Contemporary Sports Issues

1) The sports beverage market provides an example of a(n) _________________ because Gatorade, Powerade, and Allsport maintain control of 90 percent of the overall market.
   a. oligopolistic market
   b. perfectly competitive market
   c. non-competitive market
   d. monopolistically competitive market

   Competency: Finance and economics in sports industry

2) The ___ is not an example of a governing body that oversees United States collegiate athletic programs in some form.
   a. NAIA
   b. NCAA
   c. NIAA
   d. NJCAA

   Competency: Intercollegiate athletics

3) BALCO was noted in the sport industry
   a. for improving football equipment to prevent career-ending injuries
   b. for providing designed performance enhancing drugs and steroids to major league baseball players
   c. for drug testing athletes
   d. for arbitration procedures between athletes and management

   Competency: International sports

4) ____ means that a law suit decision is based upon a prior precedent.
   a. Stare decisis
   b. Due process
   c. Common law
   d. De minimis

   Competency: Legal considerations
5) The NFL’s initiative to introduce an expansion franchise in the London market 10 years from now is an example of a:
   a. short-term goal
   b. intermediate goal
   c. strategic goal
   d. long-term goal

   **Competency:** Professional sports

6) Which of the following is **not** a requirement for a sports celebrity's endorsement of a product?
   a. The endorser is not committed to endorse a new improved version of the product.
   b. The endorser must have real experience with the product.
   c. The endorsements may not contain any deceptive or misleading statements.
   d. The endorser must use, continue to use, and believe in the product.

   **Competency:** Public relations

7) Cities competing for the Olympics need all of the following **except:**
   a. an Olympic village
   b. a large international airport
   c. adequate sports venues for the international event
   d. a population greater than 2 million people

   **Competency:** Sociological aspects of sports

8) People attend a football game because they like to associate with their national championship team. What is this an example of?
   a. aesthetic value
   b. eustress
   c. affiliation
   d. economic gain

   **Competency:** Sports consumer behavior
9) Risk management for a sporting venue means having plenty of ____ insurance.
   a. homeland security
   b. health
   c. life
   d. liability

   **Competency:** Sports facility and event management

10) African American college football coaches in the United States are a(n):
   a. underrepresented group
   b. overrepresented group
   c. proportionately represented group
   d. underpaid group

   **Competency:** Sports management

**ANSWER KEY**
1. a
2. c
3. b
4. a
5. d
6. a
7. d
8. c
9. d
10. a