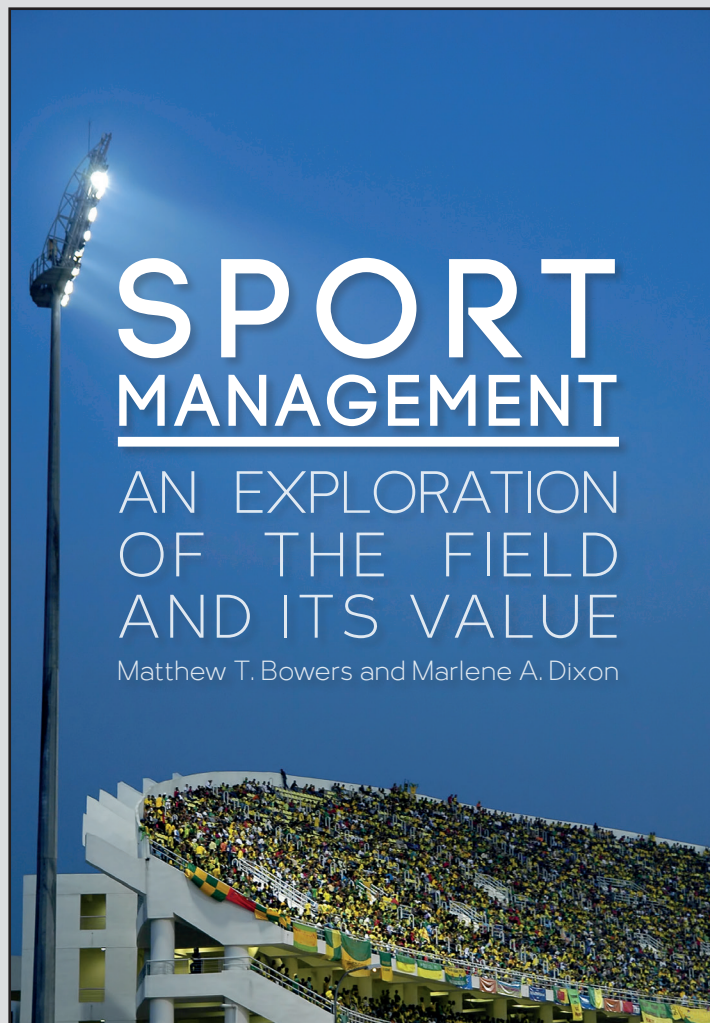


TEST BANK



SAGAMORE
P U B L I S H I N G

2. TRACING THE HISTORY OF SPORT MANAGEMENT

EXAMINATION QUESTIONS (* INDICATES CORRECT ANSWER)

1. Sport management was initially established to train individuals working in amateur or college sport, but has evolved to also include or even emphasize management and marketing of professional sport.
 - a. True *
 - b. False
2. Which definition of legitimacy most accurately reflects the one provided in this chapter?
 - a. Legitimacy means that you do things correctly.
 - b. Legitimacy means that the perception of the entity or person are seen as desirable, proper, or appropriate. *
 - c. Legitimacy means that you have a right to belong.
 - d. Legitimacy means that your actions are legal.
 - e. None of the above
3. Which of the following individuals is NOT noted as of central importance to the development of sport management as an academic field?
 - a. Packianathan Chelladurai
 - b. Trevor Slack
 - c. Earl F. Ziegler
 - d. James G. Mason
 - e. All of the above were noted as important *
4. The employment opportunities for sport managers are largely confined to college and professional sport.
 - a. True
 - b. False *
5. Which statement most accurately reflects the historical progression of sport management as presented in this chapter?
 - a. Sport management began as an academic discipline in the mid-1980s.
 - b. Sport management was initially established as part of business school training.
 - c. The first formal sport management courses were established in the early 20th century. *
 - d. The NCAA was instrumental in formulating the curriculum for most college sport management programs.
6. Which of the following are indicators that sport management has gained legitimacy as an academic and professional field?
 - a. Sport management has created societies and professional associations.
 - b. Sport management has established peer-reviewed journals such as the *Journal of Sport Management*.
 - c. Sport management has established a recognized sport-specific curriculum and academic standards.
 - d. Sport management has established discipline-specific theory.
 - e. All of the above are indicators of legitimacy. *

7. What was the primary early academic home for sport management?
 - a. Physical education *
 - b. Business schools
 - c. Athletic departments
 - d. NASSM
 - e. None of the above
8. What was the primary purpose of early sport management training and research?
 - a. To establish discipline-specific theory
 - b. To establish a sport management journal
 - c. To provide practical guidance and support for practitioners *
 - d. To develop a central sport development system in the United States
9. The 1950s saw a proliferation of sport management research and programs—expanding to locations beyond major metropolitan areas, and expanding to also cover professional sport.
 - a. True *
 - b. False
10. The first graduate curriculum in sport management was established at what university?
 - a. Stanford University
 - b. Western Reserve University
 - c. University of Michigan
 - d. Ohio University *
 - e. None of the above
11. Which of the following factors contributed to the growth and proliferation of sport management as an academic and professional discipline?
 - a. The growth in size and complexity of the sport industry at large
 - b. A stronger emphasis on an action-theory marriage
 - c. A stronger emphasis on commercial sporting interests
 - d. A stronger emphasis on developing management science from a scholarly perspective
 - e. All of the above were contributing factors *
12. The first major association that helped establish appropriate curriculum, professional and educational preparedness, and scholarly advancement for sport management was which of the following?
 - a. NASSM- The North American Society for Sport Management
 - b. NCAA- The National Collegiate Athletic Association
 - c. NFHS- The National Federation for High School Sports
 - d. SMARTS- The Sport Management Arts and Science Society *

13. There is little disagreement within sport management as to the scope, future directions, and purpose of sport management as an academic field.
 - a. True
 - b. False *

14. According to this chapter's author, which of the following efforts will help strengthen the legitimacy of sport management?
 - a. Respect various approaches to training professionals and conducting research *
 - b. Garnering large support dollars from the NFL
 - c. Maintaining a concentrated focus on improving college sport
 - d. Housing sport management in business schools rather than physical education or kinesiology
 - e. All of the above were mentioned.

15. According to Trevor Slack, sport management should strive to do which of the following to elevate the field of sport management?
 - a. Create and test theory within and through sport organizations
 - b. Publish in and read nonsport-specific journals
 - c. Reflect and critically examine personal and peer research
 - d. Better utilize work from the general management field
 - e. All of the above *

3. SPORT'S ROLE IN POSITIVE SOCIALIZATION

EXAMINATION QUESTIONS (* INDICATES CORRECT ANSWER)

1. When managed intentionally and well, sport can promote positive social benefits for participants.
 - a. True *
 - b. False
2. According to this chapter, the benefits associated with sport participation include which of the following?
 - a. Physical fitness
 - b. Skill development
 - c. Life skills
 - d. Sense of community
 - e. All of the above *
3. By and large, sport programs are equally effective at promoting and obtaining positive outcomes.
 - a. True
 - b. False *
4. According to this chapter, individual sports may enhance _____, while team sports may enhance _____.
 - a. Leadership, independence
 - b. Independence, cooperation*
 - c. Cardiovascular fitness, tolerance
 - d. Competition, dependability
 - e. None of the above are correct
5. Just as sport has the capacity to do good, it also has the capacity to do harm.
 - a. True *
 - b. False
6. According to this chapter, potentially harmful outcomes from sport include which of the following:
 - a. Drug use
 - b. Cheating
 - c. Bullying
 - d. Emotional harm
 - e. All of the above *
7. According to this chapter, which of the following are reasons that people might play sport?
 - a. To win
 - b. To improve skills
 - c. To make friends
 - d. To become more fit
 - e. All of the above *

8. In trying to obtain specific benefits from sport, what is one of the important first steps?
 - a. Promote competition
 - b. Try to only have boys in the program
 - c. Have a clear purpose in mind *
 - d. Try to involve people from a variety of backgrounds
9. Which of the following elements would be an important component of intentional program design?
 - a. Price
 - b. Location
 - c. Purpose
 - d. Staffing
 - e. All of the above are important *
10. Most adults would say that all youth sport provides similar benefits to the participants, yet youth sport settings have very little in common with one another in either their objectives or the experience they provide.
 - a. True *
 - b. False
11. According to this chapter, if a sport administrator wants to improve his or her sport program's capacity to enhance academic achievement, they might consider implementing which of the following into their sport program?
 - a. An emphasis on competition
 - b. An emphasis on teamwork
 - c. Academic-related activities *
 - d. Leadership and cooperation activities
 - e. All of the above were mentioned as important
12. The purpose of America SCORES is to engage children both in the classroom and after school.
 - a. True *
 - b. False
13. According to this chapter, the four "Ps" of marketing that one must consider in design and implementation of intentional sport are which of the following?
 - a. Product, Place, Purpose, Promotion
 - b. Purpose, Product, Place, Price
 - c. Product, Purpose, Place, Price
 - d. Product, Price, Place Promotion *
14. In marketing sport for development programs, it is important to maintain a consistent marketing message across external markets.
 - a. True *
 - b. False

15. Successful marketing includes evaluation and accountability.
- a. True *
 - b. False
16. Which of the following might be a staffing challenge for an after-school development program?
- a. Finding people with sport and social development skills *
 - b. Finding people with elite sport knowledge
 - c. Finding people who need a high salary
 - d. Finding people with adult developmental tools
17. The outcomes sport provides depend on the ways we design our programs, the ways we implement those programs, the messages we create about our programs, and the people whom we choose to provide them.
- a. True *
 - b. False

EXAMINATION QUESTIONS (* INDICATES CORRECT ANSWER)

- Which of the following are benefits of sport participation?
 - Prevention or improvement of conditions such as heart disease, hypertension, and obesity
 - Extended life expectancy
 - Greater social connectedness
 - All of the above *
- What is one way that the benefits of sport participation gained in childhood and adolescence differ from the benefits gained in adulthood?
 - Children and adolescents more commonly benefit from higher self-esteem and confidence. *
 - Only adults benefit from improved social functioning.
 - Children who participate in sports are more likely to binge drink later in life.
 - Adults more commonly benefit from individual activity (such as going to the gym or walking) than from sport participation.
- Which of the following are risks of sport participation?
 - Greater likelihood of recreational drug use
 - Greater likelihood of gang involvement
 - Increased risk of mental health issues such as eating disorders *
 - None of the above
- The health benefits of sport are dependent upon sport programs' design and delivery by governments and health departments.
 - True *
 - False
- Which of the following *most* influences the psychological health outcomes of sport participation?
 - The degree to which a sport is informal versus organized
 - The degree to which a sport is outdoor versus indoor
 - The degree to which a sport is team-oriented versus individual *
 - Both A and C
- One of the biggest challenges facing sports managers is the question of how to balance the development of elite players with the need to make sport more inclusive of all levels of talent.
 - True *
 - False

7. How can sport management professionals *most* contribute to the overall health of individuals and communities?
 - a. By encouraging elite athletes to develop their talents to the highest degree possible
 - b. By promoting healthy settings, such as smoke-free facilities and encouraging responsible alcohol consumption *
 - c. By ensuring that adolescent girls' sports are as competitive as boys' sports
 - d. By striving to build sports teams that are as culturally diverse as possible
8. Governments must ultimately choose between promoting high sport participation rates and high levels sport performance.
 - a. True *
 - b. False
9. Males participate in sport more than females.
 - a. True *
 - b. False
10. What is one way sport managers can increase participation in sport?
 - a. By advertising sport programs to males, who are more likely to be receptive to sport than females
 - b. By designing programs where peers are less likely to watch each other play *
 - c. By educating children about the benefits of sport over other forms of physical activity
 - d. None of the above
11. Future elite athletic performance is more likely when children choose a sport to specialize in early in life.
 - a. True
 - b. False *
12. Which of the following is *not* a way to develop sport programs that promote both elite performance and high levels of participation for children?
 - a. Make longer seasons (6+ months) so that children have a better opportunity to form lasting friendships *
 - b. Limit lengthy travel to organized competitions
 - c. Allow children to play all the different positions in a sport rather than focus on just one
 - d. None of the above
13. Which of the following are reasons why individuals drop out of sport?
 - a. Excessive injuries and burnout
 - b. Not having friends who participate in sport as well
 - c. Having to travel
 - d. All of the above *

14. Which of the following is the *most* important level of influence for sport managers to consider when designing sport programs?
- a. Intrapersonal (identifying the social and health benefits of participation)
 - b. Organizational (designing programs that cater to different skill levels)
 - c. Environment (funding facilities that meet participants' needs)
 - d. Managers must learn to balance the multiple levels of program design *
15. What is one of the challenges sport managers face in providing a healthy environment for sport participation?
- a. Government policies may regulate access to alcohol and tobacco
 - b. Communities may not provide enough funding or manpower for adequate sport programs
 - c. Both A and B *
 - d. None of the above
16. The club-based education model (which focuses on both individual health behaviors and club-level guidelines for health promotion) is generally considered to be the most effective method of promoting health through sport.
- a. True
 - b. False *
17. Managers may need to change organizational policies, structures, and financial and human resources to sustain their sport programs.
- a. True *
 - b. False
18. There is strong evidence that proves sporting organizations promote healthy behaviors.
- a. True
 - b. False *

5. SPORT'S ROLE IN ECONOMIC DEVELOPMENT

EXAMINATION QUESTIONS (* INDICATES CORRECT ANSWER)

1. Which of the following is not a reason why sport deserves increased attention from an economic perspective:
 - a. Increase in money streams
 - b. Decreased involvement of government *
 - c. Increased importance of sport as labor market
 - d. Accelerated commercialization of sport
2. While events can have multiple impacts on host communities, _____ effect on communities has received the most research attention to date:
 - a. Tourism
 - b. Social life
 - c. Urban regeneration
 - d. Economic *
3. Which of the following is true according to your chapter?
 - a. Facilities built for mega-events can usually be used long after the event is over.
 - b. Maintenance costs for facilities built for mega-events can increase unexpectedly and thus create financial strain on host cities. *
 - c. Building new facilities benefits everyone equally.
 - d. Benefits usually outweigh the costs of hosting major sport events.
4. The triple bottom line approach (TBL) does not include which of the following impacts?
 - a. Economic
 - b. Social
 - c. Environmental
 - d. Political *
5. The meso level of sport economics is not concerned with which of the following?
 - a. Production
 - b. Consumption
 - c. Prices
 - d. Financial management *
6. According to this chapter, demand for sport does not include which of the following?
 - a. Fantasy spectators
 - b. ESPN *
 - c. Recreational sport participation
 - d. Radio spectators

7. According to this chapter on economic impact, to experience a basketball game requires which of the following products or services?
 - a. Food and drinks
 - b. Merchandise
 - c. Transportation
 - d. All of the above *
8. Which of the following is not part of the economic demand function for the consumption of a good Q :
 - a. Consumer's age *
 - b. Price of other goods and services
 - c. Individual preferences toward the product
 - d. Price of Q
9. According to the economic demand function, the demand for golf memberships does not depend on which of the following?
 - a. Consumer's income level
 - b. Consumer's race *
 - c. Price of tennis
 - d. Price of golf clubs
10. Applying the traditional economic demand function to sport, you need to include which of the following additional variables?
 - a. Time
 - b. Technical difficulty
 - c. Availability
 - d. All of the above *
11. The contribution of the sport industry to a country's employment level is part of which economic level?
 - a. Macro *
 - b. Micro
 - c. Meso
 - d. None of the above
12. According to the information in this chapter, financial management at the sport club level is part of which economic level?
 - a. Macro
 - b. Micro *
 - c. Meso
 - d. None of the above

13. The measure that captures all economic activity or money flows of the sport industry in a particular region or nation is called:
 - a. Sport Gross Domestic Product *
 - b. Sport Gross National Product
 - c. Sport Net National Income
 - d. Sport Net Domestic Expenditure
14. Within the total sport industry market, this portion or sector has the highest economic value:
 - a. Informal participation *
 - b. Professional sport
 - c. Formal sport organizations
 - d. All three sectors are equal in their economic value
15. Standard economic impact analysis (EIA) measures which of the following?
 - a. Crowding out effects of events
 - b. Displacement effects
 - c. New monies generated by events *
 - d. Costs associated with events
16. This analysis to measure the financial effects of sport events is based on welfare economics and focuses on the net impact of events:
 - a. Economic impact analysis
 - b. Cost-benefit analysis *
 - c. None of the above
 - d. All of the above
17. Cost-benefit analysis takes into account the following factors:
 - a. Consumer surplus
 - b. Opportunity costs
 - c. Public good value
 - d. All of the above *
18. According to this chapter on economic impact of sport, at the supply side of sport, National Sport Organizations (NSOs) are an example of:
 - a. Public/nonprofit sector
 - b. Private/for-profit sector
 - c. Private/nonprofit sector *
 - d. Hybrid sector
19. According to this chapter on economic impact of sport, the International Olympic Committee (IOC) is an example of:
 - a. Public/nonprofit sector
 - b. Private/for-profit sector
 - c. Private/nonprofit sector
 - d. Hybrid sector *

6. SPORT FOR COMMUNITY DEVELOPMENT

EXAMINATION QUESTIONS (* INDICATES CORRECT ANSWER)

1. Which of the following is **not** a way sport can delivered to community members?
 - a. Sport clubs
 - b. Municipal programs
 - c. Schools
 - d. All of the above are ways sport might be delivered. *
2. Organized sport is a good context for examining the impact of sport on community development because:
 - a. About one in every three adults and two out of every three children participate in some sort of sport. *
 - b. Famous athletes have a strong impact on the tastes and preferences of children in communities.
 - c. Mothers love to drive their children to sport activities.
 - d. Politicians are usually sport fans.
3. Which of the following is **not** a reason why sport is important to community development:
 - a. Sport can aid in the development of social networks.
 - b. Professional sport can help create the feeling of living in a “big league” city. *
 - c. Sport can be a platform for delivering social services.
 - d. Sport can be leveraged to support disadvantaged groups.
4. A community can be defined as:
 - a. An officially recognized geographic space.
 - b. A subsection of a larger geographic space.
 - c. A group of individuals with common interests.
 - d. All of the above. *
5. In the context of sport for development, the most common usage of the term community is:
 - a. A group of like-minded individuals.
 - b. A person living in one a neighborhood, but who considers home to be the place where they grew up.
 - c. A network of online individuals who interact daily, even if they live in separate locations.
 - d. An officially recognized geographic space. *
6. At the most basic sense, community development can be boiled down to:
 - a. A physical change in the neighborhood, such as building a new community center.
 - b. A social change in a neighborhood, such as strengthened relationships within a group of neighborhood individuals.
 - c. Fund-raising in order to help local politicians achieve their campaign goals.
 - d. Both A & B. *

7. Community developmental organizations (CDOs) help communities by:
 - a. Providing specifically for the needs of the sick, poor, or elderly
 - b. Creating institutions that allocate goods and services on a first-come, first-serve basis
 - c. Cultivating relationships among people that promote cultural development, effective citizenship, and political will. *
 - d. None of the above.
8. When programs are conceived and developed outside of a community and then dropped into the community, this is considered to be a _____ approach. Whereas a program that is conceived and developed inside the community and then delivered from within the community is considered to be a _____ approach.
 - a. Outside; Inside
 - b. Top-down; Bottom-up *
 - c. More effective; Less effective
 - d. None of the above
9. This model is when sport delivery is the main goal of the program, and additional benefits to the community are welcomed, but are not a primary concern.
 - a. Competitive sport
 - b. Sport plus *
 - c. Club sport
 - d. Collegiate sport
10. This model is when community developmental outcomes are the primary goal of the program, but sport is included to help the process and attract participants.
 - a. Plus sport *
 - b. Community outreach
 - c. Revenue generation
 - d. None of the above
11. The amount of resources one has access to through their social network is called:
 - a. Social inclusion
 - b. Community citizenship
 - c. Community identity
 - d. Social capital *
12. Integrating and acculturating newcomers with other new or existing community members is called:
 - a. Social inclusion *
 - b. Community citizenship
 - c. Community identity
 - d. Social capital

13. Taking pride in one's affiliation with a community and considering oneself to be a member of the community, is referred to as:
- Social inclusion
 - Social cohesion
 - Social capital
 - Identity and citizenship *
14. As a sport manager looking to generate positive community outcomes, which of the following elements are **not** important to consider?
- The demographics of the community.
 - The social issues people who are disadvantaged face.
 - The current sport culture in your community.
 - All of the above are important aspects to consider. *
15. Which of the following is **not** one of the potential negative outcomes of sport on a community?
- Rivalries dividing neighborhoods within a community.
 - When sport clubs have exclusive memberships that deny access to sport.
 - The selfish use of social capital that denies other (potentially more deserving) members of the community to accessing sport opportunities.
 - All of the above are potential negative outcomes from sport in a community. *
16. When thinking of the definitions of a community, it is important to remember that a person can only belong to one community at a time.
- True
 - False *
17. Sport is important to a community because it is guaranteed to have a positive impact on social issues, such as poverty, crime, safety, or racism.
- True
 - False *
18. Community development can happen on both intentionally or residually.
- True *
 - False
19. Golf is often used as a prime example of a community sport that delivers on generating social capital, social inclusion, citizenship, and increased identity.
- True
 - False *
20. When community sport programs are mismanaged, they may lead to negative outcomes for a community, an outcome often described as the darker side of sport.
- True *
 - False

7. SPORT AND NATIONAL IDENTITY

EXAMINATION QUESTIONS (* INDICATES CORRECT ANSWER)

1. Anderson suggests a community is “imagined” because the members of even the smallest nation will never know most of their fellows, meet them, or even hear of them, yet in the minds of each lives the image of their communion.
 - a. True *
 - b. False
2. National identities were first shaped by the emergence of radio as a popular form of communication.
 - a. True
 - b. False *
3. Though sport can foster cross-cultural interaction, it can just as easily create a space where participants and fans confine themselves to their own ethnic groups.
 - a. True *
 - b. False
4. Sport is a particularly powerful symbol of the nation because it allows for direct competition with other states.
 - a. True *
 - b. False
5. National identity in sport can be a mechanism for both good and bad.
 - a. True *
 - b. False
6. Sport administrators must be aware of the historical and political context in which their work takes place.
 - a. True *
 - b. False
7. Research suggests that the national identity legitimization of sport mega-events is often understated.
 - a. True
 - b. False *
8. The attachment of national fans to individual players creates fluid forms of fandom that follow a player through various career stops.
 - a. True *
 - b. False
9. When considering the phenomenon of national sport team identity, the following factor(s) should be taken into account:
 - a. The timing of competition
 - b. The opponents in question
 - c. The results of past and current competition
 - d. All of the above *

10. According to this chapter, television ratings from sport mega-events suggest:
 - a. The allure of sport as a consumable product
 - b. Unclear viewing patterns among fans
 - c. Viewership is driven primarily by national interest
 - d. A and B
 - e. A and C *
11. According to research studies cited in this chapter, the 2002 World Cup Finals in Korea and Japan:
 - a. Did nothing to increase the bilateral relationship between the nations
 - b. Resulted in a strong sense of Japanese national identity following the team's fourth-place finish
 - c. Led to squabbles over mascots and match locations
 - d. A and C *
12. According to research studies cited in this chapter, the 1978 World Cup:
 - a. Was used by General Videla to legitimize his political regime *
 - b. Provided a space where Jesse Owens challenged dominant narratives about racial hierarchies
 - c. Resulted in Pan-American unity following Pele's world-class showing
 - d. Resulted in an array of infrastructural legacies
13. This chapter suggests that organization of sport mega-events:
 - a. Typically leads to a host of long-term economic benefits
 - b. Are marketed as opportunities to bring the nation together
 - c. Incur significant expenses for investments in stadia and operational costs
 - d. A and B
 - e. B and C *
14. National identity in sport has important implications for:
 - a. Event management
 - b. Sport marketing
 - c. Sport media
 - d. All of the above *
15. With respect to sport and national identity, from an event management perspective, sport managers should do which of the following to impact national identity:
 - a. Remain aware of the ways in which the national identity motivation can conflict with certain desirable outcomes *
 - b. Seek out new markets to sell their products
 - c. Push media narratives of their fellow countrymen and women
 - d. Devise marketing strategies to exploit national pride

16. Media coverage of mega-events with regard to sport and national identity does which of the following?
- a. Often centers around the performance of fellow countrymen or women *
 - b. Remains static in small countries
 - c. Can use nationalism to sell papers without fear of repercussion
 - d. B and C

8. SOCIOCULTURAL LEGITIMATIONS IN SPORT MANAGEMENT

EXAMINATION QUESTIONS (* INDICATES CORRECT ANSWER)

1. The historical, legal, and social construction of race in America was meant to
 - a. Explicitly deny equality to those who immigrated to the United States.
 - b. Embed the attitudes, preferences, and beliefs of white, wealthy males. *
 - c. Establish equal footing and opportunity for individuals of all skin color.
 - d. Create a state of change for minorities.
2. Regarding race for those involved in the management of sport, Singer believes that sport does which of the following?
 - a. Explicitly denies equality to those who immigrated to the United States.
 - b. Embeds the attitudes, preferences, and beliefs of white, wealthy males. *
 - c. Establishes equal footing and opportunity for individuals of all skin color.
 - d. Creates a state of change for minorities.
3. It could be strongly argued that sport has made the greatest strides in regard to racial diversity and inclusion on which level?
 - a. Owner/sponsor
 - b. Spectator/fan
 - c. Sport managers/employees
 - d. Participant/athlete *
4. According to the functionalist perspective, sport does which of the following?
 - a. Rewards those who are disciplined and who work hard.
 - b. Provides unfair opportunities to people who do not deserve them.
 - c. Values masculinity over femininity.
 - d. Brings a diverse group of people together through a collective interest. *
5. Recategorization in diverse groups reduces racial bias by:
 - a. Shifting the roles and responsibilities of members
 - b. Forcing an out-group on an in-group
 - c. Creating new ways of thinking about routine issues and goals
 - d. Building an in-group identity that supersedes individual identities *
6. Which of these sport organizations have instituted effective efforts aimed at diversity?
 - a. United States Tennis Association (USTA)
 - b. NASCAR
 - c. NFL
 - d. All of the above *

7. NCAA institutions that have approached diversity proactively view diversity as everything except:
 - a. Obvious *
 - b. Rare
 - c. Difficult to imitate
 - d. A competitive advantage
8. People in positions of power know that social and cultural changes can jeopardize their control over others and the privileges that come with it. Therefore, according to this chapter:
 - a. They prefer approaches to sports that blame problems on the weaknesses and failures of individuals *
 - b. They use others to hide their own mistakes and blunders
 - c. They resist progressive movements involving racial rights and gender rights
 - d. They create new opportunities for themselves to remain in power
9. Which of these is not a challenge related to racial and ethnic relations in sports listed in the chapter?
 - a. Eliminating racial and ethnic exclusion
 - b. Dealing with and managing racial and ethnic diversity
 - c. Integrating positions of power in sport organizations
 - d. Creating sports aimed at reproducing minority cultural values *
10. According to the interest-convergence principle (ICP), White elites will often tolerate and support desegregation and initiatives that benefit racial minorities, but usually when it benefits them.
 - a. True *
 - b. False
11. One of the primary tenets of Critical Race Theory is counter-storytelling and giving voice to the experiences of the racially marginalized in American society.
 - a. True *
 - b. False
12. Diversity management is defined by
 - a. Open mindedness
 - b. Respect for various skills and identities
 - c. Maximizing the benefits from inclusion
 - d. All of the above *
13. The *Racial and Gender Report Card (RGRC)* assesses the racial and gender makeup of sport teams
 - a. True
 - b. False *

14. In order to adequately address racism in sport, it is not enough to simply bring people together, people must engage in which of the following?
- Diversity training
 - Institutional diversity audits
 - Organizational restructuring
 - All of the above *
15. When thinking about the management of sport and the role it can play in promoting racial diversity and inclusion, it should be examined from _____ perspective.
- Multiracial
 - Multilevel *
 - Meso level
 - Multicultural
16. Which of the following is true about leading diversity efforts in organizations?
- Leadership occurs only at the highest levels
 - Leadership is an impersonal phenomenon
 - Leadership can occur at all levels *
 - Leadership is not necessary for success
17. According to this chapter, diversity through sport is only ultimately realized if:
- Minorities play on the sport team of the organization
 - Top management supports and emphasizes it *
 - The fans realize its importance
 - It germinates in grassroots efforts
18. Legislation has attempted to address the issue of _____ discrimination.
- Treatment
 - Retaliation
 - Access *
 - Harassment

EXAMINATION QUESTIONS (* INDICATES CORRECT ANSWER)

1. Sports are intrinsically good and benefit all who play them.
 - a. True
 - b. False *
2. Which of the following sports was NOT profiled as an example of how sport is being redefined?
 - a. Quidditch
 - b. eSports
 - c. Formula E
 - d. Formula 1 *
3. At the 2015 ESPN X Games, video game players can earn X Games medals for winning eSports competitions.
 - a. True *
 - b. False
4. The sport of Quidditch is unique because the International Quidditch Association's mission statement claims that the sport attempts to promote equality between whom?
 - a. All races and ethnicities
 - b. Muggles and wizards
 - c. Men and women *
 - d. Readers and nonreaders
5. Formula E's FanBoost program allows drivers to receive extra Twitter followers for earning the most pre-race votes on the organization's social media app.
 - a. True
 - b. False *
6. In business, it is always most profitable to defeat competitors and run them out of business.
 - a. True
 - b. False *
7. The term *coopetition* means that managers should pursue either win-win or win-lose strategies.
 - a. True
 - b. False *
8. Which strategic approach to management emphasizes pursuing innovation that makes competition irrelevant?
 - a. Red Ocean
 - b. Blue Ocean *
 - c. Purple Ocean
 - d. All of the above

9. In the example of Project Play described in the chapter, which sector of the sport industry is being “re-imagined”?
- Youth sports *
 - School sports
 - College sports
 - Professional sports
10. Which journalist is also the executive director of Project Play?
- Mike Wilbon
 - Bob Ley
 - Tom Farrey *
 - Buster Olney
11. Which of the following influence how sport policy operates in the United States?
- Federalism
 - Capitalism
 - Both Federalism and Capitalism *
 - Neither Federalism or Capitalism
12. Which of the following does the Amateur Sports Act NOT do?
- Give the United States Olympic Committee (USOC) and its national governing bodies the power to coordinate and develop amateur sport in the United States
 - Create a centralized system for managing sports throughout the USA *
 - Encourage the development of sport facilities in broadly defined terms
 - Offer assistance to sport for women, people with disabilities, and ethnic minorities
13. Which of the following is NOT listed as a primary goal of the field of sport development?
- Recruiting athletes
 - Evaluating athletes *
 - Retaining athletes
 - Transitioning athletes
14. Sport development is compared to which of the following shapes as an analogy to explain how it operates?
- Funnel
 - Cube
 - Pyramid *
 - None of the above
15. USA Basketball became the first National Governing Body in the United States to adopt the American Development Model.
- True
 - False *

16. Which of the following is equivalent to marketing?
- a. Advertising
 - b. Sales
 - c. Sales promotions
 - d. All of the above
 - e. None of the above *
17. According to Chernev, the primary goal of marketing is to optimize value for which of the following groups?
- a. Company
 - b. Collaborators
 - c. Customers
 - d. All of the above *
 - e. None of the above
18. In marketing, when we create value for everyone involved in a way that lets the company pursue its strategic goals while still creating value for collaborators and target customers, we have achieved an “optimal value proposition.”
- a. True *
 - b. False
19. Less than 75% of Americans surveyed by the American College of Sports Medicine believed that sports were important to the development of children.
- a. True
 - b. False *