

SMC Practice Test Questions and Answers

1. What is a market segment?

- A) A specific location where sports events are held
- B) A demographic group targeted for sports marketing campaigns
- C) A portion of the population that is distinctive in terms of its need characteristics or behavior
- D) A type of sports product offered by a company

2. What is sports marketing?

- A) Selling sports merchandise
- B) Hosting sports events
- C) Engaging with sports fans on social media
- D) All activities are designed to meet the needs and wants of sports consumers through exchange processes

3. What are marketing plans for?

- A) Increasing ticket sales for sports events
- B) Building brand awareness for a sports team
- C) Attracting sponsorships for a sports organization
- D) Providing comprehensive strategic and tactical frameworks for identifying and achieving a sports organization's marketing goals and objectives

4. What is financial management?

- A) Managing player contracts and salaries
- B) Budgeting and financial planning for sports organizations
- C) Marketing strategies to increase ticket sales
- D) Coaching and training athletes

Answers: 1-C 2-D 3-D 4-B

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