SECTION 12 QUIZ

Strategy

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

1. What is strategy, in this course?

A. A choice: where you compete, with what you win, what you leave aside
B. A list of everything the club wants
C. The budget of the season
D. A slogan

2. Which is the third kind of competitor most clubs forget?

A. Other clubs in the league
B. The national team
C. Other ways people spend their time and money
D. The rival club

3. What is the logo test?

A. Cover the logo and see whether people still know whose it is
B. Ask a designer to rate the logo
C. Redesign the logo every season
D. Count how often the logo appears

4. Which of these can NOT be copied or bought?

A. The size of the stadium
B. The community and its rituals
C. The number of followers
D. The ticket price

5. What is the difference between adapting and imitating?

A. Adapting takes the principle; imitating copies the form
B. There is none
C. Imitating is always better
D. Adapting means paying for the idea

6. What does the law usually protect against ambush marketing?

A. Your registered name, crest and signs
B. Your colours
C. The word "derby"
D. The idea of a big match

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ANSWER KEY

1. A — A strategy that says yes to everything is a list of wishes.
2. C — The cinema, the shopping centre, streaming, a weekend away.
3. A — Most organizations find two or three out of ten actions pass: the seeds of differentiation.
4. B — Differentiation comes from community, brand, narrative, rituals and experience.
5. A — A big club's fire walk-out becomes the oldest supporter giving the armband: same principle, your own form.
6. A — That is why trademarks, contracts and the community matter more than the courts.