SPORTS AND ENTERTAINMENT MARKETING

CHAPTER 4 TEST-36 points

Name ­­­­­­­­

Answer the questions in ALL CAPITAL LETTERS and underline your answers.

1. What is the marketing mix? (4 points)
2. What is opportunity cost? (1 point)
3. List and describe Maslow’s hierarchy of needs. Start at the **base or bottom** of the triangle. (10 points)
4. What are emotional purchases? (1 point)
5. What are rational purchases? (1 point)
6. What are patronage purchases? (1 point)
7. What are the four market segmentations and describe each (8points)
8. Give one example, in detail, of poor customer service. (2 points)
9. What is the FAST strategy? Describe each “letter” of the FAST strategy. (8 points)
   1. F
   2. A
   3. S
   4. T