

SPORTS & ENTERTAINMENT MANAGEMENT

- 1) Younger adults are most likely to use ___ to conduct thorough research on a company or organization.
 - A) the Internet
 - B) family members
 - C) friends
 - D) the library

- 2) A sporting facility is able to best generate additional revenue through ____.
 - A) maintenance salaries
 - B) parking fees
 - C) player visits
 - D) scalper sales

- 3) The recruitment and retention of qualified employees is extremely important to companies in the sport and entertainment industry due to ____.
 - A) few qualified managers
 - B) recruitment being inexpensive
 - C) the limited number of employees wanting to work in the industry
 - D) the expense of finding and training new employees

- 4) External factors affecting market climate would include all of the following **except** ____.
 - A) spectators
 - B) players
 - C) media
 - D) corporate sponsors

- 5) The control of financial and personal injury loss from sudden, unforeseen, and unusual accidents and intentional torts is referred to as ____.
 - A) event staging
 - B) risk management
 - C) risk aversion
 - D) event risk

- 6) What is the part of the copyright law that protects not only written information but also ideas of writers, artists, and musicians?
- A) peer-review
 - B) intellectual property
 - C) royalty free
 - D) fair usage
- 7) Colleges and universities are subject to Title IX when they ____.
- A) are co-ed
 - B) private, for-profit universities
 - C) compete in NCAA programs
 - D) receive any federal aid
- 8) Professional athlete and entertainment celebrity endorsements are normally successful due in part to ____.
- A) the potential to be a celebrity as well
 - B) fans wanting to be associated with the individual
 - C) the person's wealth
 - D) the limited budget needed to break even
- 9) Ethical behavior in professional sports is based on solid ____ of understanding.
- A) regulations
 - B) unwritten rules
 - C) principles
 - D) mandates
- 10) Many sporting and entertainment venues are selling the ____ rights to name the facility for a set time period, most commonly in 10-year increments.
- A) blocking
 - B) team
 - C) naming
 - D) licensing

- 11) A sponsor does all of the following **except** ____.
- A) control the team operations
 - B) off-set the costs of a team so as to keep ticket prices lower
 - C) be identified with an event where the target market is in attendance
 - D) provide financial support for an event
- 12) Professional ____ is the ongoing training geared towards improving skills for present and future jobs roles.
- A) staffing
 - B) development
 - C) improvement
 - D) orientation
- 13) Organizations actively learning from and comparing themselves to the industry best practices is referred to as ____.
- A) espionage
 - B) environmental conditions
 - C) benchmarking
 - D) creatively acquiring
- 14) ____ leaders are the most flexible in being able to make adjustments.
- A) Autocratic
 - B) Situational
 - C) Democratic
 - D) Transformational
- 15) The final stage for strategic management is to ____.
- A) evaluate and control
 - B) analyze
 - C) set goals
 - D) strategy implementation

- 1) A
- 2) B
- 3) D
- 4) B
- 5) B
- 6) B
- 7) D
- 8) B
- 9) C
- 10) C
- 11) A
- 12) B
- 13) C
- 14) B
- 15) A