Sports Entertainment & Management

1) ___ is not an example of a product extension.
   a. Packaging
   b. Warranty
   c. Instructional CD
   d. Testimonial from a satisfied customer

   Competency: Sports Marketing & Strategic Marketing

2) New stadiums are not financed:
   a. with investment from the professional team
   b. with special sales tax
   c. through corporate sponsorships
   d. with high ticket prices

   Competency: Facility & Event Management

3) Employee performance is evaluated in relation to a company's:
   a. ethics
   b. goals
   c. mission
   d. objective

   Competency: HRM & Labor Relations

4) ____ is the bottom line for sports and entertainment events.
   a. Profit
   b. Customer satisfaction
   c. Positive publicity
   d. Strong management

   Competency: Overview of Sports Industry

5) Revenue earned by the National Football League is:
   a. used to finance the organization
   b. proportioned to teams based upon their attendance records
   c. used to build new venues
   d. shared among the 32 member teams

   Competency: Financing & Economic Input
6) Which one of the following best describes a leader?
   a. work best independently and not on a team
   b. must be highly educated
   c. are born with wealth
   d. must have a strong self-understanding

   **Competency:** Sports Management & Leadership in Sports

7) _____ addresses the procedures necessary to ensure facility accessibility for all citizens.
   a. ADA
   b. NCAA
   c. TIPS
   d. EOE

   **Competency:** Sports Law

8) Game day image involves all of the following except:
   a. behavior of the local fans
   b. athletes and the team
   c. the opponent
   d. cleanliness and safety of the sports facilities

   **Competency:** Communication in Sports

9) A manager knows when a team is not functioning properly when there:
   a. is failure to accomplish goals and tasks
   b. is constant agreement among team members
   c. are well attended meetings
   d. is effective communication among team members

   **Competency:** Managing Groups & Teams

10) The financial form that projects attendance and revenue necessary to successfully undertake an entertainment event is the:
    a. proforma
    b. cash flow statement
    c. income statement
    d. balance sheet

    **Competency:** Events Management
ANSWER KEY
1) A
2) D
3) C
4) A
5) D
6) D
7) A
8) C
9) A
10) A