SECTION 3 QUIZ

Community

Answer first, then check the key on the last page. The same questions are in the Udemy quiz and in the agenda.

1. Why does the course start the work on the club with the community?

A. The league requires it
B. The identity of the club comes from a community that existed before it
C. Communities are the cheapest marketing channel
D. Sponsors only care about fans

2. Which of these is one of the three signs of a community?

A. Mutual responsibility
B. A large number of followers
C. Low ticket prices
D. A modern stadium

3. What is the test of defeat?

A. Asking sponsors after a defeat
B. Looking at who stays when the team loses
C. Counting how many matches are lost
D. Measuring social media reactions after a loss

4. What does Como give every newborn baby in the city's hospitals?

A. A season ticket
B. A scarf
C. A membership card
D. A small Como body suit

5. On which step of the ladder of belonging is a person who came to one match with a friend?

A. Step 3 · comes back
B. Step 4 · loyal
C. Step 2 · first contact
D. Step 1 · heard of the club

6. What is the most important rule of the ladder?

A. Move people one step at a time
B. Skip the first step
C. Focus only on the loyal supporters
D. Sell season tickets to everyone

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7. Which mistake often breaks the relationship with the community?

A. Asking supporters for their opinion
B. Changing the symbols without a conversation
C. Publishing information on time
D. Talking to the leaders of the groups

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ANSWER KEY

1. B — A team represents a group of people that existed before it; everything marketing builds starts there.
2. A — The consciousness of "we", rituals and traditions, and mutual responsibility.
3. B — The public leaves, customers stop buying, followers scroll past; the community stays.
4. D — A place in the community from the first day of life: belonging before the match.
5. C — First contact: there is a first experience. Marketing makes it great and gets the contact.
6. A — Every campaign helps a specific group climb exactly one step.
7. B — A surprise crest, a new stadium name in a press release, colours changed for a sponsor: read as a lack of respect.