

Name \_\_\_\_\_  
Date \_\_\_\_\_

Baseline Assessment  
Entertainment Marketing

**Directions:** Read each question below and select the best answer.

1. The marketing mix involves the four P's. Select the correct combination of the four.
  - a. Product, price, people, promotion
  - b. Product, price, place, promotion
  - c. Production, price, place, promotion
  - d. People, placement, price, promotion
  
2. Marketing is not just advertising. All of the following are goals of marketing EXCEPT:
  - a. Determining needs
  - b. Designing products
  - c. Balancing the financials
  - d. Creating a promotional strategy
  
3. Companies develop new products to meet consumer:
  - a. Needs
  - b. Ideas
  - c. Prices
  - d. Production
  
4. Distribution is part of which of the four P's?
  - a. Product
  - b. People
  - c. Place
  - d. Promotion
  
5. Ellen Degeneres endorses Vitamin Water, Cover Girl, and America Express. She is playing a role in which of the four P's?
  - a. Product
  - b. Price
  - c. Placement
  - d. Promotion
  
6. Which of the four P's needs to exist before the others can apply?
  - a. Product
  - b. Production
  - c. Place
  - d. Promotion
  
7. Methods used to make customers aware of products and encourage them to buy them is part of which of the four P's?
  - a. People
  - b. Price
  - c. Place
  - d. Promotion

8. The amount of money available after paying for necessities is known as?
  - a. Leftovers
  - b. Gross income
  - c. Discretionary income
  - d. Net Income
  
9. What is NOT a characteristic of reality show programs?
  - a. No professional actors
  - b. Hundreds of hours of footage filmed
  - c. Private taped conversations (confessionals)
  - d. Script writers
  
10. Producers like the reality show programs because:
  - a. They are inexpensive and easy to produce
  - b. Viewers can create their own endings
  - c. The best candidate always wins
  - d. Viewers can vote
  
11. A kinescope is:
  - a. A film made of a live broadcast
  - b. A half an hour TV show
  - c. A movie
  - d. A way to measure lighting on a TV set
  
12. Copyright laws protect this type of property:
  - a. Physical
  - b. Emotional
  - c. Intellectual
  - d. Illegal
  
13. The payment for use of a copyright is called the:
  - a. Royalty fee
  - b. Annual fee
  - c. Licensing fee
  - d. Rights fee
  
14. \_\_\_\_\_ is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.
  - a. Sales promotion
  - b. Public relations
  - c. Advertising
  - d. Publicity
  - e. Personal selling
  
15. What does FTC stand for?
  - a. Federal Trade Commission
  - b. Federal Trade Controversy
  - c. Family Television Commission
  - d. None of the above

16. Which of the following is NOT an endorsement guideline?
  - a. Must always reflect honest opinions
  - b. The endorser must be a legitimate user of the product
  - c. The endorser must disclose any ownership they have in the company that makes the product
  - d. The endorser doesn't need to use the product in public
  
17. Sprite supports Katy Perry's latest concert tour by giving free drinks to concert goers. In exchange, Sprite is allowed to hang advertisements in several places in the arena. This is known as:
  - a. Licensing
  - b. Sponsorship
  - c. Royalty Collection
  - d. Endorsing
  
18. Paramount Studios grants permission to manufacturers and vendors to sell products with the name and logo of their popular roller coaster, The Beast. This is known as:
  - a. Licensing
  - b. Sponsorship
  - c. Royalty Collection
  - d. Endorsing
  
19. Dolly Parton receives a percentage of record sales when Whitney Houston's version of her song is purchased. This is known as:
  - a. Licensing
  - b. Sponsorship
  - c. Royalty Collection
  - d. Endorsing
  
20. A new performance or recording of a previously recorded song is called:
  - a. Licensing
  - b. Cover Song
  - c. Cover Band
  - d. Royalties
  
21. If copyrighted material is used for news reporting, research, or teaching the user will not be penalized due to this doctrine.
  - a. Copyright Infringement Doctrine
  - b. Copyright Usage Doctrine
  - c. Fair Use Doctrine
  - d. Non-Infringement Use Doctrine
  
22. The sale of additional related products tied to one name, such as Harry Potter t-shirts, is known as:
  - a. Horizontal Distribution
  - b. Trading Off
  - c. Vertical Distribution
  - d. Cross-Selling

23. In the movie industry, a few firms affect but do not control production. This type of market is called a(n):
- Monopoly
  - Oligopoly
  - Conglomerate
  - None of the above
24. The percentage of total sales of a product or service that a company expects to have in relation to its competitors is known as:
- Market Share
  - Competitive Advantage
  - Market Segmentation
  - Competitive Segmentation
25. When marketing entertainment it is important to identify your target market so that you are aware:
- who is purchasing your product
  - who is entertained by your product
  - who not to market your product to
  - all of the above are reasons for marketers to identify their product's target market
26. \_\_\_\_\_ are a type of market research that determines if a program stays on the television schedule or is dropped.
- Affiliates
  - Ratings
  - Oligopolies
  - Evergreens
27. \_\_\_\_\_ involves promoting products with one key message that is directed towards everyone.
- Direct marketing
  - Target marketing
  - Mass marketing
  - Niche marketing
28. Demographics:
- Is the combination of price, promotion, place, product, and people.
  - Always involves risk
  - Takes into account intellectual property rights
  - Are statistics that describe a population in terms of personal characteristics
29. \_\_\_\_\_ is the number of people exposed to an advertisement and the number of times they are exposed to it.
- Reach
  - Frequency
  - Reach and frequency
  - none of the above

30. \_\_\_\_\_ are goods or services that legally use logos or images owned by other companies or people.
- Licensed products
  - Images
  - Merchandising
  - Endorsements
31. Saks Fifth Avenue markets Saks Fifth Avenue Collection in its stores. Saks Fifth Avenue stores are the only places where this brand is sold at the retail level. This is an example of a(n) \_\_\_\_\_ brand.
- Generic
  - Private
  - Family
  - Name
32. Batman Returns is considered a(n):
- Archived brand
  - Brand extension
  - Crossover artist
  - Entertainment franchise
33. A \_\_\_\_\_ strategy combines one or more brands to increase customer loyalty and sales for each individual brand.
- Brand extension
  - Brand royalty
  - Co-branding
  - Brand licensing
34. A \_\_\_\_\_ is a trademark identified by specific movement associated with a brand or company.
- brand identity
  - brand mark
  - soundmark
  - motionmark
35. In order to stand out in the marketplace, products must have a:
- Focus group
  - Point of view
  - Point of difference
  - Vanishing point
36. Creating specific products to support your entertainment product such as Dark Knight figures, toys, or posters is known as \_\_\_\_\_.
- Promotions
  - Advertising
  - Direct Merchandising
  - Public Relations

37. Brand Loyalty can:
- Increase product diffusion
  - Encourage competition
  - Lower customer confidence
  - Help ensure repeat sales
38. \_\_\_\_\_ involves offering the product for sale in a small geographic area.
- Item marketing
  - Resale marketing
  - Product marketing
  - Test Marketing
39. \_\_\_\_\_ activities are to educate, inform, persuade, or remind potential customers about a business's products or services, and create an image for the business and its products.
- Distribution
  - Development
  - Customer
  - Promotional
40. Which of the following is not a category commonly used when segmenting a group based on demographics?
- Age
  - Behavior
  - Family life cycle
  - Ethnicity
  - Income
41. The four categories of event planning include:
- Art, Entertainment, Current Events, and Sports
  - Leisure, Cultural, Personal and Organizational
  - Physical Sports, Music, Art and Recreation
  - Hospitality, Management, Culinary Science and Marketing
42. Which of the following is NOT one of the advantages of group package sales?
- Solidify current and future customer bases
  - Fill the venue during off peak time schedules
  - Increased ticket prices for customers
  - Appealing to a select group
43. Which of the following is NOT a form of entertainment?
- Radio
  - Television
  - Recorded music
  - Video games
  - All of the above are forms of entertainment

44. \_\_\_\_\_ is the schedule, or times, for broadcasting shows on television, or on radio, also the music style and playlist.
- Fad
  - Syndication
  - Media
  - Programming
45. Entertainment has a short shelf-life. This means:
- Entertainment spoils if left out too long
  - Entertainment only pleases the consumer for a short amount of time
  - Entertainment should not be purchased in advance
  - If you want to be entertained, do it quickly
46. When marketing entertainment it is important to identify your target market so that you are aware:
- Who is purchasing your product
  - Who is entertained by your product
  - Who not to market your product to
  - All of the above are reasons for marketers to identify their product's target market
47. The first theme parks were called:
- Pleasure gardens
  - Fun-in-the-sun parks
  - Pleasure rides
  - Garden of pleasure
  - None of the above
48. Movie theaters provide:
- Evergreen films
  - Recreation-based entertainment services and concessions
  - Media-based entertainment services and concessions
  - Record clubs and concessions
49. \_\_\_\_\_ is entertainment that includes amusement, theme, animal, and water parks.
- Location-based entertainment
  - Entertainment-based park
  - Theme-based amusement
  - Live-based fun
50. \_\_\_\_\_ is one of the best ways to target your advertising message to an audience.
- Television
  - Print media
  - Radio
  - Internet

## Entertainment Marketing Baseline Assessment Key

1	B	26	B
2	C	27	C
3	A	28	D
4	C	29	C
5	D	30	A
6	A	31	B
7	D	32	A
8	C	33	C
9	D	34	D
10	A	35	C
11	A	36	C
12	C	37	D
13	C	38	D
14	C	39	D
15	A	40	B
16	D	41	B
17	B	42	C
18	A	43	E
19	C	44	D
20	B	45	B
21	C	46	D
22	D	47	A
23	B	48	C
24	A	49	A
25	D	50	C