

國立臺灣體育大學九十八學年度學士班轉學考試試題

(本試題共 1 頁)

休閒產業經營學系三年級

運動行銷

- ※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。
5 中英文作答均可。

(每題 20 分，共計 100 分)

1. How is the definition of sports marketing related to the three distinct types of sports consumers?
2. List and describe the external contingencies that are associated with sports marketing.
3. Define the concept of ambush marketing, and give a specific example within the sports marketing industry.
4. Define participant consumption behavior and briefly describe why sports marketers would need to understand this type of behavior.
5. List and describe the types of fan identification.