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## SPORTS & ENTERTAINMENT MANAGEMENT

### Overview

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

This event consists of two parts: an objective test and a role play. If competing as a team, the objective test is taken collaboratively by the team. The top fifteen individuals/teams scoring the highest on the objective test will advance to the final round and participate in the role play component. The role play case will be a problem outlining the understanding and awareness of sports and entertainment issues within today's society.

This event is for an individual or a team of two or three members.

### Competencies and Task Lists

<http://www.fbla-pbl.org/competitive-event/sports-entertainment-management/>

### 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/>

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## SPORTS & ENTERTAINMENT SAMPLE QUESTIONS

- 1) Which one of the following is **not** an aspect of sports and entertainment marketing?
  - A) overseeing marketing projects
  - B) matching clients with sponsors
  - C) developing strategic financial plans
  - D) working with the media

**Competency:** Sports and Entertainment Marketing/Strategic Marketing

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- 2) There are many issues related to branding strategies of products used in sports and entertainment. The one that relates most to the Washington Redskins team name is \_\_\_\_.
- A) Lying
  - B) Racial
  - C) Balance
  - D) Controversial

**Competency:** Sports and Entertainment Marketing/Strategic Marketing

- 3) The five stages of the consumer buying behavior when making marketing decisions would include all but \_\_\_\_.
- A) Informational search
  - B) Need recognition
  - C) Purchase decision
  - D) Brand recognition

**Competency:** Sports and Entertainment Marketing/Strategic Marketing

- 4) The main purpose of having an operating procedure for a facility is to \_\_\_\_.
- A) provide for the number of maintenance and cleaning crew members needed.
  - B) provide consistency in how things are completed.
  - C) determine the inventory needed each year
  - D) allow for users to know where the restrooms are

**Competency:** Facility and Event Management

- 5) What strategy is not included in the control of risk?
- A) Reuse
  - B) Transfer
  - C) Accept
  - D) Avoid

**Competency:** Facility and Event Management

- 6) The \_\_\_\_ of the sports and entertainment industry would include what a team believes in and strives to achieve.
- A) statement of cause
  - B) direction
  - C) mission
  - D) strategy

**Competency:** Facility and Event Management

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- 7) Since the state fair only involves three weeks each year, many of the employees are:
- A) full time
  - B) seasonal
  - C) contract workers
  - D) independent contractors

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

- 8) The importance of \_\_\_\_ is that it keeps professionals updated with the most relevant training, information, skills, and knowledge to remain competent within their industry.
- A) continuous professional development
  - B) a technical training session
  - C) staff development
  - D) a summer workshop

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

- 9) Which team, financially, is the most valuable sports team in the world at 3.25 billion in 2015?
- A) Real Madrid
  - B) New York Yankees
  - C) New York Knicks
  - D) Dallas Cowboys

**Competency:** Promotion, Advertising, and Sponsorship for Sports and Entertainment Industry

- 10) The most important step involved in developing effective advertising is to \_\_\_\_.
- A) right place
  - B) establish an image
  - C) diversify
  - D) determine your target audience

**Competency:** Promotion, Advertising, and Sponsorship for Sports and Entertainment Industry

- 11) What is the greatest value of being involved in seasonal themed events for communities?
- A) Child care
  - B) Food and beverage
  - C) Social
  - D) Fun and games

**Competency:** Promotion, Advertising, and Sponsorship for Sports and Entertainment Industry

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- 12) The total volume of sponsorship spending worldwide for 2016 professional sports was \_\_\_\_.
- A) 25.5 Million
  - B) 526.3 Million
  - C) 480.6 Trillion
  - D) 60.2 Billion

**Competency:** Financing and Economic Input

- 13) The advantages of strategic management would include all but \_\_\_\_?
- A) Discharges board responsibility
  - B) Forces an objective assessment
  - C) Flexibility is limited
  - D) Enables measurability of progress

**Competency:** Planning, Distribution, Marketing, Pricing, and Selling for Sports and Entertainment Events

- 14) The economics term that involves supply, demand, consumption, and price.
- A) Price value
  - B) Consumer consumption
  - C) Supply curve
  - D) Demand curve

**Competency:** Planning, Distribution, Marketing, Pricing, and Selling for Sports and Entertainment Events

- 15) Responding to customer needs by altering the content approach of the sales presentation is called
- A) standardized selling
  - B) adaptive selling
  - C) mass selling
  - D) national selling

**Competency:** Planning, Distribution, Marketing, Pricing, and Selling for Sports and Entertainment Events

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- 16) When representatives from professional teams and management get together in good faith to work out contract agreements it is called:
- A) free agency
  - B) collective bargaining
  - C) salary cap
  - D) lockout

**Competency:** Sports Law

- 17) Pre-season publicity for a traditional powerhouse in college football is:
- A) is usually ignored by the fan base
  - B) not necessary for fans
  - C) a turn off for fans
  - D) extremely important to fans

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

- 18) Exposure to frequent news account of unethical behavior by politicians, sports and entertainment figures, and even religious leaders may cause youth:
- A) to have a stronger view of the value of ethics
  - B) to develop stronger ethics
  - C) to be turned off by celebrities and sports stars
  - D) to have negative view of the value of ethics

**Competency:** Ethics

- 19) When an organization applies to sponsor an NCAA-licensed bowl game, at a minimum it must pay:
- A) \$50 million
  - B) for both participating teams' travel and participation expenses
  - C) \$25 million
  - D) \$100 million

**Competency:** Licensing

- 20) Recruiting prospective college athletes is regulated by the:
- A) FCC
  - B) federal government
  - C) major college conferences
  - D) NCAA, NAIA, and NJCAA

**Competency:** Sports Governance

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- 21) The best strategy to overcome experience in the sports and entertainment industry is:
- A) sending resumes to as many organizations online as possible
  - B) earning a degree at a well-known university
  - C) counting on recommendations from leaders in the industry
  - D) participation in an internship

**Competency:** Careers

- 22) The collect of information arranged in a logical manner for an MIS is called a:
- A) database
  - B) unit
  - C) byte
  - D) file

**Competency:** Marketing/Management Information Technology and Research

- 23) Assisting in the design and development of something new for customers is referred to as \_\_\_\_.
- A) financing
  - B) promotions
  - C) marketing-information management
  - D) product/service management

**Competency:** Marketing/Management Information Technology and Research

- 24) Maslow's hierarchy model includes the need for spiritual and self-fulfillment referred to as:
- A) esteem needs
  - B) self-actualization needs
  - C) security needs
  - D) physiological needs

**Competency:** Leadership and Managing Groups and Teams in the Sports and Entertainment Industry

- 25) Guiding an employee's work efforts toward achieving the company's goals is referred to as \_\_\_\_.
- A) organizing
  - B) planning
  - C) implementing
  - D) controlling

**Competency:** Leadership and Managing Groups and Teams in the Sports and Entertainment Industry

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- 26) The greatest challenge for strategic planning for sports and entertainment is:
- A) SWOT Analysis
  - B) corporate management
  - C) the external environment
  - D) the internal environment

**Competency:** Strategies and Strategic Planning Tools

- 27) Due to economic conditions, more employees are losing their jobs and organizations are becoming:
- A) multi-level structures
  - B) tiered structures
  - C) pyramid structures
  - D) flattened structures

**Competency:** Strategies and Strategic Planning Tools

- 28) When an event coordinator makes sure there is enough security in place to keep the fans from storming the field they are practicing the management function of:
- A) controlling
  - B) organizing
  - C) implementing
  - D) planning

**Competency:** Functions of Management

- 29) Sports facilities for local high schools are typically funded with \_\_\_ taxes.
- A) sales
  - B) property
  - C) state
  - D) federal

**Competency:** Functions of Management

- 30) The event planner secures the venue, the staff, and food and provides specific details about how to do it. This process is referred to as a \_\_\_ management function.
- A) organizing
  - B) planning
  - C) controlling
  - D) implementing

**Competency:** Functions of Management