



# Competency Based Competitive Events Written Exam Sample

## Sports and Entertainment Marketing



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1. The relationship between a creditor and a debtor is usually based on the debtor's

- A. pricing method.
- B. billing schedule.
- C. type of account.
- D. ability to pay.

2. The increased use of online sport/event ticket sources has reduced distribution problems associated with box-office sales, such as

- A. ticket duplications.
- B. ticket scalping.
- C. limited stock.
- D. sales force expertise.

3. Preparing wills and setting up guardianships are types of financial services that often are provided by

- A. courts.
- B. executors.
- C. attorneys.
- D. beneficiaries.

4. What research technique is intended to obtain information about people's opinions?

- A. Qualitative
- B. Quantitative
- C. Market
- D. Attitude

5. A characteristic of an event is that it is produced and consumed

- A. at the same time.
- B. during planned intervals.
- C. by the same group of people.
- D. in unemotional ways.

6. Why is it important for sports and entertainment businesses to interpret statistical findings?

- A. To organize a database
- B. To develop charts and tables
- C. To calculate the median
- D. To obtain useful information

7. The core benefits to customers who purchase sport products include entertainment, health, and

- A. achievement.
- B. independence.
- C. promotion.
- D. adaptability.

8. When an event planner seeks celebrity endorsements for an upcoming event, s/he should make sure they are credible and

- A. trustworthy.
- B. innovative.
- C. neutral.
- D. resourceful.

9. Which of the following types of sport/event businesses would be most likely to place a banner advertisement on a ski resort's web site:

- A. Snowboard retailer
- B. Shoe manufacturer
- C. Cross-training equipment distributor
- D. Rock-climbing boot retailer

10. Sports and entertainment businesses often participate in trade shows as a way of communicating with their

- A. target audiences.
- B. out-of-town employees.
- C. investors.
- D. sales staff.

## 1. D

Ability to pay. The relationship between a creditor and a debtor is usually based on the debtor's ability to pay the creditor the amount that is owed. Businesses offer credit to increase sales; however, they expect customers to repay the debt. Therefore, creditors usually base their decision to offer credit to those who they believe have the ability to pay. Creditors establish a billing schedule and pricing method. They also determine the type of account to offer debtors. These factors do not influence the relationship.

SOURCE: BL:071

SOURCE: Longenecker, J.G., Moore, C.W., & Petty, J.W. (2003). *Small business management: An entrepreneurial emphasis* (12th ed.) [pp. 412-413]. Cincinnati: Thomson/South-Western.

## 2. A

Ticket duplications. Computerized systems have made sport/event ticket distribution more accurate and efficient. Before widespread use of computer systems, sport/event organizations sold and distributed tickets in advance by telephone and mail, as well as in person at the box office or gate. Advances in computer technology now allow sport/event organizations to better control ticket distribution, resulting in fewer problems, including ticket duplications and excess (rather than limited) stock levels. With better controls in place, there are more ways to distribute tickets online. Some online distribution methods include the team or league web sites, ticket firms' web sites (e.g., Ticketmaster), and business partners' web sites. Because of the widespread use of the Internet to distribute tickets, customers have less interaction with the salespeople who have the knowledge to help customers, which might create problems for some customers who prefer direct contact with a salesperson. Ticket scalping will occur regardless of the distribution method.

SOURCE: DS:096

SOURCE: Mullin, B.J., Hardy, S., & Sutton, W.A. (2000). *Sport marketing* (2nd ed.) [pp. 296-297]. Champaign, IL: Human Kinetics.

### 3. C

Attorneys. Certain types of financial services often require the assistance of attorneys. For example, most people hire attorneys to help them prepare their wills to make sure that their assets are distributed properly. Also, some people set up guardianships to manage assets for minor children. Attorneys usually provide these types of financial services because wills and guardianship papers are legal documents. To protect the assets, it is important that these documents be prepared correctly. Executors are the individuals who carry out the terms of the will. Wills and guardianship papers often are filed with the appropriate court. Beneficiaries are the heirs.

SOURCE: FI:075

SOURCE: Kapoor, J.R., Dlabay, L.R., Hughes, R.J., & Hoyt, W.B. (2005). *Business and personal finance* (pp. 503-505). New York: Glencoe/McGraw-Hill.

### 4. D

Attitude. The purpose of attitude research is to obtain information about people's opinions and how they feel about certain products or issues. Businesses often do attitude research to find out if customers are satisfied with the business and its products. Quantitative, market, and qualitative research techniques are not designed specifically to obtain information about people's opinions.

SOURCE: IM:281

SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2006). *Marketing essentials* (pp. 596-599). New York: Glencoe/McGraw-Hill.

### 5. A

At the same time. An event is a gathering or activity. Event marketing is the process of planning and executing the conception and promotion of gatherings or activities that satisfy individual or organizational objectives. Examples of events are corporate awards dinners, fund-raising events for charities, dramatic plays, and musical concerts. A characteristic of an event is that it is produced and consumed at the same time—it is an experience. The experience may or may not include planned intervals (e.g., intermission), and different groups of people are often involved in the experience. For example, the Academy Awards ceremony is an event that involves several groups including the actors, movie producers, and screenplay writers who attend the ceremony, as well as the fans who watch it on television. Some fans and participants become quite emotional during certain events.

SOURCE: MK:007

SOURCE: Mullin, B.J., Hardy, S., & Sutton, W.A. (2000). *Sport marketing* (2nd ed.) [pp. 12-13].  
Champaign, IL: Human Kinetics.

#### 6. D

To obtain useful information. Statistical findings need to be interpreted in order to convert them to useful information. Simply gathering statistics, which are information presented in numerical form, is not helpful unless a sports and entertainment business analyzes them and converts them to useful information. For example, it is not useful to know that 500 customers buy a certain product unless the business also knows the total number of potential customers and what percentage of the potential customers are current customers. Perhaps 500 seems like a strong customer base, but that is not the case if the potential is 10,000. Businesses often use statistical findings to develop charts and tables and calculate the median. However, those are not reasons why the business interprets them. Businesses do not interpret statistical findings to organize a database.

SOURCE: NF:093

SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2006). *Marketing essentials* (pp. 170-171). New York: Glencoe/McGraw-Hill.

#### 7. A

Achievement. The sport industry is unique because it appeals to a variety of people for many different reasons. The core benefits to customers who purchase sport products include entertainment, health, and achievement. For example, athletes perform in games to achieve wins and entertain fans. Some leisure athletes play certain sports for fun (entertainment), while others play sports to maintain or achieve good health. And some athletes play professional sports to earn an income. Fans watch sports for entertainment and to see their favorite players and teams achieve wins. Because different sports appeal to many people in a variety of ways, the sport/event industry develops a wide variety of products that satisfy the customers' various needs and wants—whether it's an experience, such as the Super Bowl, or manufacturing footballs for little league teams. The core benefits to customers of sport products do not include independence, promotion, or adaptability.

SOURCE: PD:115

SOURCE: Mullin, B.J., Hardy, S., & Sutton, W.A. (2000). *Sport marketing* (2nd ed.) [pp. 12-13].  
Champaign, IL: Human Kinetics.

8. A

Trustworthy. A celebrity endorsement is a statement of support or approval by a well-known person. Event planners should seek celebrity endorsements for an event (e.g., fundraiser for a charity) from people who have a good reputation and are known to be honest, credible, and trustworthy. Selecting people with these attributes tends to enhance the event's image as credible and trustworthy. The public is more likely to believe a respected, trustworthy person than someone with questionable ethics. The celebrity does not need to be innovative or resourceful. It's beneficial if the endorser has enthusiasm about the event rather than having a neutral attitude.

SOURCE: PM:151

SOURCE: Shank, M.D. (2002). *Sports marketing: A strategic perspective* (2nd ed.) [pp. 367-370]. Upper Saddle River, NJ: Prentice Hall.

9. A

Snowboard retailer. Many types of businesses in the sport/event industry, including retailers, use online advertisements to promote their products. For example, ski and snowboard enthusiasts are likely to spend their leisure or vacation time on the ski and snowboard slopes, which often have lodging facilities. A snowboard retailer might place a banner ad on a nearby ski resort's web site to promote its snowboarding products with the goal of attracting the snowboard enthusiasts to the store. A shoe manufacturer, a cross-training equipment distributor, and a rock-climbing boot retailer are less likely to advertise on a ski resort's web site than a snowboard retailer.

SOURCE: PR:164

SOURCE: Farese, L.S., Grossman, D.A., Nicholson, G., & Wardinski, P.A. (2005). *Sports and entertainment marketing* (p. 173). New York: Glencoe/McGraw-Hill.

10. A

Target audiences. A target audience is a group of consumers who are the most likely prospects for a good, service, image, or idea. By participating in trade shows, events where sports and entertainment businesses display and/or demonstrate their products to build sales leads and interest, businesses are able to communicate with their target audiences. As a rule, only those consumers who are interested in the products being displayed will attend a particular trade show. Businesses do not participate in trade shows as a way of communicating with their out-of-town employees, investors, or sales staff. In many cases, employees, such as salespeople, are expected to participate in trade shows.

SOURCE: PR:254

SOURCE: Semenik, R.J. (2002). *Promotion and integrated marketing communications* (p. 404). Mason, OH: South-Western.