

Chapter 11 – Essay Questions

1. In your business management class a student says that if you want to make money, buy a sports team. You join the discussion and say that owning a sport team is not always a good investment. You are asked to explain. How do you respond?
2. Your campus just received £50 million from a large soft drink company. In return, the soft drink company can use all sport teams and athletes to promote their products, and no other soft drinks can be sold on your campus until 2020. What are the pros and cons of such an arrangement for your university and for sports?
3. Your father complains about the cost of tickets to Premier League games and say that ticket prices have increased because athletes are making unreasonable salaries. You tell him that athlete salaries have nothing to do with ticket prices, and he asks you to explain what you mean. What do you tell him about the factors that have increased ticket prices in men's professional football and other major spectator sports?
4. Your friend has two sons and a daughter. He encourages each of them to develop their sport skills so they can become professional athletes. He tells you that “professional athletes have it made financially.” How would you respond to your friend?
5. As televised sports become increasingly popular around the world and as athletes become even more visible as international media celebrities, the revenues that come into sport organizations and the salaries paid to athletes will continue to increase. Should there be new rules enabling cities to tax these “windfall” profits and then use the revenue to support youth sports and school sports in the city? Would you vote for such a policy if it were on the ballot? Explain why or why not.