

Question 1

Interactive advertising is a hybrid of
A) traditional media advertising and direct response marketing
B) digital advertising and direct response marketing
C) sales promotions and direct marketing
D) sales promotions and social media

Answer: <https://biology-forums.com/index.php?topic=695919>

Question 2

Ken ran a series of ads on the Golf Channel in the Austin, Texas area. This is an example of using
A) major networks
B) national satellite channels
C) network affiliate stations
D) local cable channels

Answer: <https://biology-forums.com/index.php?topic=695874>

Question 3

If the FCI shows that the average cost of attending a Memphis Grizzlies basketball game is below the league average, a good marketing strategy would most likely be to
A) advertise the value of attending games
B) increase the prices to generate higher profits
C) offer promotions, such as multi-game packages
D) offer free incentives, such as free parking, with the purchase of multiple tickets

Answer: <https://biology-forums.com/index.php?topic=695056>

Question 4

Relative advantages of radio include the following except
A) low costs
B) narrow geographic area
C) ability to target demographic groups
D) each station has a relatively large audience in its geographic area

Answer: <https://biology-forums.com/index.php?topic=695875>

Question 5

To run a national advertising campaign on cable TV, it is necessary to make multiple purchases of media time with a number of different companies throughout the United States.
[b]True[/b] or [b]False[/b]?

Answer: <https://biology-forums.com/index.php?topic=695832>

Question 6

A good logo meets all of the following criteria except
A) looking attractive across a variety of media
B) being easy to modify as consumer tastes change
C) relating to the sports property it represents
D) being unique enough to differentiate a brand

Answer: <https://biology-forums.com/index.php?topic=695359>

Question 7

Of the 5 sportscape factors, _____ has been found to be the design factor with the greatest impact on perceived quality of a sportscape.
A) cleanliness
B) aesthetics
C) seating comfort
D) electronic displays

Answer: <https://biology-forums.com/index.php?topic=695577>

Question 8

A key to achieving brand differentiation is establishing and strengthening customer relationships.
[b]True[/b] or [b]False[/b]?

Answer: <https://biology-forums.com/index.php?topic=695521>

Question 9

Strategy is the general game plan or direction that an organization plans to follow in pursuit of objectives.

[b]True[/b] or [b]False[/b]?

Answer: <https://biology-forums.com/index.php?topic=695726>

Question 10

Fox Sports Midwest is best classified as a

- A) media vehicle
- B) market segment
- C) touch point
- D) social medium

Answer: <https://biology-forums.com/index.php?topic=695257>

Question 11

In the experience era of sports growth, technological advancements, such as smartphones and tablets, enable fans to engage with sports brands during sporting events through blogs, Facebook, and Twitter.

[b]True[/b] or [b]False[/b]?

Answer: <https://biology-forums.com/index.php?topic=694902>

Question 12

Sociodemographic trends that have recently impacted marketing of sports include the following except

- A) aging population
- B) geographic changes in different U.S. regions
- C) demand for social responsibility
- D) increased buying power of Millennials

Answer: <https://biology-forums.com/index.php?topic=695147>

Question 13

When a brand possesses a product feature that provides superiority over competitors, the brand positioning strategy is most likely based on

- A) product attribute
- B) quality
- C) user imagery
- D) value

Answer: <https://biology-forums.com/index.php?topic=695393>

Question 14

In terms of brand leveraging strategies, cross-marketing with another sport would be a good approach for which method of connecting target markets with product innovations?

- A) expanding existing customer relationships
- B) locating former customers
- C) breaking into new markets
- D) attracting new customers in existing markets

Answer: <https://biology-forums.com/index.php?topic=695503>

Question 15

Taylor is the marketing director for a minor league baseball team in Quincy, Illinois. In developing a plan for marketing sponsorships, he is looking at large companies within a 75 miles radius of Quincy. This is an example of the segmentation of sponsorships by targeting a specific

- A) demographic segment
- B) usage rate segment
- C) geographic segment
- D) lifestyle segment

Answer: <https://biology-forums.com/index.php?topic=695294>

Question 16

Which term refers to the use of an incentive or something of value to influence a target audience to respond in a desired way?

- A) interactive marketing
- B) direct response marketing

- C) sales promotion
- D) permission marketing

Answer: <https://biology-forums.com/index.php?topic=695886>

Question 17

A customer relationship management system (CRM) would least likely enable marketers to identify customers based on

- A) education level
- B) purchase volume
- C) purchase frequency
- D) profitability

Answer: <https://biology-forums.com/index.php?topic=695188>

Question 18

According to an ESPN poll, the preferred source of information about a sport is

- A) general sport websites
- B) team websites
- C) print newspapers
- D) newspaper websites

Answer: <https://biology-forums.com/index.php?topic=695255>

Question 19

In terms of retail sales performance, _____ is a function of margin earned on each transaction coupled with the number of transactions.

- A) velocity
- B) total return
- C) transactional margin
- D) per cap revenue

Answer: <https://biology-forums.com/index.php?topic=696123>

Question 20

The two primary consumer-controlled channels are social networks and online communities.

[b]True[/b] or [b]False[/b]?

Answer: <https://biology-forums.com/index.php?topic=695849>