

國立臺灣體育大學(桃園)九十七學年度學士班轉學考試試題  
休閒產業經營學系三年級  
運動行銷 (本試題共 4 頁)

- ※注意：1 答案一律寫在答案卷上，否則不予計分。  
2 請核對試卷、准考證號碼與座位號碼三者是否相符。  
3 試卷『彌封處』不得污損、破壞。  
4 行動電話或呼叫器等通訊器材不得隨身攜帶，並且關機。

選擇題 (每題 5 分，共 100 分)

- \_\_\_\_\_ is defined as identifying groups of consumers based on their common needs.
  - Market segmentation
  - Market targeting
  - Market positioning
  - Socioeconomic segmentation
  - None of the above
- No-alcohol sections, family nights, and singles night at the ball park would be good examples of segmenting based on \_\_\_\_\_.
  - socioeconomics
  - demographics
  - family life cycle
  - geodemographics
  - psychographics
- In psychographics, AIO stands for \_\_\_\_\_.
  - area, income, occupation
  - advertising, images online
  - attitudes, internal search, outreach
  - activities, interests, opinions
  - advertising, interest, occupation
- Niche strategies are concerned with \_\_\_\_\_.
  - building new venues with relatively small fields to fit in more luxury suites
  - functionality, not profit
  - capturing a relatively small market segment
  - developing mass market appeal
  - developing a mass media appeal
- Marketing research is useful in which phase of the strategic sports marketing process?
  - planning
  - implementation
  - control
  - organizing
  - all of the above

6. The \_\_\_\_\_ is (are) the foundation of the model of participant consumption.
- a. internal factors
  - b. decision-making process
  - c. situational factors
  - d. participant consumption behavior
  - e. none of the above
7. Types of \_\_\_\_\_, also known as levels of problem solving, are habitual problem solving, limited problem solving, and extensive problem solving.
- a. consumer decisions
  - b. consumer problems
  - c. economic decisions
  - d. internal decisions
  - e. both c and d
8. Relatively homogeneous divisions within a society that contain people with similar values, needs, lifestyles, and behaviors are called \_\_\_\_\_.
- a. reference groups
  - b. minicultures
  - c. social classes
  - d. social groups
  - e. none of the above
9. Friends, co-workers, and other non-family members to whom the participant looks for guidance in choosing whether to play a sport are \_\_\_\_\_.
- a. reference groups
  - b. referral groups
  - c. initiators
  - d. purchase mentors
  - e. none of the above
10. Layout accessibility refers to \_\_\_\_\_.
- a. scoreboard design
  - b. whether or not fans can move freely about the stadium
  - c. the relationship between luxury suites and general seating
  - d. the ease of reading a team's ads and programs
  - e. all of the above
11. High fan identification should mean \_\_\_\_\_.
- a. increased performance outcome sensitivity
  - b. lower player identification
  - c. increased scoreboard quality
  - d. lower fan resistance to ticket price increases
  - e. none of the above

12. A crisis plan should include \_\_\_\_\_.  
a. well-defined organizational response strategies  
b. specific procedures for responding to crises  
c. steps to deal with media impact  
d. efficient ways to deal with a variety of problems  
e. all of the above
13. Evaluation of plans, activities, and results is called \_\_\_\_\_.  
a. execution  
b. strategic planning  
c. strategic control  
d. implementation  
e. segmenting
14. Golf courses that offer different green fees on the weekend versus the weekday are practicing \_\_\_\_\_.  
a. psychological pricing  
b. pricing segmentation  
c. new sports pricing  
d. differential pricing  
e. penetration pricing
15. When a sport customer would pay \$200 for a Penn Gold 300 series (deep sea fishing reel), \$700 for a Taylor Made R510TP golf driver, or \$1000 for courtside seats to a Los Angeles Lakers game, this would fall under \_\_\_\_\_ in sport marketing.  
a. psychological pricing  
b. price skimming  
c. cost-based pricing  
d. product line pricing  
e. seasonal discount pricing
16. Family packages, season ticket packages, and golf balls sold with tees are all examples of \_\_\_\_\_.  
a. price bundling  
b. price skimming  
c. captive pricing  
d. differential pricing  
e. referent pricing

17. Rent or lease on an arena for a minor league hockey franchise is considered a(n) \_\_\_\_\_ cost item.
- total
  - fixed
  - variable
  - intermediary
  - limited
18. Nike shoes being sold in a wide variety of outlets is an example of \_\_\_\_\_ distribution.
- exclusive
  - selection
  - selective
  - intensive
  - channel
19. Which of the following media is probably best for presenting complex or factual information?
- television
  - radio
  - magazines
  - outdoor advertising
  - Internet
20. Major League Baseball seeks to ensure that its advertising message is consistent with the message of its personal selling and sales promotional efforts. This emphasis upon consistency is most consistent with the concept of \_\_\_\_\_.
- integrated marketing communications
  - target advertising
  - direct market communications
  - sales promotion targeting
  - mega-marketing communications