Sports and Entertainment Marketing 4th edition Kaser Test Bank

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Name:_____ Class:_____ Date:_____

Chapter 02 - Putting the Customer First

1. About half of every dollar that consumers spend on products pays for marketing costs.
   a. True
   b. False

ANSWER: True
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO: 2.1-1 - LO: 2.1-1

2. The marketing concept requires maintenance of important relationships with customers.
   a. True
   b. False

ANSWER: True
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO: 2.1-1 - LO: 2.1-1

3. The increased standard of living in the United States has resulted in less discretionary income for consumers.
   a. True
   b. False

ANSWER: False
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO: 2.1-2 - LO: 2.1-2

4. Producers are the driving force behind the marketing concept.
   a. True
   b. False

ANSWER: False
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO: 2.1-2 - LO: 2.1-2

5. Young families often spend entertainment dollars to attend sporting events for their children.
   a. True
   b. False

ANSWER: True
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO: 2.1-2 - LO: 2.1-2

6. Two major goals of marketing are to determine what consumers want and how much they are willing to pay.
   a. True
   b. False

ANSWER: True
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO: 2.2-1 - LO: 2.2-1

7. Companies that have a comparative advantage are able to pass savings to their customers in the form of lower prices.
   a. True

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b. False

ANSWER: True
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO: 2.2-1 - LO: 2.2-1

8. Physiological needs include recognition and respect from others.
a. True
b. False

ANSWER: False
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO: 2.2-1 - LO: 2.2-1

9. Economic uncertainty has a direct impact on consumer purchases.
a. True
b. False

ANSWER: True
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO: 2.2-2 - LO: 2.2-2

10. The best strategy for a business to rise above the competition is to provide uncompromising, outstanding customer service.
a. True
b. False

ANSWER: True
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO: 2.4-1 - LO: 2.4-1

11. Teenagers in the United States spend billions of dollars annually, making them a desirable target market.
a. True
b. False

ANSWER: True
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO: 2.3-2 - LO: 2.3-2

12. Mystery guests are sometimes hired to determine how well companies are performing customer service.
a. True
b. False

ANSWER: True
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO: 2.4-2 - LO: 2.4-2

13. Today's consumers
a. are more mobile than ever before
b. have more choices for their discretionary income
c. consider benefits derived when making purchases
d. all of the above

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ANSWER: d
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO: 2.2-1 - LO: 2.2-1

14. _____ is not part of Maslow's Hierarchy of Needs.
a. Financial stability b. Self-actualization
c. Security d. Physiological needs
ANSWER: a
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO: 2.2-1 - LO: 2.2-1

15. Each of the following is an example of a market segment except
a. freshmen at a four-year high school b. students at a university who purchase season football tickets
c. all teenagers in the United States d. female NASCAR fans
ANSWER: c
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO: 2.3-1 - LO: 2.3-1

16. _____ segmentation divides markets into physical locations, such as Eastern, Northern, Southern, and Western regions of the United States.
a. Geographic b. Demographic
c. Psychographic d. Behavioral-based
ANSWER: a
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO 2.3-2 - LO 2.3-2

17. Realization of one's self potential is referred to as the _____ need in Maslow's Hierarchy of Needs.
a. self-esteem b. self-actualization
c. physiological d. security
ANSWER: b
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO 2.2-1 - LO 2.2-1

18. Emotional purchases are more likely not to occur when
a. individuals are shopping for groceries on a tight budget
b. individuals are attending their favorite concert
c. individuals are watching a college football rivalry and their team is winning
d. fans are given the opportunity to attend the Super Bowl
ANSWER: a
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO 2.2-1 - LO 2.2-1

19. Most consumers
a. have limited financial resources
b. conduct research before making everyday

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purchases

c. use the decision-making process to decide how to spend their limited resources

d. both a and c

ANSWER: d
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO 2.2-2 - LO 2.2-2

20. External sources of information for businesses do not come from

a. government reports

b. the company's financial reports

c. trade and professional organizations

d. business publications

ANSWER: b
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO 2.2-2 - LO 2.2-2

21. Secondary data

a. is collected by observing consumer behavior

b. is collected through consumer surveys

c. has already been collected for some other purpose

d. is obtained for the first time

ANSWER: c
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO 2.2-2 - LO 2.2-2

22. The first step in marketing a product is to determine

a. who specifically the customer is for the product

b. what quantity of the product should be produced

c. who the competition is in the marketplace

d. how the product will be advertised and promoted

ANSWER: a
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO 2.3-1 - LO 2.3-1

23. The marketing concept

a. focuses attention on satisfying customer needs

b. focuses attention on maximizing profit

c. involves satisfying exchange relationships between the consumer and producer

d. both a and c

ANSWER: d
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO 2.1-1 - LO 2.1-1

24. Purchases based upon careful thought and sound reasoning are _____ purchases.

a. rational

b. emotional

c. patronage

d. values-based

ANSWER: a
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO 2.2-1 - LO 2.2-1

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25. The _____ is focused on satisfying customer needs.
ANSWER: marketing concept
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO 2.1-1 - LO 2.1-1

26. The _____ is the difference between what customers expect and the service they receive from a business.
ANSWER: customer service gap
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO 2.4-1 - LO 2.4-1

27. _____ is the capability to produce products or services more efficiently and economically than the competition.
ANSWER: Comparative advantage
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO 2.2-1 - LO 2.2-1

28. The _____ represents the minimum sales required to cover all of the expenses.
ANSWER: breakeven point
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO 2.1-2 - LO 2.1-2

29. _____ includes the five major human areas of need.
ANSWER: Maslow's Hierarchy of Needs Pyramid
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO 2.2-1 - LO 2.2-1

30. _____ purchases are based upon loyalty to a particular brand or product.
ANSWER: Patronage
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO 2.2-1 - LO 2.2-1

31. _____ segmentation is based upon age, income, education, and other distinguishing characteristics of a particular market segment.
ANSWER: Demographic
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO 2.3-2 - LO 2.3-2

32. _____ is the percentage of total sales of a product or service that a company expects to capture in relation to its competitors.
ANSWER: Market share
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO 2.3-2 - LO 2.3-2

33. _____ is the rate at which companies produce goods or services in relation to the amount of materials and number of employees utilized.
ANSWER: Productivity

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POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO 2.1-2 - LO 2.1-2

34. _____ purchases are made with little thought during emotional highs or lows.
ANSWER: Emotional
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO 2.2-1 - LO 2.2-1

35. The _____ is a specific group of consumers that a company wants to reach.
ANSWER: target market
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO 2.3-1 - LO 2.3-1

36. _____ is the value that people believe they receive from a product or service.
ANSWER: Benefits derived
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO 2.2-1 - LO 2.2-1

37. Why are marketers interested in capturing a larger share of the teenage market?
ANSWER: Teenagers spend billions of dollars each year on clothing, food, and numerous entertainment goods and services.
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO 2.3-2 - LO 2.3-2

38. What is the value of outstanding customer service in a highly competitive marketplace?
ANSWER: Outstanding customer service may be the reason why consumers select one company over numerous similar competitors.
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO 2.4-1 - LO 2.4-1

39. What are the five needs that make up Maslow's Hierarchy of Needs?
ANSWER: physiological, security, social, esteem, and self-actualization
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO 2.2-1 - LO 2.2-1

40. What is geographic segmentation?
ANSWER: Geographic segmentation divides markets into physical locations, such as Eastern, Northern, Southern, and Western regions of the United States.
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO 2.3-2 - LO 2.3-2

41. What is opportunity cost?
ANSWER: Opportunity cost is the value of the next best alternative that individuals pass up when making a purchase.
POINTS: 1

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LEARNING OBJECTIVES: SEM.KO.4.LO 2.1-2 - LO 2.1-2

42. What is a market segment?

ANSWER: A market segment is a group of consumers within a larger market who share one or more characteristics.

POINTS: 1

LEARNING OBJECTIVES: SEM.KO.4.LO 2.3-1 - LO 2.3-1

43. Give concrete examples of emotional, rational, and patronage purchases in the sports and entertainment industries.

ANSWER: Answers will vary.
emotional purchases: fans purchase team apparel after a big win; spend money on movies that have an emotional theme
rational purchases: consumers purchase running shoes that reduce the chance of injury; purchase a flat-screen television that takes up less space
patronage purchases: consumers purchase products based on loyalty to the Nike brand or loyalty to certain musicians; loyalty to ESPN sports coverage

POINTS: 1

LEARNING OBJECTIVES: SEM.KO.4.LO 2.2-1 - LO 2.2-1

44. What is the customer service gap? Give five solid examples of personal experiences that support this concept.

ANSWER: The customer service gap is the difference between what customers expect and what they actually get. Examples of personal experiences will vary.

POINTS: 1

LEARNING OBJECTIVES: SEM.KO.4.LO 2.4-1 - LO 2.4-1

45. Describe how the five levels of need in Maslow's Hierarchy of Needs could be met at a college football game.

ANSWER: Answers will vary.
physiological: food, water, and shelter provided by the stadium
security: safety at the game
social: desire to be with friends and other fans at the game
esteem: want respect for self and the team
self actualization: associate personal success with a winning team

POINTS: 1

LEARNING OBJECTIVES: SEM.KO.4.LO 2.2-1 - LO 2.2-1

46. Explain how emotional purchases are related to major sporting events.

ANSWER: Answers will vary. Fans make emotional purchases when their team wins the big game. They will pay high ticket prices to watch their team play. They will also purchase team-related merchandise.

POINTS: 1

LEARNING OBJECTIVES: SEM.KO.4.LO 2.2-1 - LO 2.2-1

47. Employees need to remember that customer service is everyone's responsibility.

a. True
b. False

ANSWER: True

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POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO: 2.4-1 - LO: 2.4-1

48. A values-based culture communicates values through high performance and excellent customer service.
    a. True
    b. False
ANSWER: True
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO: 2.4-2 - LO: 2.4-2

49. Marketers should never group consumers based on the benefits derived from products or services.
    a. True
    b. False
ANSWER: False
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO: 2.3-2 - LO: 2.3-2

50. Mass marketing is used by companies when they are trying to appeal to a diverse group of consumers with different needs.
    a. True
    b. False
ANSWER: False
POINTS: 1
LEARNING OBJECTIVES: SEM.KO.4.LO: 2.3-1 - LO: 2.3-1

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