|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 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 |

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

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

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

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

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

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

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 5. Well-produced Broadway-style plays draw small audiences today.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

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

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 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 |

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

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

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

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

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10. Console-based video games are losing customers to inexpensive online games.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 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 |

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 12. The channel members involved in making a product or service available are called

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|   | a.  | manufacturers | b.  | producers |
|   | c.  | marketing researchers | d.  | intermediaries |

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 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 |

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 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 |

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 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 |

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 16. Television became a major distribution channel for sports and entertainment by

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|   | a.  | 1940 | b.  | 1950 |
|   | c.  | 1930 | d.  | 1920 |

|  |  |
| --- | --- |
|  |  |
|  |  |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 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 |

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 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 |

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 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 |

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 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 |

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 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 |

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 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 |

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

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

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

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

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 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 |

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 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 |

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 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 |

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 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 |

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

|  |
| --- |
|  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 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 |

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10. \_\_\_\_\_\_\_\_\_\_ is positive feelings about a business.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|   | a.  | Goodwill | b.  | Publicity |
|   | c.  | Sales promotion | d.  | Public image |

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

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

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

|  |
| --- |
|  |

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

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

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

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

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

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

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

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

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

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

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

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

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

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

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

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

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

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

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

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

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

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |

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

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |

 |