SECTION 8 QUIZ

Commercial

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 commercial come last in the marketing process?

A. It is the least important zone
B. Without the preparation and communication behind it, it has nothing to sell
C. The league requires it
D. Sponsors only sign at the end of the season

2. Which of these is commercial revenue?

A. Prize money
B. A player transfer
C. A loan from the owner
D. Television and media rights

3. Two clubs have the same budget. Which is healthier?

A. The one with the bigger commercial share
B. The one with more public money
C. The one that sells more players
D. The one with the richer owner

4. Where do hospitality and boxes belong?

A. Food and drinks
B. Sponsorship
C. Experiences
D. Ticketing

5. What is licensing?

A. Other companies paying to use your brand on their products
B. Selling the stadium name
C. Selling TV rights
D. Charging players for their image

6. What is the rule about every source of revenue?

A. It must be approved by the league
B. It needs a sponsor
C. Behind it stands a person with a name; without a person it does not produce
D. It must be digital

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7. Digital monetisation happens...

A. Only for the biggest clubs
B. Automatically once you have followers
C. When someone decides it, plans it and sells it
D. Only through the league

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ANSWER KEY

1. B — Community gives the people, brand the meaning, calendar the moments, the match the story, communication the attention.
2. D — Commercial is everything that produces money outside the sporting area, media rights included.
3. A — Commercial revenue gives independence from results, public money and the owner.
4. D — They are a way of selling access to the match.
5. A — Licensing earns money without the club producing or stocking anything.
6. C — Write "nobody" when there is no responsible: often the most useful finding of the section.
7. C — It is a commercial strategy and a commercial decision.