

Name _____

Date _____ Class Period _____

*Sports & Entertainment Marketing Curriculum***UNIT 6 EXAM****True/False***Indicate whether the following sentences or statements are true or false.*

- _____ 1. A brand is a device that legally identifies ownership of a registered brand or trade name.
- _____ 2. The licensor is the company or individual paying for the rights to use an organization's name, logo or property.
- _____ 3. Licensed products do not provide a business with opportunities to make a profit.
- _____ 4. Licensed goods are available in retail department stores, chain stores, league-sponsored retail outlets, and on the Internet.
- _____ 5. Co-branding describes the process of updating or creating a new name, term, symbol, design, or a combination thereof for an established brand with the intention of developing a differentiated (new) position in the mind of stakeholders and competitors.
- _____ 6. Warner Brothers granting permission to Electronic Arts to use the Harry Potter character for the development of a new video game is an example of the licensor / licensee relationship.
- _____ 7. When developing an on-site merchandising strategy, the location of where the merchandise is being sold does not need to be considered.
- _____ 8. Test marketing is not an important component of the merchandising strategy.
- _____ 9. Many celebrities and athletes in today's marketing age are becoming managers of their own brands.
- _____ 10. The National Football League (NFL) would be considered a licensor.
- _____ 11. "Every season starts at Dick's" is an example of a trademark.
- _____ 12. If a customer buys many different brands of products they are demonstrating brand loyalty.
- _____ 13. Disney has less brand equity than most companies.
- _____ 14. T-shirt companies that use logos from professional teams must have a license in order to put the logos on their shirts and sell them.
- _____ 15. One advantage for a licensee is that styles can change quickly.

Multiple Choice

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

- _____ 1. _____ describes a company's or event's efforts to develop a personality and make its products or services different from the competition.
 - a. Merchandising
 - b. Branding
 - c. Licensing
 - d. None of the above
- _____ 2. Which of the following provides an example of a product brand?
 - a. Under Armour
 - b. Walt Disney Company
 - c. Harry Potter
 - d. A and B above
- _____ 3. Examples of licensees include:
 - a. Major League Baseball
 - b. NASCAR
 - c. EA Sports
 - d. A and B above
- _____ 4. Branding could include the use of _____:
 - a. Brand mark
 - b. Logo
 - c. Trademark
 - d. All of the above
- _____ 5. Some of the critical issues involved with the selling of on-site merchandise include:
 - a. Training of sales personnel varies with the event
 - b. The heaviest traffic for merchandising is during the event
 - c. Test marketing is not important
 - d. All of the above
- _____ 6. The branding process consists of _____.
 - a. Brand awareness
 - b. Brand image
 - c. Brand equity
 - d. All of the above
- _____ 7. Which of the following is not considered to be a form of branding?
 - a. Product brand
 - b. Corporate brand
 - c. Extensive brand
 - d. Store brand
- _____ 8. Which of the following would be considered a licensor?
 - a. NASCAR
 - b. Nike
 - c. Reebok
 - d. B and C above
- _____ 9. What are the 3 P's of Licensing?
 - a. Promotion, place, product
 - b. Profit, promotion, protection
 - c. Profit, place, price
 - d. Product, place, price
- _____ 10. Which of the following would be an example of an event branding opportunity?
 - a. Promotions
 - b. Sponsorships
 - c. Merchandising
 - d. All of the above

Matching

Match each item with the correct corresponding definition below.

- | | | | | | |
|----|-------------------|----|-------------|----|-----------------|
| a. | Branding | b. | Trademark | c. | Corporate brand |
| d. | Product brand | e. | Store brand | f. | Brand extension |
| g. | Licensed products | h. | Licensing | i. | Licensor |
| j. | Licensee | | | | |

- _____ 1. A device that legally identifies ownership of a registered brand or trade name.
- _____ 2. Are not manufactured by leagues, teams, or schools, but rather by independent companies under an agreement with a sport entity.
- _____ 3. The company or individual granting a license.
- _____ 4. A brand representing a particular product of a company or organization.
- _____ 5. The use of a name, design, symbol, or a combination of those elements that a sports organization uses to help differentiate its products from the competition.
- _____ 6. The company or individual paying for the rights to use the licensor's name or property.
- _____ 7. A brand representing an entire company or organization.
- _____ 8. Occurs with the development of new products that expand on an existing brand by taking advantage of existing established brands.
- _____ 9. Refers to an agreement which gives a company the right to use another's brand name, patent, or other intellectual property for a royalty or fee.
- _____ 10. The products retailers sell as their own brands.

Short Answer

1. List three key considerations of on-site merchandising:
2. List three advantages of the licensor's position.
3. List three advantages of the licensee's position.
4. List three guidelines to developing a successful brand.

Essay

1. Explain why an organization would engage in the licensing process.