

國立體育學院九十三年度研究所碩士班入學考試試題  
運動管理學 (本試題共一頁)

※注意:答案一律寫在答案卷上,否則不予計分

一、解釋名詞(請以中文作答,每題5分)

1. Sport industry    2. Sponsorship    3. Administration    4. Salary cap  
5. Free-agency    6. Management    7. Risk management    8. Market segmentation

二、我國即將於2004年11月間承辦世界盃室內五人制足球賽,請你(妳)為該項賽會撰寫一份行銷企劃書,企劃書內容請依市場分析、行銷目標、目標市場、產品規劃與策略、促銷活動、贊助方案、商品商標授權與預期效益等八項分別詳細規劃與說明。(30分)

三、請仔細閱讀下列論文摘要,閱畢後,詳細說明該篇論文摘要的研究目的、研究方法、研究結果、論文的優缺點與未來可行的研究方向。(30分)

The Marketing Directors of 22 National Basketball Association franchises responded to the Marketing Techniques Questionnaire, which contained 22 statements pertaining to marketing techniques used to promote attendance at home games. The priority of the techniques used was determined by ranking the means from a 5-point Likert response scale used for each item. The NBA franchises were divided for analysis into high- and low-attendance groups on the basis of seasonal percent capacity attendance. Significant differences between the high- and low-attendance groups for each item were determined with a t-test. Marketing directors with low attendance franchises perceived that "strategic planning process" and "newspaper advertising" were significantly more effective marketing strategies than perceived by marketers for high-attendance franchises.