

Chapter 2 Quiz

The Sport Product and Empirical Generalizations

Multiple Choice – Select the best choice from the answers given.

1. Which of the following is **NOT** an example of sport product consumption?
 - a. Kicking a ball on a field
 - b. Attending a Real Madrid game
 - c. Purchasing a watch
 - d. Buying a set of golf clubs
2. Which of the following are organizations which provide sport products or services?
 - a. The NFL, NBA, or EPL
 - b. ESPN or Euro sport
 - c. Yosemite National Park, Zermatt Ski Resort
 - d. All of the above
3. Sport services are _____ and therefore difficult to clearly define and communicate to the market.
 - a. Intangible
 - b. Standardized
 - c. Tangible
 - d. Unstandardized
4. *True or False:* The consistency of every single potential sport product can be guaranteed.
 - a. True
 - b. False
5. Esports share which of the following characteristics with traditional sport?
 - a. Events are held in venues with crowds
 - b. All events take place online
 - c. There are no physical skills needed to participate
 - d. None of the above
6. _____ is the recognition that customers add value to the consumption experience via the way they select, consume, and dispose of products.
 - a. Service dominant logic
 - b. Co-creation
 - c. Market research
 - d. Tangibility
7. Which of the following are examples of innovations in the sport industry?
 - a. Virtual reality viewing experiences
 - b. The creation of Twenty20 cricket
 - c. Digital ticketing
 - d. All of the above

8. Which of the following is an example of Product Innovation Characteristics (PIC)?
 - a. Competitive advantage
 - b. Comparability
 - c. Trialability
 - d. Discoverability
9. Which of the following represents the path of earliest individual adoption to the latest?
 - a. Innovators > Early adopters > Early majority > Late majority > Laggards
 - b. Early adopters > Innovators > Laggards > Early majority > Late majority
 - c. Innovators > Late majority > Early majority > Laggards > Early adopters
 - d. Early majority > Innovators > Early adopters > Late majority > Laggards
10. What is an 'empirical generalisation'?
 - a. A scientific law
 - b. Patterns regularly seen in data across multiple fields
 - c. General knowledge that comes from empirical data
 - d. Rules that tell us how to predict behaviour
11. The tendency for brands with small market share to also have slightly less loyal customers is called:
 - a. An empirical generalization
 - b. Double jeopardy
 - c. Duplication of purchase
 - d. A Dirichlet model
12. An individual who consistently purchases both Nike and Adidas shoes is displaying:
 - a. When a customer switches to a competitor brand
 - b. Polygamous loyalty
 - c. The tendency for customers to forget what brand they are loyal to
 - d. Polyamorous loyalty
13. Which of the following is an example of a subscription market?
 - a. Breakfast cereal
 - b. A gym membership
 - c. A movie ticket
 - d. A restaurant meal
14. Which of these is **NOT** a difference between repertoire and subscription markets?
 - a. The number of products bought in the category
 - b. The degree of loyalty to the product(s) bought
 - c. The frequency of purchase
 - d. The degree of service quality
15. An individual who pays for access to Peacock to watch English Premier League games is paying for what type of service?

- a. Standard
- b. Repertoire
- c. Subscription
- d. Efficiency

16. Which of the following products is typically a repertoire market product?

- a. A bottle of Gatorade
- b. A high-end set of golf clubs
- c. A set of hiking shoes
- d. A kayak

17. Which of the following states that how brands share customers is in line with each brand's market share or penetration?

- a. Double jeopardy
- b. Polygamous loyalty
- c. Duplication of purchase law
- d. Empirical generalization

18. Partitioning can be described as the major functional differences or similarities between _____ that exist, which creates _____ of brands within the overall market.

- a. Brands / Sub-repertoires
- b. Consumers / Sub-repertoires
- c. Brands / Segments
- d. Consumers / Segments

19. The PGA of America recently signed a broadcast media deal with CBS and ESPN that will last until 2030. This transaction is an example of which type of sport market?

- a. Long-lasting market
- b. Repertoire market
- c. FMCG market
- d. None of the above