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| 1. Customer needs should be the primary focus of marketing.​

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

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| *ANSWER:* | True |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.1-1 - LO: 1.1-1 |

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| 2. ​Discretionary income is the amount individuals earn before deductions are removed from the pay.

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

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| *ANSWER:* | False |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.1-2 - LO: 1.1-2 |

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| 3. Selecting a good city to host the Super Bowl is an example of distribution of entertainment.

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

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| *ANSWER:* | True |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.1-2 - LO: 1.1-2 |

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| 4. The success of entertainment events depends on promotion to prospective customers.

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

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| *ANSWER:* | True |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.1-2 - LO: 1.1-2 |

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| 5. Any direct and personal communication with customers to assess and satisfy their needs is considered product/service management.

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

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| *ANSWER:* | False |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.1-3 - LO: 1.1-3 |

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| 6. Spectators of sporting events are the potential consumers of a wide array of products including apparel, food, automobiles, and athletic equipment.

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

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| *ANSWER:* | True |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.2-1 - LO: 1.2-1 |

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| 7. Celebrities have become increasingly involved in NASCAR.

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

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| --- | --- |
| *ANSWER:* | True |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.1-2 - LO: 1.1-2 |

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| 8. Sports marketing is a multibillion-dollar global industry that has a major impact on the economy.

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

|  |  |
| --- | --- |
| *ANSWER:* | True |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.2-2 - LO: 1.2-2 |

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| 9. Ambush marketing takes place when an organization is the sole sponsor of an event.

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

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| *ANSWER:* | False |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.3-2 - LO: 1.3-2 |

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| 10. Early television took promotion and advertising to a new level.

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

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| *ANSWER:* | True |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.3-2 - LO: 1.3-2 |

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| 11. Consumer demand has little to no impact on prices assigned to sports and entertainment events and goods.

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

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| *ANSWER:* | False |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.1-2 - LO: 1.1-2 |

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| 12. Success in sports and entertainment marketing depends upon evaluating events and goods to determine how well they meet customer needs.

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

|  |  |
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| *ANSWER:* | True |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.1-3 - LO: 1.1-3 |

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| 13. Product/service management involves \_\_\_\_\_\_\_\_\_\_ products.

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| --- | --- | --- | --- | --- |
|   | a.  | developing | b.  | maintaining |
|   | c.  | improving | d.  | all of the above |

|  |  |
| --- | --- |
| *ANSWER:* | d |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.1-3 - LO: 1.1-3 |

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| 14. Marketing is the creation and maintenance of

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|   | a.  | sales | b.  | satisfying exchange relationships |
|   | c.  | a favorable image | d.  | financial resources |

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| --- | --- |
| *ANSWER:* | b |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.1-1 - LO: 1.1-1 |

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| 15. Gathering and using information about customers to improve business decision making involves

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| --- | --- | --- | --- | --- |
|   | a.  | marketing-information management | b.  | promotion |
|   | c.  | product/service management | d.  | distribution |

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| *ANSWER:* | a |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.1-3 - LO: 1.1-3 |

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| 16. Financing

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|   | a.  | is one of the six core standards of marketing | b.  | involves budgeting for marketing activities |
|   | c.  | involves offering customers different forms of payment for a company’s products or services | d.  | both b and c |

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| *ANSWER:* | d |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.1-3 - LO: 1.1-3 |

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| 17. The success of sports marketing does not depend upon

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|   | a.  | new opportunities | b.  | ambush marketing |
|   | c.  | timing | d.  | gross impressions |

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| *ANSWER:* | b |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.2-1 - LO: 1.2-1 |

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| 18. Marketing involves

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|   | a.  | creation of satisfying exchange relationships | b.  | maintenance of exchange relationships |
|   | c.  | satisfaction for businesses and customers | d.  | all of the above |

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| *ANSWER:* | d |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.1-1 - LO: 1.1-1 |

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| 19. To satisfy customer needs, you must do all of the following except

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| --- | --- | --- | --- | --- |
|   | a.  | charge prices to maximize company profits | b.  | identify your customer |
|   | c.  | develop products that customers consider better than other choices | d.  | operate the business profitably |

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| *ANSWER:* | a |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.1-1 - LO: 1.1-1 |

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| 20. All of the following are forms of promotion except

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|   | a.  | television commercials | b.  | newspaper advertisements |
|   | c.  | government regulations | d.  | in-stadium advertising |

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| *ANSWER:* | c |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.1-3 - LO: 1.1-3 |

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| 21. The host city for a Super Bowl must

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|   | a.  | be near a major airport | b.  | have an adequate number of hotel rooms for fans and the media |
|   | c.  | have a mild climate during the winter | d.  | both a and b |

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| *ANSWER:* | d |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.1-2 - LO: 1.1-2 |

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| 22. Fisher Price tests new toy ideas with children and parents to make sure kids enjoy playing with the toys. This is an example of

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|   | a.  | product management | b.  | selling |
|   | c.  | promotion | d.  | distribution |

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| *ANSWER:* | a |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.1-3 - LO: 1.1-3 |

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| 23. Gross impressions do not

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|   | a.  | occur during televised sporting events | b.  | involve the number of times a product is associated with a successful athlete |
|   | c.  | occur accidentally | d.  | influence consumer purchases |

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| *ANSWER:* | c |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.2-1 - LO: 1.2-1 |

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| 24. The popularity of teams and sports figures is based upon

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|   | a.  | controversy | b.  | winning |
|   | c.  | wealth | d.  | all of the above |

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| *ANSWER:* | b |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.2-1 - LO: 1.2-1 |

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| 25. \_\_\_\_\_\_\_\_\_\_ involves the locations and methods used to make products available to customers.

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| *ANSWER:* | Distribution |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.1-2 - LO: 1.1-2 |

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| 26. \_\_\_\_\_\_\_\_\_\_ is the amount of money individuals have available to spend after paying for the necessities of life and other fixed expenses.

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| *ANSWER:* | Discretionary income |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.1-2 - LO: 1.1-2 |

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| 27. \_\_\_\_\_\_\_\_\_\_ is the blending of the four marketing elements of product, distribution, price, and promotion.

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| *ANSWER:* | Marketing mix |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.1-2 - LO: 1.1-2 |

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| 28. The \_\_\_\_\_\_\_\_\_\_ is what a business offers customers to satisfy needs.

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| *ANSWER:* | Product |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.1-2 - LO: 1.1-2 |

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| 29. \_\_\_\_\_\_\_\_\_\_ is the number of times per advertisement, game, or show that a product or service is associated with an athlete, team, or entertainer.

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| *ANSWER:* | Gross impression |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.2-1 - LO: 1.2-1 |

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| 30. \_\_\_\_\_\_\_\_\_\_ include the age range, marital status, gender, and income level of individuals in a group.

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| *ANSWER:* | Demographics |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.2-1 - LO: 1.2-1 |

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| 31. \_\_\_\_\_\_\_\_\_\_ is the means of making customers aware of products and encourages them to buy.

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| *ANSWER:* | Promotion |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.1-2 - LO: 1.1-2 |

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| 32. \_\_\_\_\_\_\_\_\_\_ is whatever people are willing to spend their money and spare time viewing.

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| *ANSWER:* | Entertainment |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.3-1 - LO: 1.3-1 |

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| 33. \_\_\_\_\_\_\_\_\_\_ is the creation and maintenance of satisfying exchange relationships.

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| *ANSWER:* | Marketing |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.1-1 - LO: 1.1-1 |

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| 34. \_\_\_\_\_\_\_\_\_\_ is any direct and personal communication with customers to assess and satisfy their needs.

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| *ANSWER:* | Selling |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.1-3 - LO: 1.1-3 |

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| 35. \_\_\_\_\_\_\_\_\_\_ indicate the number of viewers the programming attracts.

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| *ANSWER:* | Ratings |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.3-2 - LO: 1.3-2 |

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| 36. \_\_\_\_\_\_\_\_\_\_ involves gathering and using information about customers to improve business decision making.

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| *ANSWER:* | Marketing-information management |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.1-3 - LO: 1.1-3 |

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| 37. Why does it cost millions of dollars to air one commercial during the Super Bowl?

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| *ANSWER:* | The Super Bowl is watched by millions of viewers. Commercials cost large sums of money to air during this game because this airtime is in high demand. |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.1-2 - LO: 1.1-2 |

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| 38. What are the four elements of the marketing mix?

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| *ANSWER:* | product, price, promotion, and distribution |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.1-2 - LO: 1.1-2 |

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| 39. What are the seven core standards of marketing?

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| *ANSWER:* | channel management, marketing-information management, pricing, product/service management, promotion, selling, and market planning |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.1-3 - LO: 1.1-3 |

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| 40. Explain how sports marketing has impacted the economy.

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| *ANSWER:* | Sports marketing is a multibillion-dollar global industry. The popularity of sporting events has impacted individual and family budgets. Large sums of money are spent on salaries for players and coaches. Large sums of money are also spent by consumers on sporting events and related products. |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.2-2 - LO: 1.2-2 |

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| 41. How will a team winning a championship affect consumer demand for tickets and the prices charged for tickets?

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| *ANSWER:* | Demand and prices for tickets will go up. |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.2-1 - LO: 1.2-1 |

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| 42. Why are reality shows so popular for networks to produce?

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| *ANSWER:* | Reality television is less expensive to produce than traditional programming. |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.2-2 - LO: 1.2-2 |

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| 43. Explain in detail the marketing mix for the Super Bowl.

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| *ANSWER:* | The product is the game matching the best AFC and NFC teams. Actual ticket prices range from $150 to $500, but individuals may spend thousands of dollars more in travel and hotel costs. Also fans spend much higher prices for a limited supply of tickets. Distribution involves selecting a host city for the event and the television network. Promotion occurs in television commercials, newspapers, sports magazines, and products associated with the Super Bowl. |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.1-2 - LO: 1.1-2 |

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| 44. Give three detailed examples of how fans’ emotional ties to sports affect their behavior. Your examples should describe in detail both positive and negative behaviors.

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| --- | --- |
| *ANSWER:* | Answers will vary. Examples could include fans tearing down goal posts after a big football victory, sending hate mail to a team owner who moves a professional team to a different city, hosting a big welcome home parade for the championship team, or dangerously storming the field or court after a victory. |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.2-2 - LO: 1.2-2 |

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| 45. Give examples of four celebrities and/or athletes who endorse products. Explain why these individuals are good spokespersons for the products that they endorse. Why do advertisements use celebrities for endorsements?

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| *ANSWER:* | Answers will vary.Tiger Woods: Buick, a consistent winner, high performanceBrett Favre: Snapper mower, good performanceToby Keith: Ford, country, blue-collar workers |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.2-1 - LO: 1.2-1 |

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| 46. Think of one of your recent purchases. List and describe how the seven core standards of marketing were involved with a recent purchase.

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| *ANSWER:* | Answers will vary.Product : Designer jeans, brand, popularityChannel Management: Department store, trendy store for youthSelling: personal attention, employee earned commissionMarketing-Information Management: gather information about the customer in the database to send out future mailingsMarket Planning: determine target market and develop marketing strategiesPricing: high prices, due to high demandPromotion: television commercials, billboards, magazine advertisements |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.1-3 - LO: 1.1-3 |

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| 47. The term *entertainment* is generally applied to games of athletic skill.​

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

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| *ANSWER:* | False |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.3-1 - LO: 1.3-1 |

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| 48. Influencing how people choose to spend their time and money on entertainment​ is the purpose of entertainment marketing.

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

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| *ANSWER:* | True |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.3-1 - LO: 1.3-1 |

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| 49. Television initiated the merger of technology and entertainment.​

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

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| *ANSWER:* | False |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.3-2 - LO: 1.3-2 |

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| 50. ​Television is considered a more mature distribution medium than the Internet.

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

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| *ANSWER:* | True |
| *POINTS:* | 1 |
| *LEARNING OBJECTIVES:* | SEM.KO.4.LO: 1.3-2 - LO: 1.3-2 |

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