

Overview

This event provides recognition for FBLA members who possess the basic principles of sports management.

This is an individual objective test.

Competencies and Task Lists

<http://www.fbla-pbl.org/docs/ct/FBLA/SPORTSMANAGEMENT.pdf>

Web Site Resources

- AthleticBusiness.com
<http://athleticbusiness.com>
- Game Face
<http://www.gamefacesportsjobs.com>
- Jobs in Sports
<http://www.jobsinsports.com>
- NACDA Job Center
<http://www.nacda.com/nacdajobs/nacda-nacdajobs.html>
- SPMT Links and Resources
<http://rht.gmu.edu/spmt/links/>
- Sports Link Central
<http://www.sportslinkscentral.com/>
- The NCAA News
<http://www.ncaa.org/wps/portal>
- Work in Sports
<http://www.workinsports.com/home.asp>

SPORTS MANAGEMENT SAMPLE QUESTIONS

1. A person who is a legal representative of another person, used extensively in professional sports.
 - a. handler
 - b. manager
 - c. agent
 - d. venue
2. What organization in the past qualified teams for Olympic softball competition?
 - a. International Olympic Committee
 - b. General Association of International Sports Federations
 - c. Major League Baseball
 - d. International Softball Federation
3. A baseball organization decided to charge \$15 for a general admission, "bleacher" seat because customers are willing and able to pay that amount. This type of price is considered:
 - a. excessive
 - b. competitive
 - c. exchange
 - d. optimum

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4. Which one of the following is a valuable learning tool for an employee desiring a future management position?
 - a. having many temporary employments
 - b. having a paid work-experience in any area
 - c. internship
 - d. working as a college student
 5. How many hotel rooms must a city have available to meet NFL requirements for hosting a Super Bowl?
 - a. 50,000
 - b. 20,000
 - c. 10,000
 - d. 30,000
 6. Which type of job involves routine activities and is usually held for a short period of time?
 - a. specialist occupations
 - b. career level occupations
 - c. management positions
 - d. entry level occupations
 7. Why would a football stadium conduct marketing audits?
 - a. to reach potential customers
 - b. to identify problems
 - c. to account for expenditures
 - d. to review procedures
 8. A contract that provides tickets and passes to a radio station in exchange for free air time promotions is an example of:
 - a. distributor partnership
 - b. barter agreement
 - c. license agreement
 - d. sponsorship
 9. What is it called when a company agrees to give another company the right to use another's brand name or patent in exchange for a fee?
 - a. sponsoring
 - b. branding
 - c. leasing
 - d. licensing
 10. Marketing objectives developed by a sporting goods store should lead to:
 - a. decrease in taxes
 - b. increase in prices
 - c. decrease in revenue
 - d. increase in sales
 11. Which one of the following would **not** be considered a necessary characteristic for managing a sporting event?
 - a. knowledge of the event venue
 - b. sincerity
 - c. friendly attitude
 - d. casual dress code to make guests more comfortable

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12. Which one of the following is **not** a reason that a sport organization would have a code of ethics?
 - a. to define acceptable behaviors
 - b. to determine salaries for players
 - c. to encourage high standards of practice
 - d. to provide a benchmark for self evaluation

 13. Which one of the following is **not** classified as a source of facility revenue?
 - a. parking fees
 - b. sponsor advertising
 - c. concession sales
 - d. broadcast rights

 14. Why might a sporting facility provide an increased level of amenities for spectators?
 - a. provide tickets that are a better value
 - b. increase the happiness of the owners
 - c. give spectators a higher perceived value
 - d. distract fans during subpar seasons

 15. What is one purpose of a professional sports league?
 - a. to serve as a fan club
 - b. to select cities for teams in an application process
 - c. to control the number and location of teams
 - d. to add as many teams as are wanted by cities

 16. Who makes up the economic market in the sports industry?
 - a. fans of a particular team
 - b. consumers who are mobile
 - c. all of the consumers who purchase a product
 - d. marketers who are selling a product

 17. What idea that effects management and involves employees taking part in all decisions has become more common?
 - a. human interaction management
 - b. command hierarchy
 - c. civil-society management
 - d. workplace democracy

 18. Some professional sports teams use the distribution function to provide good customer service. What does this take into consideration?
 - a. differences in customers
 - b. warehouse structure
 - c. receiving procedures
 - d. inventory organization

 19. What is an agreement that allows a person or agency to represent the athlete in marketing the athlete's ability and name?
 - a. application
 - b. noncompete clause
 - c. agent contract
 - d. collective bargaining

 20. On what does accounting for sports franchises usually center?
 - a. expenses and income
 - b. financial statements and forecasts
 - c. balance sheets and income statements
 - d. revenue and profit

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21. Careers are available in sporting goods at manufacturers and retailers. Which one of the following is a sporting goods retailer?
- a. Nike
 - b. Champs
 - c. Adidas
 - d. Reebok
22. What is the intended target of any basic marketing communication?
- a. sender
 - b. channel
 - c. medium
 - d. receiver
23. Why is licensing especially important to the sports industry?
- a. Agents use it in negotiating contracts for their players.
 - b. Licensing helps professional sport teams to sell more season tickets.
 - c. Professional teams make the majority of their revenues through licensing.
 - d. Licensing helps make consumers aware of professional teams.
24. Which one of the following would be direct competition for a Cardinals baseball game?
- a. a Ram's football game
 - b. a Blues hockey game
 - c. Six Flags amusement park
 - d. a college baseball game
25. An artificial turf company is taking up old field coverings and recycling them. This is an example of what type of distribution?
- a. external
 - b. green
 - c. internal
 - d. reverse
26. What is **not** necessarily a requirement of a sports agent?
- a. high salary for his/her client
 - b. strategic planning to improve a player's position in a draft
 - c. negotiation skills
 - d. knowledge of contract law
27. What can happen when a top athlete is extremely popular?
- a. It can impact the popularity of that athlete's particular sport.
 - b. It can discourage young people from entering that sport.
 - c. The performance of other athletes may suffer.
 - d. Audience size may decrease over time.
28. Which leadership style would offer a great deal of flexibility in situations that change frequently?
- a. situational
 - b. autocratic
 - c. open
 - d. democratic
29. Which colleges and universities are subject to Title IX?
- a. any that receive federal aid
 - b. all male or all female schools
 - c. only those that compete in the NCAA
 - d. private universities

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30. Professional athletes negotiate salaries, playing conditions, and contract terms as a unit. In what process is their union engaging?
- a. collective bargaining
 - b. competitive advantage
 - c. free agency
 - d. labor contracts