

國立臺灣體育大學(桃園)九十七學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：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。

本科總分 100 分

中英文答題均可

一、簡答題(每題 5 分)

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| 1. Facility management | 5. Fitness industry |
| 2. Marketing through sport | 6. Informed consent |
| 3. Economical impact | 7. Ambush marketing |
| 4. Marketing sport | 8. Multiplier effect |

二、申論題(每題 30 分)

1. 台灣之光王建民 2008 年在美國職棒洋基隊的年薪為四百萬美元，創下台灣運動員最高薪的紀錄，請詳細說明王建民透過何種過程獲得這份年薪，其中應詳細說明美國職棒的薪資仲裁制度。
2. 請詳細閱讀以下一篇西文文獻的英文摘要，並詳細敘述該文的 1)研究目的、2)研究方法、3)研究結果、4)該文的優缺點、5)後續研究的可能途徑與方向。

The purpose of this study was to examine the impact of positive and negative attitudes, as well as team quality, on television viewing intention. The respondents were asked the likelihood they would watch their favorite and most disliked teams, their favorite and most disliked players and the best team. They were also asked the likelihood they would watch the disliked team when it was a threat to their favorite and when it was likely to lose. Although respondents indicated a preference for watching the favorite and best teams, they did not automatically prefer watching their most disliked team. However, when the disliked team was a threat to the favorite team or highly likely to lose, the fans did prefer to watch the disliked team over a neutral team. In addition, positive and negative attitudes toward individual players increased viewing intentions. These results have strong implications for marketing and broadcasting decisions.