SPORTS AND MEDIA PRACTICE EXAM (SAMPLE)

STUDY GUIDE



SAMPLE STUDY GUIDE WITH LIMITED QUESTIONS

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Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

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How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 – 45 minutes). Review a handful of questions, reflect on the explanations.

3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

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Questions

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1. What are geographic rights distributions and why do they matter for global viewers?

A. Rights sold per region; determine access, blackout rules, and revenue; important for global fans seeking localized content.

B. Rights are allocated to streaming platforms only.

C. Rights distributions are determined by stadium ownership.

D. Rights distributions are irrelevant for global viewers.

2. Why is latency management critical in live sports broadcasting and how is it addressed?

A. Latency only affects audio levels and is fixed by sound engineers.

B. Latency is not a concern in modern networks.

C. Latency can be solved by delaying the broadcast by several minutes.

D. Latency affects real-time synchronization; addressed by optimized encoding, streaming protocols, edge caching, and REMI/IFB workflows.

3. Which term is not part of the Peso model?

A. Native advertising

B. Paid media

C. Earned media

D. Shared media

4. Which of the following is NOT a type of interview setting?

A. Email

B. Face-to-face

C. Roundtable

D. Virtual

5. Which statement best describes the 80/20 Rule in a business context?

A. 80 percent of sales come from 20 percent of customers

B. 80 percent of customers generate 20 percent of revenue

C. 20 percent of products account for 80 percent of sales

D. 50 percent of customers generate all profits

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6. Explain the two types of approaches in public relations.

A. Proactive

B. Proactive and Reactive

C. Reactive

D. Passive

7. What is a blackout rule in sports broadcasting and what is its typical purpose?

A. A rule that blocks streaming during certain times of day.

B. A rule that restricts local markets from watching a game on broadcast if not sold out.

C. A rule that prevents players from giving interviews.

D. A rule that bans use of social media during broadcasts.

8. Key principles of ethical sports journalism when reporting on injuries or sensitive topics?

A. Publish rumors to attract readers.

B. Verify facts, protect privacy, avoid sensationalism, cite sources, avoid speculation, and consider impact.

C. Avoid citing sources and protect the team at all costs.

D. Ignore privacy concerns if public athletes.

9. Which of the following is a Black newspaper?

A. New York Amsterdam News

B. The New York Times

C. The Wall Street Journal

D. The Guardian

10. Which feature is NOT typically provided by AR/VR in live sports?

A. Fixed, single-camera feed

B. 360-degree views

C. Alternate feeds

D. Virtual stadium experiences

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Answers

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1. A
2. D
3. A
4. C
5. A
6. B
7. B
8. B
9. A
10. A

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Explanations

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1. What are geographic rights distributions and why do they matter for global viewers?

A. Rights sold per region; determine access, blackout rules, and revenue; important for global fans seeking localized content.

B. Rights are allocated to streaming platforms only.

C. Rights distributions are determined by stadium ownership.

D. Rights distributions are irrelevant for global viewers.

Geographic rights distributions are about who can show a sports event in each region and how that affects what viewers can access. Rights are sold region by region to different broadcasters or streaming platforms, and these deals set what services carry the event, when it's available, and under what conditions. Blackout rules can apply, meaning a game might be restricted in a local market even if it's available elsewhere, and the licensing terms determine the revenue split between leagues, teams, and rights holders. This matters for global viewers because it explains why a game might be available on a particular service in one country, require a specific subscription, or be unavailable altogether in another. It helps explain the variability in access, platforms, and timing that fans encounter around the world. The other options miss important parts: rights aren't limited to streaming platforms only; broadcast and hybrid deals exist too, and stadium ownership doesn't drive how these rights are allocated. And rights distributions aren't irrelevant for global viewers—they're central to what, when, and how people can watch from different countries.

2. Why is latency management critical in live sports broadcasting and how is it addressed?

A. Latency only affects audio levels and is fixed by sound engineers.

B. Latency is not a concern in modern networks.

C. Latency can be solved by delaying the broadcast by several minutes.

D. Latency affects real-time synchronization; addressed by optimized encoding, streaming protocols, edge caching, and REMI/IFB workflows.

Latency management is crucial because in live sports every element—video from the field, commentator audio, on-screen graphics, captions, and even replay timing—must stay in lockstep so viewers experience a coherent, real-time feed. If any part lags, synchronization breaks down and the viewing experience suffers, with misaligned sounds, delayed graphics, or out-of-sync replays. The best approach combines several techniques. Optimized encoding and low-latency codecs shrink the time it takes to push a signal through the pipeline while preserving quality. Streaming protocols designed for low latency enable quicker delivery and smaller buffering windows. Edge caching brings content closer to the audience, reducing network round-trips and delays. REMI/IFB workflows maintain near real-time coordination between remote producers or talent and the live feed, helping keep the entire production synchronized despite distance. Delaying the broadcast by minutes would ruin the real-time nature of live sports. Latency isn't only about one aspect like audio levels, and it isn't negligible in modern networks; it requires a coordinated set of solutions to keep all parts of the broadcast in sync.

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3. Which term is not part of the Peso model?

A. Native advertising

B. Paid media

C. Earned media

D. Shared media

The PESO framework separates channels into four buckets: Paid media, Earned media, Shared media, and Owned media. Native advertising is a tactic that lives inside the Paid media bucket—it's paid content designed to blend with a publisher's editorial style. Because the model defines four distinct categories, native advertising isn't listed as its own category. The other options are direct PESO categories, while native advertising sits under Paid media within the framework.

4. Which of the following is NOT a type of interview setting?

A. Email

B. Face-to-face

C. Roundtable

D. Virtual

The concept being tested is what counts as an interview setting versus a group discussion format. Interviews are typically a question-and-answer interaction between an interviewer and one or a few respondents. Email interviews are asynchronous Q&A exchanges, face-to-face interviews are live in-person Q&As, and virtual interviews are the same interaction conducted remotely. A roundtable, however, is a group discussion among several participants, usually focused on exchanging viewpoints rather than a structured Q&A with a single interviewer. That collaborative, multi-person discussion doesn't fit the traditional interview format, which is why it's the option that doesn't belong.

5. Which statement best describes the 80/20 Rule in a business context?

A. 80 percent of sales come from 20 percent of customers

B. 80 percent of customers generate 20 percent of revenue

C. 20 percent of products account for 80 percent of sales

D. 50 percent of customers generate all profits

The Pareto principle in business shows that a small set of inputs can drive a large share of results. In sales, a common pattern is that a relatively small group of customers accounts for most of the revenue. So the statement that 80 percent of sales come from 20 percent of customers best fits that idea. It highlights where to focus efforts—nurturing and servicing the high-value customers can yield outsized returns and make resource allocation more efficient. Real-world numbers vary, but the key takeaway is the imbalance: a minority of customers often generate the majority of sales. The other options flip the relationship or apply the idea to the wrong element (products rather than customers) or misstate profits, which is why they don't fit as well.

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6. Explain the two types of approaches in public relations.

A. Proactive

B. Proactive and Reactive

C. Reactive

D. Passive

Public relations relies on two broad approaches: proactive and reactive. A proactive approach is about planning and initiating communications and activities to shape public perception, build trust, and create favorable coverage—think campaigns, media outreach, events, partnerships, thought leadership, and anticipating issues before they arise. A reactive approach kicks in when events demand immediate response—addressing questions, correcting misinformation, handling inquiries, and managing crises as they develop. The strongest understanding recognizes that effective PR blends both: you do forward-looking, preventive work to cultivate a positive image, while you stay ready to respond quickly and appropriately when failures, rumors, or emergencies occur. Focusing only on proactive work leaves you vulnerable to surprises, and relying solely on reactive responses can lead to chaotic, less-controlled messaging. Passive isn't a recognized approach for guiding PR strategy.

7. What is a blackout rule in sports broadcasting and what is its typical purpose?

A. A rule that blocks streaming during certain times of day.

B. A rule that restricts local markets from watching a game on broadcast if not sold out.

C. A rule that prevents players from giving interviews.

D. A rule that bans use of social media during broadcasts.

Blackout rules restrict local broadcasts of a game in a specific market when the game isn't sold out. The idea behind this rule is to protect gate receipts and encourage fans in the area to attend the game in person, preserving the incentive to buy tickets. If the game sells out (or is designated for broadcast), the blackout is lifted and local viewers can watch. This concept isn't about blocking streaming at certain times, preventing players' interviews, or banning social media during broadcasts, which are unrelated ideas.

8. Key principles of ethical sports journalism when reporting on injuries or sensitive topics?

A. Publish rumors to attract readers.

B. Verify facts, protect privacy, avoid sensationalism, cite sources, avoid speculation, and consider impact.

C. Avoid citing sources and protect the team at all costs.

D. Ignore privacy concerns if public athletes.

Ethical sports journalism when handling injuries or sensitive topics centers on accuracy, fairness, and minimizing harm. This means verifying facts from reliable sources, protecting the privacy of the individuals involved, avoiding sensationalism, citing sources to maintain accountability, steering clear of speculation when information isn't confirmed, and considering the broader impact on the person, their family, the team, and the audience. This approach builds trust and responsibility in reporting. Publishing rumors or sensationalism without verification damages credibility; trying to shield the team at all costs and not citing sources undermines trust and transparency; and disregarding privacy for public figures overlooks a fundamental duty to respect personal boundaries and can cause real harm.

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9. Which of the following is a Black newspaper?

A. New York Amsterdam News

B. The New York Times

C. The Wall Street Journal

D. The Guardian

This question tests your ability to recognize a newspaper that serves a Black readership and focuses on African American communities and civil rights history. The New York Amsterdam News is known as a longtime Black newspaper—founded in 1909 and publishing in New York—Centering Black perspectives, local Harlem news, and coverage of civil rights issues. It has historically positioned itself as a voice for the African American community, which is why it fits the description of a Black newspaper. The other publications are general-audience newspapers with broad national or international reach and coverage: The New York Times and The Wall Street Journal are mainstream U.S. papers known for wide-ranging news, business, and opinion coverage, while The Guardian is a British daily.

10. Which feature is NOT typically provided by AR/VR in live sports?

A. Fixed, single-camera feed

B. 360-degree views

C. Alternate feeds

D. Virtual stadium experiences

AR/VR in live sports is built to create immersive, interactive viewing experiences rather than just relaying a single viewpoint. 360-degree views let you look around as if you are inside the stadium, giving a sense of being present in the scene. Alternate feeds provide different camera angles so you can switch between perspectives like a fan choosing a replay angle or a coach camera. Virtual stadium experiences go further by simulating the arena and adding interactive elements such as virtual crowds, overlays, or simulations. A fixed, one fixed viewpoint doesn't take advantage of these immersive features, so it isn't what AR/VR typically offers for live sports.

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Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at hello@examzify.com.

Or visit your dedicated course page for more study tools and resources:

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We wish you the very best on your exam journey. You've got this!

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