

Chapter Two

1. What appears to be unique about the New Balance athletic shoe?
 - a) It is associated mostly with Basketball players (**The correct answer is c as New Balance does not engage with the lucrative endorsements of elite athletes and instead focuses on matching the needs of the customers with other things such as comfort and fit**).
 - b) The way it looks (**The correct answer is c as New Balance does not engage with the lucrative endorsements of elite athletes and instead focuses on matching the needs of the customers with other things such as comfort and fit**).
 - c) Practicality takes precedence over endorsements (**Correct – New Balance does not engage with the lucrative endorsements of elite athletes and instead focuses on matching the needs of the customers with other things such as comfort and fit**).
 - d) Custom design (**The correct answer is c as New Balance does not engage with the lucrative endorsements of elite athletes and instead focuses on matching the needs of the customers with other things such as comfort and fit**).
2. What did the inventions made by Bill Reid, Paul Brown and the Everlast company have in common?
 - a) They were all types of football equipment (**The correct answer is b as an important focus of these entrepreneurs was their desire to protect players from injury**)
 - b) They protected the players in their respective sports (**Correct – an important focus of these entrepreneurs was their desire to protect players from injury**)
 - c) They were launched by famous sport stars (**The correct answer is b as an important focus of these entrepreneurs was their desire to protect players from injury**)
 - d) They were imported to the US from Europe (**The correct answer is b as an important focus of these entrepreneurs was their desire to protect players from injury**)
3. Which of the following examples does not fit into Lizandra and Gladden's 5 ways for sports organizations to expand internationally?
 - a) The UK TV channel Five buying the rights to screen some live MLB games (**The correct answer is c because although it maybe grabs the interest of those within the US and others interested in the NBA, it would not create such an interest in places like Europe where other sports are more popular**)

- b) The Chicago Bulls doing a European tour against some of Europe's top club sides **(The correct answer is c because although it maybe grabs the interest of those within the US and others interested in the NBA, it would not create such an interest in places like Europe where other sports are more popular)**
- c) Kobe Bryant signing a record-breaking contract with LA Lakers **(Correct – although it maybe grabs the interest of those within the US and others interested in the NBA, it would not create such an interest in places like Europe where other sports are more popular)**
- d) LA Galaxy buying David Beckham from Real Madrid to play in the MLS **(The correct answer is c because although it maybe grabs the interest of those within the US and others interested in the NBA, it would not create such an interest in places like Europe where other sports are more popular)**

4. A negative aspect of Global Sourcing is:

- a) Goods becoming more available to people within the manufacturing country **(The correct answer is d as some of the horror stories that emerge from Sweat shops are not a good advertisement for global sourcing and the companies themselves)**
- b) More jobs created for those in developing countries **(The correct answer is d as some of the horror stories that emerge from Sweat shops are not a good advertisement for global sourcing and the companies themselves)**
- c) Experts are used to enhance the manufacturing efficiency of the merchandise being made **(The correct answer is d as some of the horror stories that emerge from Sweat shops are not a good advertisement for global sourcing and the companies themselves)**
- d) Sweat shops mean that workers are paid lower wages than US workers to produce the merchandise **(Correct – some of the horror stories that emerge from Sweat shops are not a good advertisement for global sourcing and the companies themselves)**

5. Which of the following is not an example of a socially responsible organization?

- a) A basketball club that supports a local community project coaching young people **(The correct answer is c as this is a sign that this organization is more bothered about attracting the best players through money than putting something back into the community that supports them – although it does not mean that the organization could not do both)**
- b) A football club that uses fair trade equipment **(The correct answer is c as this is a sign that this organization is more bothered about attracting the best players through money than putting something back into**

- the community that supports them – although it does not mean that the organization could not do both)
- c) A baseball club that pays their top stars more than anyone else (**Correct – this is a sign that this organization is more bothered about attracting the best players through money than putting something back into the community that supports them – although it does not mean that the organization could not do both**)
 - d) A sport organization that recycles all their recyclable waste (**The correct answer is c as this is a sign that this organization is more bothered about attracting the best players through money than putting something back into the community that supports them – although it does not mean that the organization could not do both**)

6. Link the two examples to the correct theories:

- a) A sports organization which refuses to donate money to charities as it will impact upon shareholders profits
- b) A sports organization which pays for training for parents in the local community to run after school programs
 - i The Activist Approach
 - ii The Classical Economic Approach

a – ii – The Classical Economic approach means that the sport's organization main duties would lie in protecting the profit of shareholders
b – i – The Activist approach would mean that the organization feels a duty to put something back into the community such as this example

7. Why is implementing codes of conduct and guidelines for employee behavior a problematic issue for a lot of sport organizations?

- a) It takes too long (**The correct answer is d due to the problem for those CEOs within organizations who have limited control over the operational practices of managers in other countries**)
- b) Managers are worried about staff turnover (**The correct answer is d due to the problem for those CEOs within organizations who have limited control over the operational practices of managers in other countries**)
- c) It creates a legal minefield (**The correct answer is d due to the problem for those CEOs within organizations who have limited control over the operational practices of managers in other countries**)
- d) It is difficult to manage those businesses that work outside their country (**Correct – this is a problem for those CEOs within organizations who have limited control over the operational practices of managers in other countries**)

8. Why is a more diverse workforce useful to sports organizations?

- a) To be in harmony with the organization's surroundings (**Correct – Knowing what people from diverse backgrounds and under-represented groups desire/need can help with the services and products provided by the organization**)
- b) To fulfill legal quotas (**The answer is a because knowing what people from diverse backgrounds and under-represented groups desire/need can help with the services and products provided by the organization**)
- c) It means cheaper labor (**The answer is a because knowing what people from diverse backgrounds and under-represented groups desire/need can help with the services and products provided by the organization**)
- d) To enable the organization to expand (**The answer is a because knowing what people from diverse backgrounds and under-represented groups desire/need can help with the services and products provided by the organization**)

9. In order to sustain a more diverse workforce, managers in sport organizations must not:

- a) Employ people purely because they are from an under represented group – (**Correct – this should not be the motive for employing people as it is tokenistic and does not guarantee that your workforce will be effective**)
- b) Engage with local communities (**The answer is a as this should not be the motive for employing people as it is tokenistic and does not guarantee that your workforce will be effective**)
- c) Be empathetic to the diverse needs of all employees (**The answer is a as this should not be the motive for employing people as it is tokenistic and does not guarantee that your workforce will be effective**)
- d) Review the corporate aims on a regular basis to embrace inclusively (**The answer is a as this should not be the motive for employing people as it is tokenistic and does not guarantee that your workforce will be effective**)

10. Which of the following is not an ethical issue on the sports field?

- a) Deliberate diving by MLS players (**The correct answer is c as this is more of a cultural issue than an ethical one. Although it may seem strange to people from outside the US (or baseball) it is accepted custom and practice within the sport**)
- b) Drug use by NFL players (**The correct answer is c as this is more of a cultural issue than an ethical one. Although it may seem strange to**

- people from outside the US (or baseball) it is accepted custom and practice within the sport)**
- c) Earnings of elite athletes (**The correct answer is c as this is more of a cultural issue than an ethical one. Although it may seem strange to people from outside the US (or baseball) it is accepted custom and practice within the sport)**)
 - d) Opponents not shaking hands at the end of a MLB game (**Correct – this is more of a cultural issue than an ethical one. Although it may seem strange to people from outside the US (or baseball) it is accepted custom and practice within the sport)**)