

國立臺灣體育學院 99 學年度碩士班招生考試

英文試題

一、綜合測驗(共 20 分，每題 2 分)

第 1 至 5 題為題組

Notting Hill is a 1999 romantic comedy film set in Notting Hill, London, released on 21 May 1999. The screenplay was written by Richard Curtis __1__ *Four Weddings and a Funeral*. It was produced by Duncan Kenworthy, and directed by Roger Michell. The film __2__ Hugh Grant, Julia Roberts, Rhys Ifans, Emma Chambers, Tim McInnerny, Gina McKee and Hugh Bonneville.

The film was well received by critics, and charted well at the box office, becoming __3__ British film yet released. The film won a BAFTA, and was __4__ in two other categories. *Notting Hill* won several other awards, __5__ a British Comedy Award and a Brit Award for the soundtrack.

1. (a) who had previously written (b) that had been writing
(c) which had written by (d) writing for
2. (a) starring (b) stars (c) was starred by (d) has stars
3. (a) the most expansive (b) the lowest budgeted
(c) the most bizzare (d) the highest grossing
4. (a) accomendated (b) compensated (c) nominated (d) rejuvenated
5. (a) losing (b) following (c) including (d) judging from

第 6 至 10 題為題組

The idea of sports having seasons—like the football season—comes from the natural __6__ of an agricultural society, where the timing of harvests and the general weather __7__ how people spent their time. Football is a boisterous sport still played in winter and early spring when the weather is cool and often wet. In the winter, bad weather kept people indoors and there was not so much work to do on the farm. Men used to doing hard, physical labor they needed to __8__ their energies and so got together regularly to play rough, fast games like football. There are legends that suggest that games like football and rugby actually __9__ from the “sport” of ancient warriors celebrating victory by kicking around the decapitated head of an enemy. There is a similar grisly tale told about the __10__ of bowling: it is said that in ancient times, Scottish warriors rolled the skulls of their enemies along the grass for sport.

6. (a) abundance (b) vitality (c) rhythms (d) impeachment
7. (a) affected (b) individualized (c) pledged (d) merged

8. (a) release (b) establish (c) prescribe (d) store
9. (a) dazzled (b) derived (c) dismembered (d) defined
10. (a) defendants (b) recipient (c) pandemic (d) origins

二、篇章結構(共 10 分，每題 2 分)

說明：第11至15題，每題一個空格。請依文意在文章後所提供的 (a) 到 (e) 選項中分別選出最適當者，填入空格中，使篇章結構清晰有條理。

第 11 至 15 題為題組

__11__ The heart of Yoga does not lie in visible attainments; it lies in learning and exploring. Learning is a process, a movement, while attainments are static. One is internally learning about the whole field of life using the energy systems of one's mind and body to find out how one works and how universal patterns express themselves through individuals. __12__

The way freedom is usually talked about is freedom from something: freedom from pain, fear, death, aging, disease, from sorrow, attachment, and of course, from the ego or self which is viewed as the source of all problems. __13__ Yet anyone who tries to do this necessarily confronts the basic paradox that is a part of the spiritual quest: trying to free oneself from anything contains within it the seeds of the very bondage one is trying to escape. __14__ The push to conquer one's ego in the belief that ego loss will be the ultimate experience bringing perfection is self-centered activity. The desire for ego loss and perfection comes from the ego as does all desire.

Thought then creates ideas of perfection from second-handed sources or from memory's projections and strives toward their accomplishment which is more ego activity. This is another example of what I call the spiritual paradox. If freedom is looked at as a dimension of action rather than as an escape from something, as a living process instead of a goal, the spiritual paradox dissolves. __15__ Freedom is responding totally to the challenges of the living moment.

- (a) The only real freedom is freedom in action.
- (b) The desire to be desireless is another desire.
- (c) Yoga is a living process.
- (d) Yoga also involves the process of freeing one's energy, moving out of the blocks and binds that limit one both physically and mentally.
- (e) The bondage of flesh and the tyranny of mind as they endlessly create desire, are to be overcome through discipline.

三、閱讀測驗(共 30 分，每題 3 分)

第 16 至 20 題為題組

The Vikings were actually a misunderstood people. Now we go back over thirteen hundred years to the Scandinavian countries in northern Europe to visit the Vikings. For centuries the Vikings have been remembered as strong barbarian sailors who pillaged and murdered their way through much of Europe and even North America. While this is certainly true, the Vikings were also traders, farmers, and explorers with a democratic way of governing.

The Vikings were the most successful sailors in Europe. The Viking longboat, the most advanced ship of its time, was a major factor in their success. Archaeologists have found evidence of Viking trading and exploration as far away as Greece.

Back home, the Vikings were primarily farmers. While the men were gone, the women were in charge of the farm. Viking society gathered at a place called the “Althing”. This is the place where old laws were read and new laws were voted on by all present. The “Althing” still exists and is the oldest parliament in Europe.

16. What would be an appropriate title for this article?

- (a) The Vikings: The First Europeans
- (b) The Vikings: The Inventors of Boats
- (c) The Vikings: Sailors and Explorers
- (d) The Vikings: The Pillagers

17. Why are the Vikings “misunderstood”?

- (a) The Vikings spoke a very difficult language.
- (b) People only focus on the barbarian characteristics of the Vikings.
- (c) The Vikings didn't leave any remnants of their society.
- (d) The culture is too old to have any reliable sources written about it.

18. The word pillage means

- (a) Death
- (b) Robbery
- (c) Exploration
- (d) Trading

19. Why would the Vikings be considered democratic?

- (a) Women didn't have to work.
- (b) Men and women were treated equally.
- (c) Women had a say in the Parliament.
- (d) People voted on laws.

20. What system that the Vikings devised is still in use?

- (a) A Viking style of doing business.
- (b) A Viking method of farming.
- (c) A certain way to sail.
- (d) A governmental system.

第 21 至 25 題為題組

“Micro Star Industry said it spent a year developing the first-generation solar notebook computer, Solar NB...” so states the Tech News on the M&C Tech website.” If Taiwan has invested in using solar power to run a simple computer, what about using such renewable sources to run the island?

In fact, Taiwan is taking great strides to do so. For example, a Bureau of Energy policy requires a major increase in wind power production in Taiwan by 2010. Two years ago, wind power generated about 12,500 kilowatts. That is expected to increase to 2.16 million kilowatts by the target year. Besides the windmills already generating electricity in Penghu Country, others will be installed in Taipei, Taoyuan, and Hsinchu counties.

Not to be overlooked are other types of renewable energy such as hydroelectricity, solar power, geothermal energy, and biomass energy. Of these, solar power systems in Taiwan have grown by over 30% in the last four years, with Pintung taking a strong lead with its plans to become a “Solar City.”

In conclusion, with the energy crisis looming, it’s great to know that we are already taking steps to meet the country’s energy needs in a more economical and eco-friendly way.

21. How is the article introduced?

- (a) With statistics on wind power generated in Taiwan now and in the future.
- (b) With a quote from a technology website that related to Taiwan’s accomplishments.
- (c) By making references to several renewable energy sources that Taiwan could use to run the island.
- (d) By presenting a strategic plan that Taiwan has to increase its production of renewable energy by 2010.

22. How could the article be summed up in one sentence?

- (a) Taiwan is prepared to meet the energy crisis with renewable energy sources.
- (b) Taiwan’s solar computer industry instills confidence in its ability to implement renewable energy to run the island.
- (c) The diversity of energy sources in Taiwan gives the island a chance to overcome the energy crisis.
- (d) Wind and solar power will run most of Taiwan by 2010.

23. What is another way to say “taking great strides?”

- (a) Overcoming all obstacles.
- (b) Meeting all demands.
- (c) Making great progress.
- (d) Implementing various measures.

24. What is the tone of the writer of the article?

- (a) Objective.
 - (b) Optimistic.
 - (c) Aloof.
 - (d) Arrogant.
25. Based on the last sentence of paragraph three, how would someone from Pingtung probably feel?
- (a) Proud.
 - (b) Humbled.
 - (c) Pressured.
 - (d) Confused.

四、翻譯(共 20 分，每題 5 分)

It's time to get tough. Of all the major team sports, there is no question that American football is the most violent and warlike. Players wear pads and helmets that make them look like modern-day gladiators.²⁶ While describing a football game, sports commentators often use military vocabulary. On a football field, strategy and creativity are far less important than brute strength and a willingness to hit the other guy as hard as possible.²⁷

政治及藥物濫用的指控，已經沾污了奧運的形象。²⁸

但只有能力、有決心的運動員才有機會把金牌帶回家。²⁹

五、英文作文(20 分)

Please write an English composition on the following topic. The length should be 150 to 200 words.

“My Views on the Game-Fixing Scandal in Taiwan's Professional Baseball League”

國立臺灣體育學院 99 學年度碩士班招生考試

體育舞蹈系碩士班英文試題

一、綜合測驗(共 20 分，每題 2 分)

第 1 至 5 題為題組

__1__ “Raise the Red Lantern” director Zhang Yimou says Asian filmmakers have made great strides but they must broaden their reach for Western audiences.

“Definitely, Asian films are gaining a higher status and making a bigger __2__ on the world,” the Chinese director told reporters at the Asian Film Awards held in Hong Kong Monday night.

“But Asian filmmakers still have a lot of work to do before they can truly turn their movies into a __3__ through which ordinary people in other parts of the world can acquire a good understanding of Asian culture.”

Zhang, who directed the opening ceremony of the Beijing Olympics and whose films have catapulted Chinese actresses Gong Li and Zhang Ziyi into international stardom, received the award for outstanding __4__ to Asian cinema.

The 58-year-old director said his hopes were pinned on a new generation of Asian directors. “The younger generations will do better (than us). This is a liberal era and an era of diversity... They have the Internet. Their horizon and knowledge are well __5__ their previous generations.”

1. (a) Adolescent (b) Acclaimed (c) Accumulated (d) Accountable
2. (a) impact (b) defect (c) affect (d) kidnap
3. (a) majesty (b) mediocre (c) medium (d) mistrust
4. (a) contribution (b) conscience (c) connection (d) congestion
5. (a) ahead of (b) behind the times (c) at the mercy of (d) in pursuit of

第 6 至 10 題為題組

__6__ Picasso's famous statement that "anything you can imagine is real," most adults recognize a fundamental __7__ between "real" and "imaginary." "Real" is the consensus reality that most people live in, where what goes up must come down and where two objects can't __8__ the same space at the same time. __9__ the residents of the Hindu and Buddhist heaven worlds or the Jet Li character in the film *Hero*, who fights an entire battle in his imagination, few of us can manifest our intentions simply

by imagining them into existence. No amount of wanting or imagining will get you a new job or cure your ulcer if you don't take __10__ steps to make that happen.

6. (a) Concerning (b) Following (c) Owing to (d) Despite
7. (a) transformation (b) distinction (c) oppression (d) relation
8. (a) indulge (b) occupy (c) underscore (d) widen
9. (a) If (b) As (c) Unlike (d) In case
10. (a) chronic (b) disadvantaged (c) flexible (d) practical

二、篇章結構(共 10 分，每題 2 分)

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第 11 至 15 題為題組

Every day, women around the world reach for shampoo, deodorant and moisturizer. They apply eyeshadow, mascara, blush and lipstick. Then maybe some nail polish, and finally a little perfume. __11__ “I won't go out until I've put my face on!” one woman laughs.

__12__ With the help of cosmetics, you can hide pimples, scars and other skin problems. You can change the color of your hair, the shape of your eyebrows, and the length of your eyelashes. You can even give yourself a fake suntan. __13__ More and more men are using perfumes like aftershave lotions and colognes, as well as moisturizers, and even make-up.

A recent development in modern cosmetics is permanent make-up. __14__ Now people have permanent make-up so that they don't have to put on make-up every day. Ann Prince, an artist from Virginia, had her eyeliner, eyeshadow and lip color done with permanent make-up. “__15__,” she says.

- (a) Wearing cosmetics is the most common type of body decoration in the world today.
(b) I don't like spending a lot of time standing in front of the mirror every morning
(c) Permanent make-up was originally developed to help people with birthmarks on their faces.
(d) Doing this every morning gives many women the confidence they need to go out and meet people.
(e) And it's not just women who use cosmetics.

三、閱讀測驗(共 30 分，每題 3 分)

第 16 至 20 題為題組

Let's look at ancient civilizations deep within the jungles of Mexico and Guatemala to the fabled temples and palaces of the Mayans. These innovative people, known as the Mayans, developed the first writing system in the Americas. They were also excellent mathematicians and skilled artists who used astrology and developed their own special calendar.

The Mayans were farmers. Their expertise in farming can be seen in their huge underground reservoirs built to store rainwater. The Mayans are known as skilled builders who created cities without metal tools, domesticated animals or even the wheel. Although their stone cities were mysteriously abandoned, the remains of these remarkable and artistically designed cities can still be seen today.

The southern Mayans abandoned their cities for unknown reasons. Some say a great plague or other illness overtook the people. Other people claim that the highly evolved Mayans were communicating with alien creatures who took them to another planet. The story of the Mayans remains a mystery today.

16. What is meant by 'innovative' here?
- (a) The Mayans invented many things.
 - (b) The Mayans were artistic.
 - (c) The Mayans were mysterious.
 - (d) The Mayans abandoned their cities.
17. What is the most appropriate title for this article?
- (a) The Mayans: A Civilization That Disappeared.
 - (b) The Mayans: Great Magicians.
 - (c) The Mayans: Witness of History.
 - (d) The Mayans: Writers of Their Own.
18. What is so remarkable about the buildings created by the Mayans?
- (a) Only artists were allowed to build them.
 - (b) They built the buildings together with the help from aliens.
 - (c) There was large space for storing animals and food.
 - (d) They didn't use any metal tools to create them.
19. What would be a follow-up article to this one?
- (a) The cause of illnesses and plagues.
 - (b) The daily diet of the Mayan people.
 - (c) Reasons why people thought the Mayans disappeared.
 - (d) Secrets for great inventions.
20. What would be characteristics of societies that use astrology?

- (a) An advanced form of building.
- (b) The use of metal and wood for tools.
- (c) An interest in the stars and mathematics.
- (d) A democratic style of government.

第 21 至 25 題為題組

These days, there is hardly a country in the world that is not facing an energy crisis due to declining oil supplies and rising fuel costs. These factors spell doom for Taiwan, which imports 98 percent of its fuel to meet 46 percent of its energy demands. In 2004, the island was already paying double for fuel compared to the year before. Industries account for 42 percent of Taiwan's total energy, while the transportation sector saps another third of it. To meet these demands in a more economical way, Taiwan has been working harder to make use of alternative local energy sources, namely solar and wind power. Formosa is not the first country to do this.

Interestingly, Britain passed a new bill requiring that all new homes be designed and built to receive solar power. Other countries like Germany and Korea have also been moving toward "greener" energy sources like this sun and the sea. Korea, for example, is in the process of building the world's largest tidal power plant, set to be completed by 2009.

Can these alternative energy sources—the sun, the wind, and the sea—meet the energy demands of Taiwan, and indeed, of the whole world? We will wait and see.

21. Which of these global concerns is raised in the introduction to the article?
- (a) Solar and wind power cannot meet the energy needs of the world.
 - (b) The transporting of masses of people is sapping the world of its energy.
 - (c) Longstanding energy sources are failing and forcing prices up.
 - (d) Tidal power plants are destroying the natural ecological balance.
22. What is the main focus of this article?
- (a) Competition for oil supply.
 - (b) Alternative energy sources.
 - (c) Solution for oil shortage.
 - (d) The sun, the wind, and the sea.
23. What does "sap" mean?
- (a) Produces
 - (b) Renews.
 - (c) Imports
 - (d) Consumes
24. What seems to have prompted Taiwan to look further into alternative energy for the island?

- (a) Depletion of Taiwan's oil supply
- (b) Rising fuel costs.
- (c) Korea's successful tidal power plant project
- (d) Public outcry against nuclear energy.

25. What can readers expect to learn in the follow-up article?

- (a) How to design a home that can tap into alternative energy sources.
- (b) The research and development of oil drilling.
- (c) How alternative energy sources are being used right now to contribute to Taiwan's supply of energy.
- (d) The progress of Taiwan in implementing alternative energy, compared with other countries like Germany, Korea, and Britain.

四、翻譯(共 20 分，每題 5 分)

“Mitch. What are you thinking?”

I paused before answering. Okay, I said, I'm wondering how you don't envy younger, healthy people.

“Oh, I guess I do.” He closed his eyes. “I envy them being able to go to the health club, or go for a swim.²⁶ Or dance. Mostly for dancing. But envy comes to me, I feel it, and then I let it go. Remember what I said about detachment? Let it go. Tell yourself, “That's envy. I'm going to separate from it now.’ And walk away.”

He coughed—a long, scratchy cough—and he pushed a tissue to his mouth and spit weakly into it²⁷

Excerpt from *Tuesdays with Morrie*

瑜珈老師優雅地表演每個動作，並有耐心地教導學生。²⁸

“手臂舉起來，吸氣，轉身²⁹，” 她一身輕便的運動裝扮，這麼說。

五、英文作文(20 分)

Please write an English composition on the following topic. The length should be 150 to 200 words.

“The Movie that Impressed Me Most”

國立臺灣體育學院 99 學年度招生考試

體育研究所碩士班（自然科學組） 運動生物力學 試題

1. 名詞解釋：(20%)

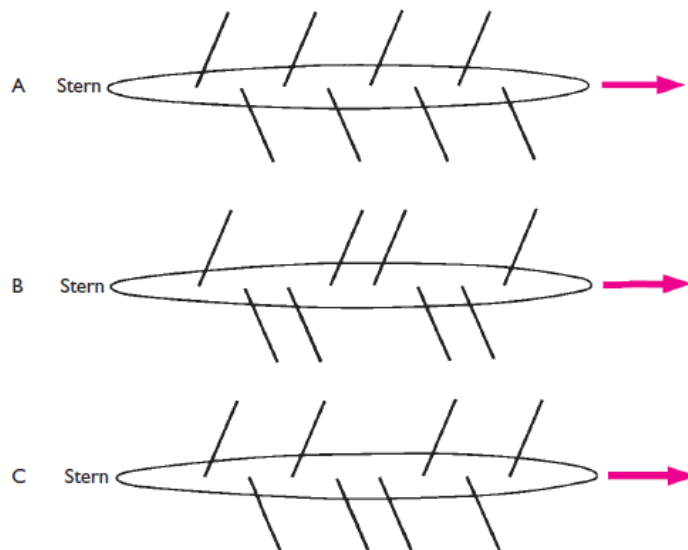
- a. kinetics
- b. gait
- c. free body diagram
- d. projectile
- e. radius of gyration

2. 人體重心獲得的方法有哪些？請詳細說明。(20%)

3. 試就棒球投手投出下墜球、曲球、上飄球的飛行路徑特徵，分別解釋其生物力學的機制。(20%)

4. countermovement jump 和 squat jump 的生物力學差異為何？(20%)

5. 請解釋下圖（西式划船槳位安排）呈現的意含。(20%)



註：下載於 Hall, S. J. (2007). *Basic biomechanics* (5th, p. 426). New York: McGraw Hill.

國立臺灣體育學院 99 學年度招生考試

體育研究所碩士班（自然科學組） 運動生理學 試題

申論題：(總分 100 分)

一、長跑選手及排球選手兩者的肌肉有何不同？請表列說明其所具有不同肌肉的差異(請從結構性、功能性及代謝性三個觀點討論) (15 分)

二、請繪圖說明隨著運動的變化 ATP、磷酸肌酸、肌肉乳酸及肌肉力量遞變的關係圖 (15 分)

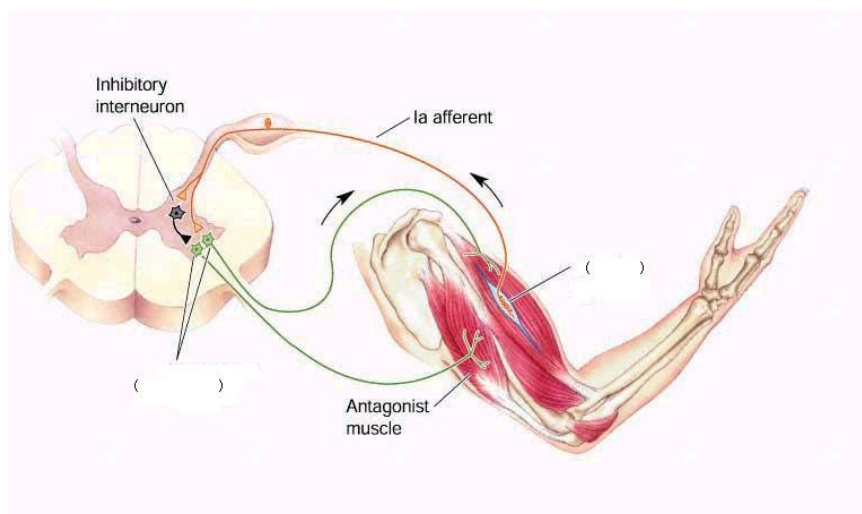
三、同一段時間中;在走路、慢跑、衝刺三種運動模式裏其所消耗的熱量來源為脂肪之百分比為何者最高？而其所消耗的熱量來源為脂肪之絕對值何者最高？為什麼？請繪圖說明。(15 分)

四、當後有老虎追殺,跑了 20 秒肌肉細胞質開始進行乳酸代謝途徑。此時乳酸代謝途徑對人來說是救星還是惡魔？為什麼？請繪圖說明。(15 分)

五、解釋名詞(30 分)

1. Lactate shuttle (繪圖說明)
2. Carbohydrate loading(繪圖說明)
3. Creatine loading
4. E.P.O.C.
5. H-zone (繪圖說明)
6. Cross-bridge cycle

六、請填入圖中之兩空格。並照圖說明”Reciprocal inhibition”的機制及其如何保護肌肉。(10 分)



國立臺灣體育學院 99 學年度碩士班招生考試

體育研究所 社會科學組 運動心理學 試題

一、名詞解釋：每題 6 分，總計 60 分

1. 競技與健身運動心理學
2. 覺醒
3. 焦慮
4. 大災難模式
5. 工作凝聚力
6. 面質
7. 溝通的三明治法
8. 意象
9. 客觀性目標
10. SMARTS 原則

問答題：請依序作答，每題 10 分，共計 40 分

1. 請列出五本國內外以運動、健身運動為主的專業性學術期刊。
2. 何謂塑造正向動機氣候的 TARGET 原則？
3. 請列出四階段壓力歷程的內容。
4. 請列出四個有關心理技能訓練(PST)的迷思。

國立臺灣體育學院 99 學年度碩士班招生考試

體育研究所 社會科學組 運動社會學 試題

※請依題號順序回答下列各題，總分：100 分

一、試列舉運動社會學的理论？並條列運動社會學的研究範圍與研究議題？（20 分）

二、臺灣已於 2009 年舉辦高雄世界運動會（Kaohsiung World Games），開幕及閉幕典禮主場館於興建過程中，可能造成那些環境上的污染？如何減少污染？如何利用自然資源裨益永續發展（sustainable development）？（20 分）

三、試從歷史、政治、經濟、媒體觀點，分析女性參與運動受到的阻礙與限制？（20 分）

四、現今媒體已融入人類的生活與運動比賽，試分析運動媒體的分類？列舉媒體如何改變運動發展之趨勢？（20 分）

五、解釋名詞：每小題 5 分，共計 20 分。

（一）運動社會學（Sociology of Sport）

（二）運動社會化（Sport Socialization）

（三）運動偏差（Sport Deviance）

（四）運動文化（Sport Culture）

國立臺灣體育學院 99 學年度碩士班招生考試

競技運動學系碩士班 運動訓練學 試題

一、名詞釋義（每題 8 分，共 40 分）

1. 複合訓練（Complex training）
2. 速度障礙（Speed barrier）
3. RM
4. Yo Yo test
5. Continuous training

二、論述題（每題 20 分，共 60 分）

1. 試說明運動訓練的目標，並簡述實施運動訓練應遵循的重要原則。
2. 試說明核心肌群(Core muscles)的意義與作用，並簡述三種核心肌群的訓練方法。
3. 試說明影響肌力表現的因素，並就各項訓練參數比較發展最大肌力、爆發力與肌耐力訓練處方之設定原則。

國立臺灣體育學院99學年度碩士班招生考試

競技運動學系碩士班 運動科學 試題

壹、運動生理學（總分 35 分）

一、解釋名詞：（每題三分；共 15 分）

1. 動靜脈含氧差(a-v O₂ difference)
2. 呼吸死腔(dead space)
3. 等速向心收縮(isokinetic concentric contraction)
4. 有氧能量系統 (aerobic system)
5. 運動單元(motor unit)

二、簡答題：（共 20 分）

- 1、說明心輸出量(cardiac output)的計算公式？（3 分）
- 2、繪圖列出大腦額葉(frontal lobe)及枕葉(occipital lobe)的所在位置？並說明額葉及枕葉的主要功能？（8 分）
- 3、說明安靜時及運動時之主要呼氣肌？（3 分）
- 4、說明運動處方中 FITT 原則？並說明如何應用於增進心肺耐力？（6 分）

貳、運動心理學（總分 35 分）

一、如何測量選手的激發水準和焦慮呢？（10 分）

二、請以 Hanin 提出的最適功能區域模式，說明激發水準與運動表現的關係？（5 分）

三、為什麼運動團隊中會產生社會懈怠的現象？身為教練者，可以做哪些努力減少或避免社會懈怠？（10 分）

四、請根據 Smith(1980)所提出的認知情感壓力管理訓練模式，說明如何協助選手因心理壓力過大造成運動表現下降的問題？（10 分）

參、運動生物力學（總分 30 分）

一、解釋名詞（12 分）

- 1.Momentum
- 2.Moment of force
- 3.Acceleration
- 4.Kinetics

二、何謂角動量守恆定律？請以跳水運動說明之。（9 分）

三、何謂機械能守恆定律？請以撐竿跳高運動說明之。（9 分）

國立臺灣體育學院99學年度碩士班招生考試

休閒運動管理研究所 休閒運動導論 試題

申論題：請依據下列問題依序回答，每題各佔 25 分，合計 100 分。

- 一、休閒運動具有許多的價值與必要性，因此各國均極為重視並大力推展，如果您站在推展休閒運動的立場上，要您設計出一個在各社區、社團中辦理的主題活動，那麼在活動設計時應該考量哪些因素。
- 二、如果您在營利性休閒運動俱樂部任職，俱樂部為了迎接新的活動並和同業競爭，在不談休閒運動所具備的功能與價值下，設計新活動時的原則與必須考量和分析的內容有哪些。
- 三、現代人對休閒運動日漸注重，足見休閒運動必有其吸引人們參與的特質與效益，請依據您的了解分別說明。
- 四、雖然休閒運動在台灣已經推展一段時日，但仍有許多問題必須克服。請問，您發現有哪些問題是值得注意與克服的課題？並請您發表您在推展休閒運動上會採取的作法。

國立臺灣體育學院 99 學年度碩士班招生考試

休閒運動管理研究所 休閒運動企劃與管理 試題

一、解釋名詞 (40%)

1. 運動產業之分類。
2. 伏擊行銷 (ambush marketing)。
3. 績效評估。
4. 消費者行為。

二、一個國家的運動管理體制對該國運動的發展有著直接的、決定性的影響，而運動管理體制則是一定歷史時期的政治體制、經濟體制與運動發展內在規律相互作用的產物。在歷史特殊的環境下，台灣過去的經濟發展雖稍有成果，但是運動產業的發展卻仍不盡人意。根據行政院體育委員會的資料顯示，台灣 2001 年運動休閒服務業產值約 164.5 億新臺幣，這統計數字明顯與美國 2001 年的 1946 億美元或日本 1996 年的 434.7 億美元仍有著相當大幅度的差距。因此對於如何推動運動管理制度的變遷和創新，並協助未來國家運動經濟之全面發展，可否提出你的看法。(20%)

三、早在 1985 年，世界旅遊組織就已預測，國際市場中挑戰性與運動性的活動，將是觀光產業最具成長潛力的一項。但是，從擁有觀光資源分佈與運動參與人口來看，有效發展運動觀光效益必須依靠分別支持運動與觀光因素結合。兩種經驗效益會高於兩種個別經驗總和，它們彼此的互動，如能透過刺激與管理過程將可創出另一種全新的休閒型態。因此，請你利用台灣多元的運動觀光組合元素，針對國外遊客設計一份「運動觀光遊程規劃書」。(20%)

四、一般企業經常簡單地運用休閒運動加以包裝產品，但類似之行銷策略也意味著行銷人員只以整合度較低的方式來與休閒運動結合，而並未與休閒運動實體建立關係。Dr. Fullerton 認為，較高層次的整合行銷方法應該是透過贊助策略與休閒運動實體建立正式的關係，並達成企業的行銷目標。本校曾在 2009 年協助台中市政府舉辦全國運動會，該次運動會也順利獲得台鹽、維他露、台糖、興農、中友百貨、國華人壽等知名企業之贊助。在此請你依據該賽會之贊助及回饋辦法 (如附件)，對企業贊助目標和賽會贊助組合之配適度提出個人之評析。(20%)

附件--98 年全國運動會社會資源贊助及回饋辦法

一、回饋方式：

1. 開、閉幕貴賓席：接受大會邀請，參加開、閉幕儀式。
2. 募集物資(含毛巾、原子筆、水等物資)廣告空間：於 98 全運比賽期間，利用原贈送之物資展現公司字樣及 Logo，並印有 98 全運 Logo。
3. 98 全運觀光巴士宣傳摺頁及 A1 海報：於 98 全運會比賽期間觀光巴士宣傳摺頁及海報上，展現公司及產品介紹，觀光巴士宣傳摺頁同時會裝訂於大會服務手冊內，提供選手及工作人員閱覽；A1 海報張貼於公部門、各級學校、郵局門口。
4. 大會服務手冊內頁介紹：大會服務手冊內頁依回饋標準安插公司及產品介紹，並登錄所有贊助廠商名冊。
5. 全運會網頁介紹：依全運會網頁規劃，展現公司產品網頁，並進行公司網頁超連結設定。
6. 感謝獎座：提供 50 萬元以上贊助者頒發精美感謝獎座。
7. 感謝狀：提供贊助者均發給感謝狀。

二、回饋標準：提供產品贊助者，依產品等值金額比照以下現金贊助標準回饋。

回饋項目	50 萬元以上	40 萬元以上未滿 50 萬元	30 萬元以上未滿 40 萬元	20 萬元以上未滿 30 萬元	10 萬元以上未滿 20 萬元	5 萬元以上未滿 10 萬元
開、閉幕貴賓席	各 4 張	各 3 張	各 3 張	各 2 張	各 2 張	各 1 張
募集物資廣告空間	視贊助項目直接回饋	視贊助項目直接回饋	視贊助項目直接回饋	視贊助項目直接回饋	視贊助項目直接回饋	視贊助項目直接回饋
觀光巴士宣傳摺頁/海報	1 處	1 處	1 處	1 處	1 處	1 處
大會服務手冊內頁介紹	全頁面彩色	1/2 頁面彩色	1/4 頁面彩色	1/4 頁面彩色	登錄廠商字樣及 Logo	登錄廠商字樣及 Logo
全運會網頁介紹	1 處超連結	1 處超連結	1 處超連結	1 處超連結	1 處超連結	1 處超連結
感謝獎座	1 座					
感謝狀		1 紙	1 紙	1 紙	1 紙	1 紙

三、個人贊助 100 萬元以上或團體贊助 300 萬元以上者，依榮譽紀念章頒給實施要點頒贈「慈光紀念獎章」。

國立臺灣體育學院 99 學年度碩士班招生考試

體育舞蹈學系碩士班 中國舞蹈史 試題

一、請寫出三位漢朝代表性舞蹈人物，並舉出其舞蹈特色。(20分)

二、請敘述魏蜀吳三國之舞蹈發展特色。(20分)

三、中華民族共有幾族？請列舉大陸少數民族 10 族，簡述之。(10分)

四、解釋名詞：(50分)

1.十部樂

2.六代舞

3.圖騰

4.齋醮

5.坐、立部伎

國立臺灣體育學院99學年度碩士班招生考試

體育舞蹈學系碩士班 西洋舞蹈史 試題

問答題：總分 100 分

- 一、請說明歐洲浪漫芭蕾形成的時代背景及其特色 20%
- 二、請簡單說明裴堤帕(Jean Antoine Petipa)對歐洲舞蹈發展的影響 20%
- 三、請簡單敘述現代舞產生的時代背景 20%
- 四、請說明巴蘭欽的創作風格及對現代芭蕾的影響 20%
- 五、請說明後現代舞蹈的特色為何 20%

國立臺灣體育學院 99學年度碩士班招生考試

運動管理學系碩士班 管理學 試題

壹、名詞解釋：每題 2 分，總分 20 分

- 一、Management
- 二、MBO
- 三、SWOT
- 四、PDCA
- 五、SMART
- 六、CEO
- 七、PEST
- 八、BCG Model
- 九、Hawthorne effect
- 十、Halo effect

貳、簡答題：每題 10 分，總分 80 分

- 一、試說明企業功能與管理功能關連性？
- 二、試說明管理者與作業員的區別？
- 三、試說明Michael Porter 的五力分析模型？
- 四、試說明領導的類別？
- 五、試繪圖說明產業生命週期理論？
- 六、試說明效率(Efficiency)與效能(Effectiveness)的區別？
- 七、試說明管理程序學派之父費堯(Henri Fayol)所提出的管理原則？
- 八、試說明何謂亞伯拉罕 馬斯洛(Abraham Maslow) 需求層次理論 (Need-hierarchy Theory) ？

國立臺灣體育學院 99 學年度碩士班招生考試

運動管理學系碩士班 運動行銷學 試題

問答題：作答時請寫題號，不必抄題。(每題 20 分，總分 100 分)

1. What is the key concept of sale and marketing?
2. What is positioning? Give an example for describing how to develop a positioning strategy for a sport product.
3. Define these terms: form utility, time utility, place utility, and ownership utility. Give an example of each in sport goods or services?
4. What is product identification? Why is it important? How is it used in the sport industry?
5. Describe the advantages and disadvantages of having an individual athlete as a product endorser in sport marketing?

國立臺灣體育學院99學年度碩士班招生考試

運動健康科學學系碩士班 運動科學 試題

壹、運動生理學（單選題，每題2分，答錯不倒扣，答案請直接書寫於題號前，共50分）

1. What accounts for the most ATP production?
 - (a) Kreb's cycle.
 - (b) Citric acid cycle.
 - (c) NADH.
 - (d) electron transport & oxidative phosphorylation.
 - (e) glycolysis.
2. The function of ATP synthase is to
 - (a) act enzymatically.
 - (b) build membranes.
 - (c) carry hydrogen.
 - (d) synthesize ATP.
 - (e) transport oxygen.
3. A change in a membrane potential from -70 mV to -60 mV is an example of
 - (a) depolarization.
 - (b) hyperpolarization.
 - (c) polarization.
 - (d) repolarization.
 - (e) zero potential.
4. The region between two Z lines is a
 - (a) muscle fiber.
 - (b) myofibril.
 - (c) myofilament.
 - (d) sarcomere.
 - (e) sarcoplasmic reticulum.
5. During muscle contraction, the
 - (a) contractile proteins contract.
 - (b) A band becomes shorter.
 - (c) H zone becomes smaller or disappears.
 - (d) I band remains unchanged.
6. A motor unit refers to
 - (a) a single motor neuron plus all of the muscle fibers it innervates.
 - (b) a single muscle fiber plus all of the motor neurons that innervate it.
 - (c) all of the motor neurons supplying a single muscle.
 - (d) a pair of antagonistic muscles.
 - (e) a sheet of smooth muscle cells connected by gap junctions.

7. The origin of a muscle is its
 - (a) main, thick part of this structure.
 - (b) middle, thin part of this structure.
 - (c) movable end of attachment.
 - (d) source of development in the fetus.
 - (e) stationary end of attachment.

8. During an isotonic contraction of a muscle in the arm
 - (a) filaments do not shorten in the muscle.
 - (b) movement does not occur.
 - (c) the muscle does not change length.
 - (d) the tension in the muscle does not overcome a load.
 - (e) the tension in the muscle remains constant.

9. With eccentric muscle contractions,
 - (a) the development of tension occurs at constant muscle length.
 - (b) the muscle lengthens while contracting.
 - (c) the muscle shortens while contracting.
 - (d) muscle length and tension vary throughout a range of motion.

10. During aerobic exercise what is the primary means by which ATP is produced for contractile activity?
 - (a) creatine phosphate.
 - (b) fermentation.
 - (c) oxidative phosphorylation.
 - (d) glycolysis.
 - (e) myoglobin.

11. The muscle cells of a marathon runner's legs would exhibit all these characteristics except
 - (a) high resistance to fatigue.
 - (b) low myoglobin content.
 - (c) low glycogen content.
 - (d) many mitochondria.
 - (e) slow speed of contraction.

12. In the body's lever systems, the fulcrums are represented by the
 - (a) joints.
 - (b) long bones.
 - (c) tendons.
 - (d) short bones.

13. Semilunar valves
 - (a) prevent backflow of blood from the ventricles to the atria.
 - (b) prevent backflow of blood from the atria to the ventricles.
 - (c) prevent backflow of blood from the ventricles to the arterial trunks.
 - (d) prevent backflow of blood from the arterial trunks to the ventricles.

14. The normal pacemaker of the heart is the
- (a) SA node.
 - (b) AV node.
 - (c) bundle of His.
 - (d) Purkinje system.
 - (e) ventricular myocardium.
15. Which is the normal sequence of the spread of cardiac excitation? 1) AV node, 2) SA node, 3) atria, 4) Purkinje fibers, 5) Bundle of His, 6) Ventricular myocardium
- (a) 2—3—1—5—4—6
 - (b) 3—2—1—4—5—6
 - (c) 2—3—1—4—5—6
 - (d) 1—2—3—4—5—6
16. If the cardiac output is 4,800 ml/min and the heart rate is 60 beats per minute, the stroke volume averages _____ ml.
- (a) 60
 - (b) 70
 - (c) 80
 - (d) 120
 - (e) 140
17. If the arterial blood pressure is recorded at 132/84, what is the mean arterial pressure?
- (a) 100 mm Hg
 - (b) 93 mm Hg
 - (c) 108 mm Hg
 - (d) 48 mm Hg
18. Which statements about nitric oxide is wrong?
- (a) NO increases the total peripheral resistance by its action on arteriolar smooth muscle.
 - (b) NO serves as endothelial-derived relaxing factor.
 - (c) NO is the direct mediator of penile erection.
 - (d) NO is released as "chemical warfare" by macrophages of the immune system.
 - (e) NO serves as a novel type of neurotransmitter in the brain.
19. Most sympathetic fibers release _____ at the arterioles.
- (a) acetylcholine.
 - (b) dopamine.
 - (c) GABA.
 - (d) glycine.
 - (e) norepinephrine.
20. Baroreceptors are most sensitive to changes in the
- (a) blood pressure.
 - (b) carbon dioxide level in the blood.
 - (c) degree of contraction of skeletal muscles.
 - (d) oxygen level in the blood.
 - (e) pH of the ECF.

國立臺灣體育學院99學年度碩士班招生考試

運動健康科學學系碩士班 健康科學 試題

壹、運動保健學（總分 50 分）

問答題：

- 一、請試述體適能的定義與內容。(20%)
- 二、Scammon 的組織臟器發展曲線，是一個人從出生到發育成長時非常重要指標，每一類型曲線代表各類型器官的發展，請劃出其圖並說明。(20%)
- 三、在國外人潮多的地方如車站、飯店、機場等為預防突發事件的發生，都會於主要入口處設置 AED(Automated External Defibrillator)。而運動場館也不例外，以備不時之需。請簡述 AED 為何與主要作用。(10%)

貳、健康行為學（總分 50 分）

問答題：

- 一、請依據 Bandura 的四種方法來提升自我效能(Self-efficacy)讓影響健康之不當行為得以因策略之介入而有所改善。請以例舉的方式闡述（25%）
- 二、相當多的事證證明社會支持對生、心理健康的重要，請就 James S. House 對「社會支持」的定義中所含有的四個層面 (emotional、 appraisal、 informational and instrument support),結合上題所舉之例，分析各層面之影響力（25%）
- 三、以下的圖示中，請將你觀察並感受到的情緒轉為文字（加分題）

