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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. For a product or service to be successful, customers must be able to obtain the product or service when and where they want it.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 2. The timing of a live entertainment event rarely affects the distribution to other countries.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 3. "Jailbreaking" a phone is an illegal procedure that allows users nearly unlimited access to unauthorized apps.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 4. There are two major channels of distribution for sports and entertainment events—live and via media.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 5. Well-produced Broadway-style plays draw small audiences today.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 6. Live performances are expensive to produce and always generate a large amount of revenue.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 7. When distance, price, or limited availability prevents fans from attending a live event, media can provide the next-best option.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 8. Today, most television programs are distributed to viewers just once or twice.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 9. Radio talk shows attract new, younger listeners when podcasts are made available for download to mobile devices.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 10. Console-based video games are losing customers to inexpensive online games.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 11. The distribution of concerts via film has proven to be a huge financial failure for every artist who has tried it.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 12. The channel members involved in making a product or service available are called   |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | a. | manufacturers | b. | producers | |  | c. | marketing researchers | d. | intermediaries |  |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 13. For a live sporting event, which of the following is the responsibility of the event facility?   |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | a. | provide for concessions | b. | transmit the event | |  | c. | hire security | d. | arrange for promotion |  |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 14. Live entertainment performances   |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | a. | are inexpensive to produce | b. | generate a large amount of revenue | |  | c. | are the most appealing form of entertainment | d. | do not require special venues |  |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 15. Radio   |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | a. | is an audio media form of communication | b. | has a unique place in the minds and hearts of sports fans and music lovers | |  | c. | requires inexpensive equipment and is readily available | d. | all of the above |  |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 16. Television became a major distribution channel for sports and entertainment by   |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | a. | 1940 | b. | 1950 | |  | c. | 1930 | d. | 1920 |  |  |  | | --- | --- | |  |  | |  |  | |

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| 17. U.S. football is well suited for being broadcast on television because   |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | a. | it has continuous activity | b. | each football play lasts for a long period of time | |  | c. | there are several time outs during the game | d. | each football play lasts for a short period of time |  |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 18. New technologies that change existing forms of communication channels are called   |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | a. | large area networks | b. | jailbreak networks | |  | c. | disruptive technologies | d. | smart technologies |  |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 19. Participation in recreational sports   |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | a. | can be expensive | b. | is directly reated to household income | |  | c. | depends upon the public facilities provided | d. | all of the above |  |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 20. A group of TV channels sold as a package for one monthly price is called a   |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | a. | pay-as-you-go bundle | b. | cable bundle | |  | c. | cafeteria-style plan | d. | subscription service |  |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 21. The marketing mix and distribution of professional sports games is controlled by   |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | a. | the major TV networks | b. | a league agreement | |  | c. | the NCAA | d. | major advertisers |  |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 22. Art-house movies   |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | a. | are distributed nationally to thousands of theaters | b. | are designed for mass appeal | |  | c. | typically have relatively low distribution costs | d. | all of the above |  |  |  | | --- | --- | |  |  | |  |  | |  |  | |
| 23. Discuss the advantages sporting events have over entertainment shows, such as weekly TV programs, in regard to their attractiveness to television networks.  **FROM CHAPTER 9 OF TEXTBOOK**   |  |  | | --- | --- | |  |  | |  |  | |  |  | |
|  |
| 1. The main goal of promotion is to increase sales.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 2. An advantage of personal selling is that the seller can immediately address any customer concerns.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 3. Public image and community outreach are low priorities for all professional athletes.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 4. Newspaper articles and television news stories are examples of publicity.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | |  |  | |  |  | |  |  | |
| 5. Advertising plays a strong role in a free-enterprise system.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 6. A grass-roots effort occurs when an unknown person or event is propelled into the spotlight by   |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | a. | ​the media | b. | ​the fans | |  | c. | ​the individual being recognized | d. | ​an Internet campaign |  |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 7. When a sports figure has received bad publicity, the \_\_\_\_\_\_\_\_\_\_ is responsible for maintaining relations with the public and news media.   |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | a. | ​publicist | b. | ​team owner | |  | c. | ​team's media department | d. | ​player |  |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 8. Public image   |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | a. | ​is important to celebrities | b. | ​is created by public relations | |  | c. | ​influences fans' choices of favorite teams and athletes | d. | ​all of the above |  |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 9. Which of the following is an example of a trade sales promotion?   |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | a. | a price-pack deal | b. | special gifts | |  | c. | a point-of-purchase display | d. | temporary price reductions |  |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 10. \_\_\_\_\_\_\_\_\_\_ is positive feelings about a business.   |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | a. | Goodwill | b. | Publicity | |  | c. | Sales promotion | d. | Public image |  |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 11. \_\_\_\_\_\_\_\_\_\_ is the process of making customers aware of a product, service, or event.   |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 12. With \_\_\_\_\_\_\_\_\_\_, a product is integrated into the plot of a movie or television show.   |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 13. Any unpaid media attention, both negative and positive, about a business and its products, services, or events is \_\_\_\_\_\_\_\_\_\_.   |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 14. \_\_\_\_\_\_\_\_\_\_ are additional incentives offered for a limited time to encourage consumers to buy a product.   |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 15. An in-person, face-to-face communication between a seller and a customer is called \_\_\_\_\_\_\_\_\_\_.   |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 16. \_\_\_\_\_\_\_\_\_\_ are the channels of communication used to send a message to the target market.   |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 17. \_\_\_\_\_\_\_\_\_\_ is the number of people in the target market expected to receive the message through the chosen medium.   |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 18. What does damage control mean?   |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 19. How is publicity different from other types of promotion?   |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 20. Give three examples of consumer sales promotions.   |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 21. What should be included in an effective press release?   |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 22. Name and define the four components of an effective ad.   |  |  | | --- | --- | |  |  | |  |  | |  |  | |

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| 23. Describe the American Association of Advertising Agencies' Standards of Practice.   |  |  | | --- | --- | |  |  | |  |  | |  |  | |