
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/>

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