CONTEMPORARY SPORTS ISSUES

1. A _______________ competitive market is a market that has a large number of suppliers and consumers.
   a. oligopolistic
   b. non
   c. monopolistically
   d. perfectly

2. Unlike industrial or financial companies whose value is typically calculated on the basis of cash flow and assets, sport franchises are valued on:
   a. assets only
   b. revenues
   c. net income
   d. cash flows only

3. What is the largest single source of revenue in college athletics?
   a. football's National Championship Game
   b. licensed merchandise
   c. NCAA men's basketball championship
   d. ticket sales

4. What is the law that sets parameters for female sports that must be met by athletic programs at universities?
   a. Act 1041
   b. PL 94-142
   c. Title IX
   d. Opportunity in Athletics Commission

5. What is an industry trend in college sports?
   a. lack of collegiate sports marketing firms
   b. smaller stadium with more expensive seats
   c. decreasing number of corporate sponsorships
   d. continual increase in salaries for football and basketball coaches

6. Major universities compete to host the first games of the NCAA Tournament at 16 sites. Why would they want to host them?
   a. to increase in contributions from alumni
   b. to earn additional revenues
   c. to improve their basketball programs
   d. to recruit players from winning teams

7. What event led to popularizing American baseball in Japan?
   a. The occupation of Japan by U.S. troops.
   b. The introduction of the international competition of the World Baseball Classic by the MLB.
   c. The first world baseball tour organized by Albert G. Spalding.
   d. The opening of a Major League Baseball (MLB) office in Tokyo.
8. What is the World Figure Skating Championships?
   a. figure skating competition held by the Olympic Committee
   b. annual figure skating competition sanctioned by the International Skating Union
   c. U.S. figure skating competition
   d. preliminary figure skating competition for the International Figure Skating Competition

9. Host cities for the Olympic Games typically invest millions of dollars preparing for the event. Which one of the following costs does not represent one of the primary costs traditionally associated with Olympic Games preparation?
   a. promotion and marketing
   b. security planning
   c. sponsorship of other similar events for exposure
   d. developing infrastructure

10. FIFA has requested trademark protection for the 2010 Football World Cup and has asked for blanket prohibition on the use of language which describes the FIFA 2010 Football World Cup in various ways and the emblems or logos relating to the games. Opponents believe this will interfere with:
    a. current antitrust laws
    b. sponsor rights
    c. trademark infringement
    d. constitutional freedom of the media
Contemporary Sports Issues Answer Key

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