Dees 5E Chapter 2 Test Answers

Title: Chapter 2 Test

1. When sport marketers establish a marketing planning process (MPP), the terms *strategy* and *tactics* are essentially referring to the same thing.

a. true

\*b. false

Title: Chapter 2 Test

2. In conducting a SWOT analysis for a professional sport team, having 40 Fortune 500 companies in its city would be viewed as an internal strength.

a. true

\*b. false

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3. *Cash cows, stars,* and *dogs* are terms used to describe organizational products using what marketing model?

\*a. Boston Consulting Group Matrix

b. Porter’s five forces

c. brand positioning map

d. product life cycle

Title: Chapter 2 Test

4. Developing a sales and service plan is one of the five strategic components of marketing management.

\*a. true

b. false

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5. Team performance and winning are one of the five strategic components of marketing management within sport organizations.

a. true

\*b. false

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6. A strong marketing plan will only be successful if the marketer achieves support from senior managers.

\*a. true

b. false

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### 7. According to the concept of the frequency escalator, sport marketers are wise to invest more resources into retaining current customers (and growing their affinity) than into attracting new fans.

\*a. true

b. false

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8. Which marketing model allows organizations to compare consumer perceptions of the key attributes of competing products or services, using measures of value and cost?

a. Boston Consulting Group Matrix

\*b. brand positioning map

c. Porter’s five forces

d. loyalty ladder

Title: Chapter 2 Test

9. What is the final step of developing an effective MMP?

a. Clarify the goals and objectives of the plan.

b. Develop a sales and service plan.

c. Establish a vision, position, and purpose for the plan.

\*d. Control and evaluate the plan.

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10. Effective marketing plans \_\_\_\_\_\_\_\_\_\_.

\*a. are integrated into larger organizational strategic objectives

b. rarely focus on revenue generation

c. should be based primarily upon what the organization did in past years

d. require little buy-in from organizational leaders

Type: F

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11. After sport marketers develop a customer database, they must \_\_\_\_\_\_ their market in order to develop strategies that effectively reach the right targets.

a. segment

Type: F

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12. Consumer satisfaction equals product benefits minus \_\_\_\_\_\_\_\_\_\_.

a. cost

Type: E

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13. What are the four components of SWOT analysis?

a. strengths, weaknesses, opportunities, threats

Type: F

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14. A \_\_\_\_\_\_\_ system provides a 360-degree record of all customer interactions with a sport organization.

a. CRM

b. customer relationship management

Type: F

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15. The concept of the frequency \_\_\_\_\_\_\_\_\_\_\_ suggests that sport organizations should invest primarily in nurturing existing consumers to make them more avid fans rather than constantly trying to create new ones.

a. escalator

Type: F

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16. The marketing concept of \_\_\_\_\_\_\_\_\_\_\_ refers to sport marketers' designing, redesigning, or promoting products to capture a special space in target consumers' minds.

a. positioning

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17. A sound marketing plan can work effectively independent of an organization’s overall strategic plan.

a. true

\*b. false

Title: Chapter 2 Test

18. For sport organizations, what revenue source is the “trunk of the sport business money tree” that feeds all other income streams?

a. sponsorships

\*b. ticket sales and live attendance

c. merchandise and concessions

d. media rights

Title: Chapter 2 Test

19. Which of these is *not* one of the five Ps of the marketing mix?

a. price

b. place

\*c. popularity

d. promotion

Title: Chapter 2 Test

20. Which of these is *not* one of the stages of the product life cycle?

a. introduction

\*b. adoption

c. growth

d. maturity