Sports Management and Marketing

1) Ticket prices for professional football games are based on the team's performance, which is a(n) ____ factor.
   a. organizational
   b. operational
   c. situational
   d. developmental

  **Competency:** Accounting and budgeting

2) If an event promoter scheduled a major concert at a location the consumers considered to be dangerous, the result could be:
   a. lower ticket prices
   b. greater profit
   c. limited publicity
   d. reduced sales

  **Competency:** Economics of sports

3) The ___ prohibits a person from working in a competing business for a specific period of time.
   a. noncompete clause
   b. cease and desist clause
   c. nonparticipating clause
   d. cease and desist agreement

  **Competency:** Ethics

4) Every event does not require the following:
   a. outcome
   b. product
   c. income producer
   d. service

  **Competency:** Facility management
5) A sport facility's management team would refer to the ____ budget before replacing an obsolete elevator system.
   a. strategic
   b. intangible goods
   c. service
   d. capital

   **Competency:** Financing sports

6) Delaney, an event planner, wrote down the following information in order of importance: Complete project by Friday, write news release, and schedule a staff picnic. What step in the time-management process was Delaney using?
   a. setting objectives
   b. using free time effectively
   c. identifying time wasters
   d. delegating tasks to others

   **Competency:** Group decision making and problem solving

7) Diversity does **not** involve differences in:
   a. race
   b. political party
   c. ethnicity
   d. lifestyle

   **Competency:** Human resource management in sports

8) The scientific management approach believed that the primary responsibility of managers was to:
   a. increase workers' output
   b. hire the right people
   c. manage the organization as a whole entity
   d. prepare individuals to be leaders

   **Competency:** Labor relation in professional sports
9) Which one of the following is not true about a successful organization?
   a. has independently operating units with little communication
   b. focused on accomplishing tasks most effectively
   c. consists of people with specialized tasks
   d. works toward a company's goals

   **Competency:** Strategic marketing

10) ____ is not an example of human risk
   a. Check written on bank account with insufficient funds
   b. Employee dishonesty
   c. Fire
   d. Unskilled labor

   **Competency:** Tort liability and risk management

**ANSWER KEY**
1. c
2. d
3. a
4. c
5. d
6. a
7. b
8. a
9. a
10. c