**臺北巿立大學**

**103學年度研究所碩士班入學考試試題**

**班 別：**休閒運動管理學系碩士班（一般生、運動績優生）

**科 目：**休閒運動管理學（含專業英文）

不得使用計算機或任何儀具。

**考試時間：**90分鐘【08：30－10：00】

**總 分：**100分

* **注意：**不必抄題，作答時請將試題題號及答案依照順序寫在答卷上；**限用藍色或黑色筆作答**，使用其他顏色或鉛筆作答者，所考科目以零分計算。**(於本試題紙上作答者，不予計分。)**

**一、翻譯（20分）**

During Sochi 2014, volunteers are provided with everything they need to help them have the best Games experience and opportunity to contribute to the running of the great Games. 15,000 non-resident volunteers at the Games in Sochi are accommodated in apartments, while volunteers also enjoy the offer of a variety of leisure activities ranging from educational programs to large-scale concerts, including the best projects of the Sochi 2014 Cultural Olympiad.

The majority of the Sochi 2014 volunteer team is young volunteers (82% are 18–30 years). 14% are those ranging from 31 to 54 years and 3% of volunteers are in the 55+ age group. Many volunteers arrived in Sochi with families, which even a family of 7all volunteering for the Games. The most popular foreign language of the volunteers is English. The range of languages spoken ranges to Hindi, Punjabi, Urdu, Afrikaans and Catalan. The Sochi 2014 volunteer team has representatives from all regions of Russia and 66 countries internationally, which makes up 7% of the total volunteers force.

**二、申論題（每題20分，共80分）**

（一）請問運動消費者決策過程為何？另，請詳述影響決策過程的因素有哪些？請舉實際案例說明之。

（二）職業運動的發展與一個國家的運動產業能否興盛有直接的關係，請問臺灣目前唯一的職業運動聯盟為何？又，職業運動的收入來源有哪些？請舉實際案例解釋之。

（三）請說明為何要實施健康體能檢測？請針對成年人的檢測項目及目的分別說明之？

（四）提升全民運動（exercise）風氣不僅要強化認知，也要實際動起來，因此運動指導員的角色更顯重要，請說明一位優秀的運動指導員應具備哪些條件？