 3. _____ are the means for an organization's cash inflow, typically as a result of the sale of company products or services.
 - a. Revenue Streams
 - b. Net Profits
 - c. Bulk Sales
 - d. Inflated Income
- _____ 4. _____ are products related to or created from the core product.
 - a. Sports Products
 - b. Ancillary Products
 - c. Entertainment Products
 - d. Secondary Products
- _____ 5. Which of the following are examples of costs that could be incurred by sports teams?
 - a. Investment in the customer
 - b. Player salaries and staff payroll
 - c. Facility rental
 - d. All of the above
- _____ 6. One advantage to a pop-up store is:
 - a. Online sales
 - b. Less expensive than retail
 - c. Guaranteed sales
 - d. Long-term exposure for products
- _____ 7. Shifts in industry trends could include:
 - a. Customer buying patterns
 - b. A competitor going out of business
 - c. New technology
 - d. A and C above
- _____ 8. _____ is an example of how sports and entertainment marketers effectively follow industry trends.
 - a. Industry Journals
 - b. Research
 - c. Online newsletter
 - d. All of the above
- _____ 9. _____ is not an example of a revenue stream at the local cinema.
 - a. Ticket Sales
 - b. Streaming subscriptions
 - c. Movie Previews
 - d. Concessions
- _____ 10. Which of the following is a segment of the entertainment industry?
 - a. Mickey Mouse
 - b. Scooby Doo
 - c. Recorded Music
 - d. A and B above

Short Answer

1. List five examples of segments within the sports industry.
2. List five examples of segments within the entertainment industry.
3. List three possible revenue streams for a Hollywood film.
4. Describe one current sports / entertainment industry trend.
5. Describe an ancillary product for one of your recent favorite movies and explain why you think it would be a top selling product.

Essay

1. Explain how a professional sports team achieves profitability.