

UNIT 1: INDUSTRY HISTORY & EVOLUTION

TRUE/FALSE (20 questions)

Indicate whether the following sentences or statements are true or false.

1. _____ The COVID-19 pandemic did not have any economic impact on the sports and entertainment industry.
2. _____ There are more sports and entertainment options available today to both consumers as participants and as spectators than ever before.
3. _____ Because events like the National Spelling Bee and 4th of July Hot Dog Eating Competition are not considered to be traditional sporting events, they do not receive coverage from networks like ESPN.
4. _____ The sports and entertainment marketing field has grown with fan support and consumer willingness to spend discretionary income on sports.
5. _____ Fans who go to extremes to show their loyalty to their favorite team, athlete, band, actor or other celebrity are often referred to as "superfans".
6. _____ Teams have fewer outlets available to them to drive revenue than they did when the field emerged in the early 1900s.
7. _____ Sports and entertainment business is covered by the media with more frequency now than in the early 1900s.
8. _____ Sports and entertainment products and services have international appeal.
9. _____ The value of a professional sports franchise rarely increases over time.
10. _____ The sports industry ranks among the top five industries in overall revenue.
11. _____ Fewer people are gaming than ever, leading industry analysts to predict a drop in popularity of eSports in the next decade.
12. _____ Vince McMahon is not considered a pioneer in the history of sports and entertainment marketing.
13. _____ Thousands of Harry Potter fans camping out in line before the premier of the final film, "Harry Potter and the Deathly Hallows: Part 2" is an example of Fandom.
14. _____ William France Sr. founded the National Association of Stock Car Auto Racing (NASCAR).
15. _____ Hosting exhibition events in International markets will not help a professional sports league like the NBA to expand its fanbase.
16. _____ The number of visitors to theme parks globally has steadily declined over the last decade.
17. _____ Waiting in line for hours to score tickets to see your favorite band in concert is an example of fandom.
18. _____ Fandom can help drive product sales.
19. _____ The intensity level of fandom is the same with every fan base in sports.
20. _____ "Fan" is short for "fantastic" in the sports and entertainment industry.



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MULTIPLE CHOICE (15 questions)

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

- _____ 1. The increase in _____ is credited for the tremendous growth experienced by the sports and entertainment industry
- a. Sports participants b. People watching sports
c. Attendance d. All of the above
- _____ 2. What term is used to refer to a subculture of fans characterized by a feeling of sympathy and camaraderie with others who share a common interest?
- a. Bills Mafia b. Cheeseheads
c. the A.R.M.Y. d. Fandom
- _____ 3. Without fandom, there would be _____ demand for many sports and entertainment products and services.
- a. Less b. More
c. Zero d. Fan
- _____ 4. Which of the following represents an example of how fandom has helped communities in times of need?
- a. Natural disaster relief b. Coping with a mass shooting
c. Coping with the pandemic d. All of the above
- _____ 5. _____ indicates that we will see continued growth in the sports and entertainment industry.
- a. A substantial rise in the sale of music videos
b. J. Balvin songs being streamed billions of times
c. The NBA offering All-Star balloting for in 17 different languages
d. All of the above
- _____ 6. Sports Illustrated was launched in what year?
- a. 1921 b. 1935
c. 1954 d. 1979
- _____ 7. The acronym SEM stands for _____.
- a. Sports & Event Marketing b. Sports & Entertainment Marketing
c. Sporting Event Marketing d. None of the above



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MULTIPLE CHOICE, Cont.

- _____ 8. Which statement below best describes the current state of the business of sports and entertainment?
- a. The industry is unlikely to rebound from the pandemic.
 - b. The industry is poised for continued growth.
 - c. The industry is in slight decline.
 - d. All of the above.
- _____ 9. Which of the following most closely describes what Fandom is?
- a. A place where fans gather
 - b. A subculture of fans
 - c. A character from a movie
 - d. None of the above
- _____ 10. In 1946, the _____ became the first sporting event to be televised to a national audience and was viewed by a record 140,000 people.
- a. Chicago Cubs baseball game versus the Cardinals
 - b. Soccer match between the United States and Brazil
 - c. NBA Finals game between the Philadelphia Warriors and the Chicago Stags
 - d. Heavyweight fight between Joe Louis and Billy Conn
- _____ 11. Pierre de Coubertin, Mark McCormack and Michael Jordan are all considered _____.
- a. Sports industry pioneers
 - b. Entertainment industry pioneers
 - c. Rich and famous
 - d. None of the above
- _____ 12. According to Forbes annual ranking, which franchise is the most valuable team in the world?
- a. Dallas Cowboys
 - b. Manchester United
 - c. New York Yankees
 - d. Los Angeles Lakers
- _____ 13. The Olympic Games became commercialized and made profitable for the first time in _____.
- a. 1956
 - b. 1972
 - c. 1984
 - d. 1992
- _____ 14. Disneyland opened in Anaheim, California in: _____.
- a. 1945
 - b. 1955
 - c. 1965
 - d. 1975
- _____ 15. Phil Knight is the co-founder of what?
- a. Netflix
 - b. The NBA
 - c. Lord of the Rings
 - d. Nike



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SHORT ANSWER (5 questions)

1. Identify three factors that contributed to the growth of the sports and entertainment industry.
2. Explain why the NBA would want to play games in countries like France, India or China.
3. Describe the concept of fandom and provide an example of how it impacts you, personally, as a consumer:
4. Identify three important dates in the history of sports marketing.
5. Identify three important dates in the history of entertainment marketing.



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ESSAY (2 questions)

1. Explain how the media has contributed to industry growth.



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ESSAY Cont.

2. Identify one specific example of something you would do as a sports and entertainment marketing professional to engage fans if you were working for your favorite sports team.