

Name _____

Date _____ Class Period _____

*Sports & Entertainment Marketing Curriculum***UNIT 4 EXAM****True/False***Indicate whether the following sentences or statements are true or false.*

- _____ 1. Marketing is important to an organization because financial success is a direct result of a businesses' ability to satisfy the needs and wants of consumers.
- _____ 2. A need is something you would like to have.
- _____ 3. Age, income and occupation are examples of demographic information.
- _____ 4. Market segmentation is the first step toward understanding consumer groups and determining target markets.
- _____ 5. Psychographic information reflects what products consumers use and how often they use them.
- _____ 6. Marketers must select only one method of segmentation when creating and implementing their marketing strategies.
- _____ 7. Geofencing is not yet an Olympic sport, but will be in the next Summer Games.
- _____ 8. Market research provides an opportunity for companies to get to know their customers.
- _____ 9. Identifying problems is not a step in the market research process.
- _____ 10. A target market generally shares one or more similar and identifiable need and/or want
- _____ 11. Direct mail is not considered a form of advertising.
- _____ 12. Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action
- _____ 13. Positioning strategies are all about 'perception'.
- _____ 14. An advertising agency is an organization that decides on and implements an advertising strategy for a customer.
- _____ 15. Broadcast media includes posters, game/event programs, point-of-purchase promotions and direct mail pieces.
- _____ 16. Print, broadcast and online media are examples of advertising mediums.
- _____ 17. Viral marketing is the digital marketer's version of "word-of-mouth" advertising

- _____ 18. Sports consumers are people who may play, officiate, watch, or listen to sports, or read, use, purchase, and/or collect items related to sports.
- _____ 19. The marketing mix consists of variables that can not be controlled by marketing professionals.
- _____ 20. Niche marketing refers to a marketing strategy in which an organization exploits a customer want or need that is already being fulfilled by a competitor.
- _____ 21. Content that "goes viral" is most often an unpredictable outcome.
- _____ 22. Opportunistic Outdoor Home ads are also known as OOH.
- _____ 23. One example of OOH advertising would be a city transit bus wrapped in a logo promoting an upcoming All-Star Game event.
- _____ 24. PR (public relations) is considered a key "advertising" channel for many brands because it can be an effective way to tell the product or service's story in an authentic, organic way.
- _____ 25. TV advertising is traditionally the least expensive form of broadcast media.

Multiple Choice

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

- _____ 1. Which of the following are benefits are associated with marketing?
 - a. Adding perceived value to goods and services
 - b. Providing a variety of goods and services
 - c. Increasing production
 - d. All of the above
- _____ 2. Which of the following is a requirement of the exchange process?
 - a. A telephone conversation between parties
 - b. Each party must be free to accept or decline offer
 - c. A third party to observe the exchange
 - d. All of the above
- _____ 3. Price, Product, Place and Promotion are all components of the ____:
 - a. Marketing Mix
 - b. Promotion Mix
 - c. Budget
 - d. Publicity Plan
- _____ 4. Which of the following is NOT a segmentation base?
 - a. Demographic
 - b. Product usage
 - c. Statistical
 - d. Psychographic
- _____ 5. ESPN's X Games programming is an example of _____.
 - a. Brand analysis
 - b. Strategic pricing
 - c. Niche market
 - d. All of the above

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- _____ 17. Which of the following is NOT a step in the research process?
- Identifying the problem
 - Collecting data
 - Selling the information
 - Analyzing the information
- _____ 18. Which of the following is important when evaluating a target market?
- Size of market
 - Is market reachable?
 - Money
 - A and B above
- _____ 19. Television and radio commercials are an example of _____.
- Budgeting
 - Advertising
 - Personal selling
 - Product differentiation
- _____ 20. Printed media displayed for promotional purposes in sporting venues is an example of ____:
- Signage
 - Broadcasting
 - Product Placement
 - B and C above
- _____ 21. Which of the following is a place you would typically see cinema advertising?
- Parking lot
 - Lobby
 - On-screen
 - B and C above
- _____ 22. Which of the following is not an example of why a company might hire an agency to create an ad campaign?
- Expertise
 - Time and personnel constraints
 - No risk
 - "Fresh" perspectives
- _____ 23. Which of the following is an example of an area where a specialty agency could offer expertise?
- Branding
 - Advertising
 - Social media
 - All of the above
- _____ 24. Digital marketing is effective because it is ____:
- Measurable
 - Cost efficient
 - Targeted
 - All of the above
- _____ 25. Sponsored content that is meant to look like editorial is known as ____:
- A blog
 - Affiliate advertising
 - Native advertising
 - Retargeting

Matching

Match each item with the correct corresponding definition below.

- | | | |
|---|----------------------------|---------------------|
| a. Marketing Concept | b. Need | c. Exchange Process |
| d. Target Market | e. Demographic Information | f. Niche Marketing |
| g. Market Segmentation | h. Positioning | i. Advertising |
| j. The Marketing Mix (The 4 P's of Marketing) | | |
- _____ 1. Information that provides descriptive classifications of consumers.
- _____ 2. Variables that are controlled by marketing professionals in an effort to satisfy the target market.

- _____ 3. A philosophy that a company's success is ultimately dependent upon efficient identification of consumer needs and wants and the ability to satisfy them.
- _____ 4. A marketing transaction in which the buyer provides something of value to the seller in return for goods and services that meet that buyer's needs or wants. .
- _____ 5. The process of carving out a relatively tiny part of a market that has a very special need not currently being filled.
- _____ 6. The fixing of your sports or entertainment entity in the minds of consumers in the target market.
- _____ 7. Any paid, non-personal form of communication by an identified company promoting goods and services.
- _____ 8. The process of identifying groups of consumers based on their common needs.
- _____ 9. Something you have to have and that you cannot do without.
- _____ 10. People with a defining set of characteristics that set them apart as a group.

Short Answer

- 1. List three forms of advertising.
- 2. What is one benefit of radio advertising?
- 3. List and explain the three characteristics that must be present for the exchange process to take place.
- 4. List and explain the components of the marketing mix.
- 5. Identify two considerations for evaluating a target market.

Essay

- 1. Explain why marketing activities are so important to businesses.
- 2. Explain how segmentation might be implemented to help a sports franchise reach its ticket sales goals.