

Name _____
Date _____

Baseline Assessment
Sports Marketing

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

1. A branding strategy that combines one or more brands to increase customer loyalty and sales for each product is known as _____.
 - a. brand equity
 - b. generic branding
 - c. customer loyalty
 - d. co-branding

2. Which of the following are ways to invest in a sports franchise?
 - a. Season ticket holders
 - b. Corporate sponsors
 - c. Private investors
 - d. All of the above are true

3. Agreeing to give a company the right to use another's brand name, patent, or other intellectual property in exchange for a royalty or fee is called _____.
 - a. branding
 - b. sponsoring
 - c. licensing
 - d. leasing

4. Which is NOT a way to manage the product life cycle?
 - a. Modifying the product
 - b. Marketing the product
 - c. Refurbishing the product
 - d. Repositioning the product

5. What is the value placed on goods or services being exchanged?
 - a. Target pricing
 - b. Price
 - c. Odd-even pricing
 - d. Markup

6. Which of these television ads would be an endorsement?
 - a. a shoe ad showing Mia Hamm in the background
 - b. a group of teens talking about the next televised X Games
 - c. LeBron James telling you to drink your milk in a "Got Milk" Ad
 - d. None of the above

7. The organization that has sold the license receives a _____ of the merchandise bearing the licensed name or image.
 - a. expense
 - b. design approval
 - c. royalty fee
 - d. recognition

8. An indirect objective of a sponsorship is _____.
- increase sales
 - stimulate consumer interest
 - increase exposure
 - reach a new market
9. Unpaid editorial mentions in magazines and newspapers, special appearances, sponsored public events and charity events are examples of _____.
- Public Relations
 - Advertising
 - Sales Promotions
 - Publicity
10. Demographics:
- Is the combination of price, promotion, place and product.
 - Always involves risk.
 - Takes into account intellectual property rights.
 - Are statistics that describe a population in terms of personal characteristics.
11. A variety of promotional activities and materials that complement and support advertising effort.
- licensed products
 - images
 - merchandising
 - endorsements
12. A person or business who donates money or products and services to another person or event in exchange for public recognition is a(n):
- endorser
 - promoter
 - sponsor
 - none of the above
13. Sponsorships are the promotional vehicles that financially support sports events and include:
- signage
 - facility entitlements
 - product exclusivity
 - all of the above
14. These involve nontraditional methods of athletic competition:
- College Sports
 - Extreme Sports
 - The Special Olympics
 - NCAA Sports

15. Profit is:
- the money left after all costs and expenses are paid
 - the money that is left before all costs and expenses are paid
 - also considered non-price competition
 - the money that a company keeps before taxes
16. Helping and assisting the community with charitable and fundraising events might be called
- Market segmentation
 - Franchise
 - Empathetic marketing
 - Grassroots marketing
17. Which organization sets up guidelines to keep all schools competitive?
- NBA
 - Title IX
 - NFL
 - NCAA
18. Which of the following divisions offers a low amount of full scholarships?
- Division I
 - Division II
 - Division III
 - Division IV
19. The Los Angeles Dodgers have several employees whose job it is to travel to high schools and colleges around the country looking for talented baseball players who might be recruited to play for the Dodgers. These employees are known as
- Agents
 - Scouts
 - Affiliates
 - Trainers
20. The process of sports products is shared by
- owners
 - sponsors
 - city governments
 - all of the above
21. In order to stand out in the marketplace, products must have a:
- Focus group
 - Point of view
 - Point of difference
 - Vanishing point
 - None of the above

22. Courtney is a market researcher who must gather specific data pertaining to a problem her company is having. Because the problem is unusual, Courtney cannot find any relevant information from previous studies, and so she will need to gather _____ data.
- Primary
 - Secondary
 - Product
 - Promotional
23. Prestige pricing:
- pricing based on consumer perception
 - pricing goods with either an odd number or even number to match a product's image
 - pricing goods according to what the customer is willing to pay
 - pricing products by calculating all costs and expenses and adding desired profit
24. Hosting the Olympic Games
- creates a huge economic impact on a specific region before, during and after the event
 - has little or no financial impact on a region
 - costs too much money to invest into
 - has in the past caused a lot of stress and financial loss
25. A promotional agreement that financially supports sports events is:
- sponsorship
 - branding
 - licensing
 - product tie-in
26. Which of the following is considered a "good":
- Tennis lessons
 - Football camp
 - Soccer clinic
 - A basketball
27. Derek Jeter wears NIKE accessories when he plays baseball on TV. NIKE hopes that people who like Derek Jeter and play baseball will purchase NIKE brand of baseball accessories. This is known as:
- Mass marketing
 - Target marketing
 - Specialty marketing
 - Indiscriminate marketing

28. Reebok has placed new banners with JUST their logo on them in sports arenas, on highway billboards, and at bus stops. This is known as:
- Mass marketing
 - Target marketing
 - Specialty marketing
 - Indiscriminate marketing
29. Decisions made about the distribution of a product are related to which of the 4 P's:
- Product
 - Price
 - Place
 - Promotion
30. How goods and services are communicated to the consumer is related to which of the 4 P's:
- Product
 - Price
 - Place
 - Promotion
31. Which of the following is considered a service:
- Running sneakers that improve your time
 - Basketball sneakers that increase the height of your jump
 - Batting practice lessons and tips
 - Soccer cleats that improve traction on the field
32. Reebok wants to introduce a new sneaker that will hold an IPOD. They would like to charge \$125 for these sneakers but they are not sure how many runners have IPOD's so they took a survey at all Modell's stores to find out. Reebok was performing what type of study:
- Demographic
 - Psychographic
 - Radiographic
 - Orthographic
33. Michael Jordan explained to a reporter that he will host a golf event that will help sick children. This is an example of which type of promotion:
- Advertising
 - Personal Sales Pitch
 - Sales Promotion
 - Publicity
34. The Mets are giving away free TOPP's Baseball cards to the first 500 people to attend Friday night's game. This is an example of:
- An endorsement
 - A product tie-in
 - A cross promotion
 - A personal sales pitch

35. David Beckham appears in advertisements for his own line of cologne. This is an example of:
- An endorsement
 - A product tie-in
 - A cross promotion
 - A personal sales pitch
36. EA Games uses actual NFL teams and players for their Madden football games. The NFL gets a portion of the sales of these games and gamers get a realistic NFL experience. This is an example of:
- An endorsement
 - A product tie-in
 - A cross promotion
 - A personal sales pitch
37. Which promotional strategy involves face to face contact with the customer?
- Advertising
 - Publicity
 - Sales promotions
 - Personal sales pitch
38. These statistics refer to the attitudes the consumer has
- Psychographics
 - Psychological profiling
 - Market segmentation
 - Demographics
39. Which item is a tangible product?
- Skateboard
 - Sports training
 - Sports event
 - Golf lessons
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42. All of the following are considered types of sales promotions except:
- a. coupons
 - b. radio
 - c. samples
 - d. contests
 - e. sweepstakes
43. The functions of promotion in sports marketing are:
- a. Generate sales
 - b. Attract a target audience
 - c. Help create a positive image
 - d. None of the above
 - e. All of the above
44. Advertising with a goal of developing goodwill or positive image is known as:
- a. Promotional advertising
 - b. Institutional advertising
 - c. Selling advertising
 - d. Marketing
45. A newsworthy article that provides the basic information to answer questions such as who, what, where, when, and why:
- a. Press release
 - b. Press kit
 - c. Commercial
 - d. None of the above
46. Risk is the possibility of financial gain or loss or personal injury. Which one of the following is considered a risk?
- a. Natural risk
 - b. Human risk
 - c. Economic risk
 - d. All are considered risks
47. SWOT analysis is an acronym for:
- a. Strength, weakness, opportunities, tactics
 - b. Screening, weakness, opponent, tactic
 - c. Strength, weakness, opportunities, threats
 - d. Screening, weakness, opponent, threats
48. What is the third phase in the product life cycle?
- a. Growth
 - b. Introduction
 - c. Decline
 - d. Maturity

49. Price lining is when a company is:

- a. selling all goods in a product line at specific price points
- b. selling several items as a package for a set price
- c. pricing an item at cost or below cost to draw customers into the store
- d. pricing items at different prices to maximize revenue when limited capacity is involved

50. Which of the following is NOT a step in New Product Development?

- a. SWOT
- b. Business analysis
- c. Test marketing
- d. Repositioning

Sports Marketing Baseline Assessment Key

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