

*Test Bank for Sports Event
Management and Marketing Playbook
3rd Edition by Supovitz, Goldwater,
Goldblatt*

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Play 1 Test Bank

1. **The P-A-P-E-R Test can be used by organizers to maximize their events' value by considering the useful framework of:**
 - A. People-Access-Position-Entertainment-Results
 - B. Promotion-Audience-Partnerships-Environment-Revenue**
 - C. Press-Attention-Publicity-Engagement-Ratings
 - D. Positive-Action-Planning-Events-Response
 - E. Prioritize-Act-Prepare-Engage-Respond
2. **The best place to begin the sports event management process is:**
 - A. At the beginning, the time when the organizer comes up with the initial idea and concept.
 - B. On the date when the venue is selected.
 - C. On a continuing basis as it is an ongoing process
 - D. At the end, based on the organizer's vision of what the event will do for the organization.**
 - E. At the 180-day mark prior to the event date.
3. **To begin the actual process of planning an event, an organizer's objectives have to be supported by:**
 - A. Ticket sales.
 - B. Stakeholders.
 - C. Tactics.**
 - D. Sponsorships.
 - E. Media and advertising.
4. **The primary set of considerations of a development checklist to ensure the P-A-P-E-R Test is being properly employed can be described as:**
 - A. Strategy-to-tactics.**
 - B. Idea-to-implementation.
 - C. Expenses-to-revenues.
 - D. Audience-to-activation.
 - E. Beginning-to-end.
5. **Which of the following most accurately describes the proper application of the P-A-P-E-R Test?**
 - A. Solve basic problems in planning and marketing an event.
 - B. Identify the primary stakeholders' needs for an event.
 - C. Organize secondary objectives for an event.**
 - D. Develop ideas for creating an event.
 - E. Create a paper trail documenting all details associated with the event.
6. **Which of the following should come first in the event planning process?**
 - A. Develop a business plan and budget for the event.
 - B. Create a strategy for executing the event.
 - C. Identify a primary objective for the event.**
 - D. Identify a host city and venue for the event.
 - E. Develop a marketing and ticket selling strategy for the event.

7. Which of the following would be considered an event stakeholder?
- A. Title sponsor and broadcast partners.
 - B. Host community's elected officials and working media.
 - C. Athletes and attendees.
 - D. All of the above.**
 - E. A and B only.