

國立體育大學九十九學年度研究所碩士班入學考試試題
休閒產業經營學系碩士班 (本試題共 1 頁)
運動管理學

- ※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。

(總計 100 分)

中英文作答均可

一、解釋名詞(40 分)

1. Sport Service Industry
2. Transformational Leadership
3. Organizational Commitment
4. Endorsement
5. Leveraging

二、問答題(60 分)

1. Discuss the conditions that must be satisfied under the Sports Marketing Exchange Process.
2. Choose two characteristics of the sport market segmentation and describe how you would apply this characteristic to marketing your favorite sport team.
3. Define participant consumption behavior and briefly describe why sports managers would need to understand this type of behavior.
4. Total Quality Management (TQM) is mentioned in the control element of the implementation of the sport management plan. List the four characteristics of TQM based on one example.