

16. In their analysis of the evolution of the professional sports ballpark, Ritzer and Sullivan argued or observed that:
 - *a. as sports facilities have become bigger, they have become increasingly rationalized or McDonaldized, risking their appeal to fans.
 - b. the baseball stadiums that existed in the early modern era were distinguished by their large seating capacity and multipurpose use for various types of sports.
 - c. the baseball stadiums of the late modern period were much more appealing to fans and had more of the charm of the early modern period than the postmodern ballparks.
 - d. ballparks that were McDonaldized “cathedrals of consumption” were more likely to be found in the early modern than in the late modern or postmodern period.
17. Efforts to expand the reach of sports in the global sports marketplace:
 - a. have not included professional sports that have been part of the hegemonic culture of sports in North America.
 - b. have included sports outside North America that have limited their growth exclusively to within their national borders.
 - *c. have included a Golden Triangle of the NFL, Anheuser-Busch (Budweiser), and British television.
 - d. have involved cultural but not economic globalization.
18. According to Miller, Rowe, McKay, and Lawrence’s analysis of the media and professional sports in North America, Germany, and Great Britain:
 - *a. many of the major professional sports in these countries inundated or saturated their domestic media markets in the 1990s.
 - b. powerful corporate media investors such as Rupert Murdoch made bids for television broadcast rights that resulted in a major trend of declining television rights fees for major North American and European professional sports in the late 20th and early 21st centuries.
 - c. TV ratings for the NFL, Major League Baseball, NASCAR, and the NHL have consistently and dramatically increased over the past decade.
 - d. major professional sports in North America, Germany, and Great Britain substantially increased media telecasts within their countries and avoided overseas broadcasts to deal with a media saturation problem.
19. Free agency in professional sports:
 - *a. resulted in more economic freedom for players.
 - b. reduced tensions between players and management.
 - c. is a monopolistic practice.
 - d. has been opposed by player unions.

20. Which is not a part of Bill Bradley's conception of the "life on the run" of professional athletes?
- *a. the enjoyment of constant travel
 - b. loneliness and a sense of impermanence
 - c. frequent public attention
 - d. invasions of privacy
21. In rankings of rich, popular, and powerful celebrities and athletes:
- a. the majority of people in the *Forbes* "Celebrity 100" in 2007 were professional athletes.
 - b. Michael Jordan was the top athlete on "Celebrity 100" list in 2007.
 - *c. NBA players dominated the 2007 *Sports Illustrated* list of its "Fortunate Fifty" of the top U.S. money earners in sport.
 - d. Formula One auto racers dominated the *Sports Illustrated* "International 20" list of the top international money earners in sport.
22. Data concerning earnings in the sports of professional golf and professional tennis show that:
- a. on average, female touring athletes earn as much as male touring athletes in these sports.
 - b. getting a chance to compete in a major tournament in these sports assures athletes of a large paycheck whatever place they finish in the tournament.
 - c. club pros in golf and tennis earn as much as the top money winners on the tours of these sports.
 - *d. money is distributed very unequally in tournaments in these sports.
23. Howe's research about the commercialization and professionalization of Welsh rugby union football showed that:
- a. the players liked being considered "mortal engines."
 - *b. the pressures on the players to take risks with their bodies increased as the sport was transformed from amateur to professional.
 - c. none of the injuries in the sport resulted from legitimate or "legal" tackles.
 - d. the professional form of rugby union was safer than the amateur form because the sport rejected the influence of contact sports in the U.S. such as U.S.-style football.