

Chapter 2

The Strategic Sport-Marketing Planning Process

Write-In/Short Answer

1) What does *SSMPP* stand for?

Answer: Strategic sport-marketing planning process.

2) What are the first four stages of *SSMPP*?

Answer: The first four stages of *SSMPP* are: 1. analyse external environment; 2. analyse organisation; 3. examine market research and marketing information systems; 4. determine marketing mission and objectives.

3) What is a *SWOT analysis*? Provide an example of how an organisation might implement one.

Answer: A *SWOT analysis* matches the strengths and weaknesses of an organisation with opportunities and threats within the industry. Provide an example of this.

4) What is the difference between a *goal* and an *objective*?

Answer: Goals refer to the broad 'key result areas' for an organisation, while objectives are more specific items that give the details necessary to achieve them.

5) What is meant by *product diversification*? Please provide an example.

Answer: Product diversification requires a firm to develop an entirely new product for the market. This can be achieved internally through a strong research and development function or via external acquisition of a new firm with a new range of product offerings.

Multiple Choice

6) Which of the following is NOT one of Porter's (1985) five forces?

- A The threat of substitute products
- B The threat of new entrants
- C The bargaining power of suppliers
- D The threat of economic change
- E The bargaining power of buyers

Answer: D The threat of economic change.

7) Which of these completes Ansoff's (1957) product/market expansion grid?

Existing products

New products

**Existing
markets**
New markets

1 _ _ _ _ _	3 Product development
2 Market development	4 Diversification

- A** Market research
- B** Market penetration
- C** Market segmentation
- D** Market expansion
- E** Market analysis

Answer: B Market penetration.

8) Which of these is an important part of Step 3 of SSMPP?

- A** Economic climate
- B** Analysing external information (forces, competition, publics)
- C** SWOT analysis
- D** Competitive advantage
- E** Management information systems (MIS)

Answer: E Management information systems (MIS).

9) Complete the following sentence: ‘Both the cost leadership and differentiation strategies aim to seek a competitive advantage in...’

- A** ...a broad range of markets.
- B** ...a narrow range of markets.
- C** ...typically profitable markets.
- D** ...niche markets.
- E** ...specific market segments.

Answer: A ...a broad range of markets.

10) Premium pricing for reserved seating can be extracted when:

- A** demand increases
- B** demand decreases
- C** demand exceeds supply
- D** supply exceeds demand
- E** additional seating is provided

Answer: C demand exceeds supply.

Chapter 3

Sport Consumers

Write-In/Short Answer

1) Define *sport consumer behaviour*.

Answer: A process through which individuals select, purchase, use, and dispose of sport-related products and services.

2) What is the role of *internal processing* in the Psychological Continuum Model?

Answer: Internal processing represents the internal mechanism that controls movement between the four stages of awareness, attraction, attachment and allegiance.

3) What are the two forms of information search?

Answer: The two forms of information search are: 1. internal (recall of stored information/memory); 2. external (seeking out new information not previously stored in memory).

4) What are the *SPEED Motives*? Provide a brief explanation for each.

Answer: The SPEED Motives are: A. social interaction: the desire for sociability/chance to improve human relationships through external interactions; B. performance: the desire for aesthetic and physical pleasure; C. excitement: the desire for intellectual stimulation; D. esteem: the desire for competency; E. diversion: the desire for mental well-being/removing oneself from daily routine.

5) Describe some of the personal, psychological and environmental factors involved in a person's decision to attend a Gold Coast Suns match.

Answer: See explanation in textbook.

Multiple Choice

6) Which of the following would best fit a Gold Coast Suns fan in the allegiance stage?

- A** I am a Suns fan
- B** I am aware of the Suns
- C** I live for the Suns
- D** I like the Suns
- E** All of my time is spent following the Suns

Answer: **C** I live for the Suns.

7) Movement through the PCM stages always happens in one direction. True or false?

- A** True

B False

Answer: B False.

8) At what stage of the PCM does a person place functional, emotional and symbolic meaning on the sport object?

A Awareness

B Attraction

C Attachment

D Allegiance

E At every stage

Answer: C Attachment.

9) Motivation belongs in which stage of the sport consumer decision-making process?

A Inputs

B Cognitive processes

C Outputs

D Motivation is present in every stage

E The sport consumer decision-making model is not concerned with motivation

Answer: B Cognitive processes.

10) Low-involvement purchases will be made with...

A ...prior experience of the product/service

B ...disastrous consequences

C ...a high level of evaluation

D ...more detailed information search

E ...limited evaluation

Answer: E ...limited evaluation.

Chapter 4

Sport Market Research and Strategy

Write-In/Short Answer

1) Define the term *marketing information system (MIS)*.

Answer: An ongoing, organised set of procedures and methods designed to generate, analyse, disseminate, store and later retrieve information for use in decision making.

2) Describe the five key aspects to a marketing mission statement.

Answer: The five key aspects to a marketing mission statement are: 1. acknowledging the business the organisation is in; 2. knowing the aspirational position; 3. being aware of the core competencies that are needed to guide the organisation towards that vision; 4. knowing which customers or target market will best assist in reaching that position; 5. understanding what the measurements of success are.

3) Describe three data-collection methods used within the market research process.

Answer: The answer should provide three descriptions from these four options: surveys, focus groups, observation and experimentation.

4) Explain what is meant by psychographic segmentation and provide an example of one such segment.

Answer: Based on the book, describe psychographic segmentation and provide an example.

5) What are the criteria for selecting a good target market? Detail the importance of each.

Answer: The criteria for selecting a good target market are: 1. market segments must be sustainable enough to justify consideration; 2. the size and attractiveness of market segments in terms of financial resources must be measurable; 3. organisations must have access to the segment and the resources to approach them; 4. segments must enable differentiation from other segments.

Multiple Choice

6) Please complete the following sentence: 'Mullin, Hardy and Sutton (2007) suggest that segmentation is central to an understanding of consumers, as it recognises differences in consumer behaviour which directly inform _____.'

- A** detailed demographic information
- B** purchase information
- C** marketing strategies
- D** accurate and timely information