



INSTRUCTIONS

Consider how the pricing function is impacted by supply and demand. How does supply and demand impact prices for the following sports and entertainment products? Submit your answer “increase” or “decrease” in the space provided.

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1. A Lamar Jackson jersey if the Baltimore Ravens win the Super Bowl.

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2. Officially licensed “Rock Chalk” merchandise if the University of Kansas wins a NCAA basketball championship.

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3. Backstage VIP tickets to attend the Grammy awards in an online auction to raise money for charity.

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4. Tickets to a local Minor League Baseball Game on the 4th of July with a post-game fireworks show.

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5. “Big 12 Champs” merchandise that is still available for sale six months after the college football season has ended.
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6. Title rights to a college football bowl game that struggles to draw fans.

7. Season ticket prices when a NHL team signs the best player in the world as a free agent.

8. The price of a jersey on the MLS website after a player has been traded or switched teams.

9. The price of a 30 second advertisement during the Super Bowl compared to during the broadcast of a preseason game.

10. Tickets on the secondary market (like StubHub) to see the Atlanta Braves on a humid, 90-degree day and the team has been struggling all season to win games.
