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## SPORTS & ENTERTAINMENT MANAGEMENT

### Overview

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

This is a team event composed of two or three members. This event consists of two parts: an objective test and a performance. The objective test is taken collaboratively by the team members and the top fifteen teams scoring the highest on the objective test will advance to the final round and participate in the performance component.

### Competencies and Task Lists

[http://www.fbla-pbl.org/docs/ct/FBLA/sports and entertainment management.pdf](http://www.fbla-pbl.org/docs/ct/FBLA/sports_and_entertainment_management.pdf)

### Website Resources

- AthleticBusiness.com  
<http://athleticbusiness.com>
- Jobs in Sports  
<http://www.jobsinsports.com>
- NACDA Job Center  
<http://www.nacda.com/nacdajobs/nacda-nacdajobs.html>
- NCAA - National Collegiate Athletic Association  
<http://www.ncaa.org/>
- What is Sports Management?  
[http://coe.winthrop.edu/coe/health-pe/sportmanagement/spma\\_info.htm](http://coe.winthrop.edu/coe/health-pe/sportmanagement/spma_info.htm)
- Work in Sports  
<http://www.workinsports.com/home.asp>

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## SPORTS & ENTERTAINMENT SAMPLE QUESTIONS

1. Which one of the following factors influences a fan's decision to attend or watch a game would be for fans who are rewarded with a sense of accomplishment when their team performs well?
  - a. self-esteem enhancement
  - b. family ties
  - c. diversion from everyday life
  - d. economic

**Competency:** Sports Marketing/Strategic Marketing

2. Sports marketing involves the creation and maintenance of:
  - a. satisfying exchange relationships
  - b. financial resources
  - c. a favorable image
  - d. sales

**Competency:** Sports Marketing/Strategic Marketing

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3. Gathering and using information about customers to improve business decision making involves:
- product/service management
  - marketing-information management
  - distribution
  - publicity

**Competency:** Sports Marketing/Strategic Marketing

4. Due to the large television audience for the Super Bowl, a 30-second commercial can cost up to:
- \$100,000
  - \$2 million
  - \$1 million
  - \$500,000

**Competency:** Sports Marketing/Strategic Marketing

5. \_\_\_\_\_ segmentation focuses on a customer's attitude toward products and services.
- Behavioral-based
  - Psychographics
  - Demographics
  - Geographic

**Competency:** Sports Marketing/Strategic Marketing

6. \_\_\_\_\_ is the control of financial and personal injury loss from sudden, unforeseen, and unusual accidents and intentional torts.
- Risk management
  - Coordinating the event
  - Staging the event
  - Crowd management

**Competency:** Facility and Event Management

7. \_\_\_\_\_ is the pre-arranged percentage used to divide various sources of revenue between the promoter and the facility.
- Split
  - Work order
  - Budget
  - Boilerplate

**Competency:** Facility and Event Management

8. Evaluating the success of a sport event is part of the \_\_\_\_\_ process.
- controlling
  - implementing
  - planning
  - organizing

**Competency:** Facility and Event Management

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9. Fan misbehavior is:
- limited to professional sports
  - not a major concern for college officials
  - dangerous for players and spectators
  - highly contained at college sporting events

**Competency:** Facility and Event Management

10. \_\_\_\_\_ involves matching the best employees with the tasks that must be completed.
- Orientation
  - Coordinating
  - Performance evaluation
  - Feedback

**Competency:** Human Resource Management (Labor Relations)

11. The \_\_\_\_ is a legal representative of an athlete or celebrity.
- general manager
  - scout
  - agent
  - professional team owner

**Competency:** Human Resource Management (Labor Relations)

12. Amateur sports have done all of the following **except**:
- created new financial energy for small communities
  - increased the sales of sports equipment
  - increased the sales of sports utility vehicles
  - involved only youth

**Competency:** Overview of Sports Industry

13. Microeconomics:
- is not used in the planning of sport events
  - studies the behavior of the entire economy
  - studies the behavior of all 90,00 fans who attend the college football game
  - studies the relationship between a season ticket holder and the associated university

**Competency:** Financing and Economic Input

14. The study of economics of sport events for an entire society is referred to as:
- macroeconomics
  - social economics
  - microeconomics
  - economic utility

**Competency:** Financing and Economic Input

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15. \_\_\_ leadership often results in a decline in employee performance.
- Democratic
  - Situational
  - Open
  - Autocratic

**Competency:** Management and Leadership in Sports

16. Teams that work as cohesive units and address work tasks without management direction are:
- autonomous teams
  - new venture development teams
  - semi-independent teams
  - problem-solving teams

**Competency:** Management and Leadership in Sports

17. Title IX requires universities to:
- pay athletes since they do not have time to work at a job
  - offer female sports programs
  - share revenue with other conference members
  - report all revenue to the NCAA

**Competency:** Sports Law

18. To prove negligence, a plaintiff must prove all of the following elements **except**:
- injury
  - breach of duty
  - proximate cause
  - acceptance of responsibility

**Competency:** Sports Law

19. A viral campaign:
- involves smearing a competing team with negative publicity
  - occurs on all the major television networks
  - involves a few online mentions turning into a buzz about an event
  - involves developing a major publicity campaign

**Competency:** Communication in Sports (Media)

20. Game day image involves all of the following **except**:
- cleanliness and safety of the sports facilities
  - the opponent
  - athletes and the team
  - behavior of the local fans

**Competency:** Communication in Sports (Media)

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21. \_\_\_ is a useful approach to leadership in sports management since it is a philosophy based upon free will and the responsibility for action.
- Self-actualization
  - Authenticity
  - Moral value
  - Existentialism

**Competency:** Ethics

22. The impact of performance-enhancing drugs used by athletes is:
- negative publicity for the sport
  - a viral campaign
  - winning and satisfied fans
  - positive feedback from the media

**Competency:** Ethics

23. A \_\_\_ is the legal protection of words and symbols used by a company.
- copyright
  - licensed brand
  - trademark
  - royalty

**Competency:** Licensing

24. State fairs:
- face stiff competition from amusement parks and other entertainment venues
  - are experiencing increased attendance
  - are losing the interest of rural residents
  - are more popular with urban residents than rural residents

**Competency:** Management Basics

25. The bottom line for entertainment events is:
- profit
  - customer satisfaction
  - strong management
  - diversity

**Competency:** Events Management

26. Evaluating the success of a concert is part of the:
- controlling process
  - implementing process
  - organizing process
  - planning process

**Competency:** Management Functions

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27. Signing up committees for specialized tasks is part of the:
- organizing process
  - implementing process
  - controlling process
  - planning process

**Competency: Management Functions**

28. Successful entertainment event planners:
- are aware of changing demographics
  - are not concerned about the latest census figures
  - are not concerned with social web sites like YELP
  - specialize for specific target markets

**Competency: Decision Making**

29. The type of management that is the core of success for any entertainment organization is:
- human resources
  - financial
  - time
  - change

**Competency: Management Basics**

30. Success for entertainment events depends upon:
- strategy
  - wealth
  - lapse of ethics
  - power

**Competency: Management Strategies**

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**SPORTS & ENTERTAINMENT MANAGEMENT CASE STUDY**

**PARTICIPANT INSTRUCTIONS**

- You have twenty minutes to review the case.
- Presentation time is seven minutes. At six minutes the timekeeper will stand and at seven minutes the timekeeper will stand and hold up a colored card indicating time is up.
- The presentation is interactive with the judges who will ask questions throughout the presentations. The judges will play the roles of marketing executives for the New York Yankees. You are the consulting team for Liberty Airlines and your ultimate mission is to make Liberty Airlines the official airlines for the New York Yankees and the Yankee fans.