

## SPORTS MANAGEMENT

1. A professional sports team identifies potential customers by analyzing how people spend their spare time and their attitudes about certain issues. This is an example of:
  - a. psychographics
  - b. demographics
  - c. sales projections
  - d. market attitudes

**Competency:** Sports Marketing/Strategic Marketing

**Task:** Describe the steps in developing a market research project.

2. What is the professional association for facilities management?
  - a. International Facilities Management Association
  - b. Facilities Management International
  - c. Association of Facilities Managers
  - d. American Facilities Managers

**Competency:** Facility and Event Management

**Task:** Determine the requirements in choosing a location and/or building and operating a facility.

3. Which area of a sports organization's management team determines the number and type of employees needed, offers needed training, and provides adequate compensation and benefits?
  - a. Marketing Management
  - b. Production Management
  - c. Human Resources Management
  - d. Financial Management

**Competency:** Human Resource Management/Labor Relations

**Task:** Identify the functions and responsibilities of human resources.

4. What reason may be contributing to the fact that tennis is making a comeback?
  - a. new fashions available for the sport
  - b. increase in online tennis games
  - c. relatively inexpensive sport in which to participate
  - d. media coverage and videos of the sport

**Competency:** Overview of Sports Industry

**Task:** Analyze growth and trends of sports and entertainment as an industry in local, state, national, international areas.

5. Accounting for sports franchises usually centers on which one of the following?
- revenue and profit
  - financial statements and forecasts
  - expenses and income
  - balance sheets and income statements

**Competency:** Financing & economic input

**Task:** Analyze basic financial documents: budgets, income statements, balance sheets, breakeven point analysis.

6. Marketing management would be activities used to plan, price, promote, and \_\_\_\_\_ an event.
- sell
  - produce
  - implement
  - organize

**Competency:** Management and Leadership in Sports

**Task:** Identify and explain the steps in the planning process and the strategic planning tools used by managers.

7. This country is the world's largest producer of pirated music.
- Russia
  - England
  - China
  - United States

**Competency:** Sports Law

**Task:** Explain the purpose and benefits of copyright protection.

8. What is done when a sports organization assigns a staff member to communicate and coordinate activities with sponsors?
- it increases sponsorships
  - it facilitates goodwill
  - it saves money
  - it adds exposure

**Competency:** Communication in Sports Media

**Task:** Identify the roles of public relations and publicity in sports and entertainment.

9. What would qualify as adequate standards of ethics?
  - a. supported by the Bible
  - b. supported by society
  - c. supported by the elderly and young people alike
  - d. supported by consistent and well-founded reasons

**Competency:** Ethics

**Task:** Evaluate and apply principles of ethics as they relate to sports and entertainment.

10. What is the minimum requirement of an organization applying to sponsor an NCAA-licensed bowl game?
  - a. to have pre-sold a set number of tickets
  - b. to be located in the city where the bowl should take place
  - c. to pay for both teams' travel and participation expenses
  - d. to create a line of merchandise promoting the bowl game

**Competency:** Licensing

**Task:** Describe the financial value of licensing sports and entertainment merchandise.

## Sports Management Answer Key

- 1) A
- 2) A
- 3) C
- 4) C
- 5) B
- 6) A
- 7) C
- 8) B
- 9) D
- 10) C

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