



# **Preparation Manual Marketing 6–12 (275)**

**Overview and Exam Framework  
Sample Selected-Response Questions  
Sample Selected-Response Answers and Rationales**





























































































50. A sports-marketing teacher designs a unit on sponsorship and would like to use a performance-based assessment to evaluate student learning of the objective. Which of the following assessments is most appropriate for this purpose?

- A. Students research sponsorship contracts of a major sports franchise.
- B. Students aid a local sports team in acquiring sponsors and contracts.
- C. Students write a research paper about how sponsorships benefit sports.
- D. Students compare and contrast current school sports sponsors.

#### Answer

**Option B is correct** because having the student work hands-on to acquire sponsors and contracts for a local sports team will have the student put into practice what has been taught about sponsorship. This will give the teacher an effective evaluation of the unit. **Option A is incorrect** because having students conduct research is not considered hands on and will not effectively evaluate the teacher's performance during the unit. **Option C is incorrect** because having the students write a paper is not the best way to learn the effectiveness of the unit. The student will not be able to work hands-on in actually putting into practice what has been learned. **Option D is incorrect** because having the students compare and contrast current school sports sponsors would only have the student performing an analysis of situations. This is not a hands-on evaluation that would give the teacher a true insight into the unit's effectiveness.