SECTION 2 QUIZ

The Sports Ecosystem

Answer first, then check the key on the last page. The same questions are in the Udemy quiz and in the agenda.

1. What makes something a sports property?

A. Being a professional club
B. Owning a stadium
C. Playing in a league
D. Commercial value and the possibility to be exploited economically

2. Which of these is an intangible sports property?

A. The official match
B. The training ground
C. The stadium seats
D. The registered crest

3. What does the league own?

A. The competition and the calendar
B. The rules of the sport
C. The match
D. The performance of the athletes

4. Data collected for stadium access…

A. Belongs to the league
B. Can always be used for marketing
C. Must be deleted after the match
D. Does not automatically become marketing data

5. Which are the five paths of influence on the stakeholder map?

A. Sponsors, fans, media, players, owners
B. Brand, community, communication, commercial, strategy
C. Rules, money, calendar, rights, image
D. Interest, power, exchange, trust, fear

6. Which question finds the people who surprise you most?

A. Who pays?
B. Who influences without deciding?
C. Who decides?
D. Who signs the contracts?

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7. How can a smaller sport grow next to a dominant one?

A. By lowering prices below the dominant sport
B. By copying the dominant sport exactly
C. By avoiding sponsors
D. By taking the space the dominant sport leaves free

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ANSWER KEY

1. D — Any crest, identity, event, club, stadium, team or athlete with commercial value that can be exploited economically.

2. D — Intangible: name, crest, colours, anthem, broadcasting rights, image, reputation. Tangible: buildings, pitch, products. Events: competitions and matches.

3. A — Federation: rules. League: competition and calendar. Club: the match. Stadium: the place. Athlete: performance and image.

4. D — Data protection asks for consent and a clear purpose before access data is used for marketing.

5. C — Influence travels through rules, money, calendar, rights and image, and it always goes in both directions.

6. B — Supporters' leaders, former captains and local journalists sign nothing and can still change everything.

7. D — Warm weekday evenings, closeness to players, family safety, role models: the space the dominant sport does not cover.