國立臺灣師範大學 101 學年度碩士班招生考試試題

科目：專業論文解析　　　　　　　適用系所：運動休閒與餐旅管理研究所
　　　　　　　　　　　　　　　　　　　　　　（餐旅管理組）

注意：1.本試題共2頁，請依序在答案卷上作答，並標明題號，不必抄題。2.答案必須寫在指定作答區內，否則依規定扣分。

一、以下名詞常見於學術論文中。請標示題號，寫出各項名詞的中文名稱，進
　　一步**解釋**其意涵。（每小題 10 分，共 50 分）

　　1.abstract

　　2.introduction

　　3.research hypothesis

　　4.conceptual framework

　　5.implication

二、請針對下列摘錄研究中，請以中文說明：

　　1. 進行該研究之研究程序（10 分）

　　2. 解釋該研究可能之主題與主要結論（10 分）

　　3. 該研究中所指出之未來研究方向（5 分）

　　4. 請舉出 The hospitality sectors in Taiwan 五家店名與主要產品（5 分）

This study has considered balanced scorecard (BSC) in the context of the strategic management literature. In reviewing this literature it is clear that the literature relating to the more detailed implementation issues of strategy (which is where BSC can be sited) is relatively scarce. Furthermore, it can be concluded that the strategy literature relating to travel and tourism and the hospitality sectors is also somewhat weakly developed. However, a limited literature applying BSC in a hospitality context has developed. This literature reports on the usefulness of a BSC approach, albeit modified to suit individual circumstances, but also points to potential pitfalls in its implementation such as the failure to draw upon employee support. The primary research conducted in Northeast England indicates that a wide variety of measures are currently being used and that many hoteliers are using measures from all four of the category groupings identified by Kaplan and Norton, not just short-term financial measures. However, further research is necessary to understand the relationship between the measures and the strategy and vision of the companies concerned and to understand whether managers fully understand the causal linkages inherent in BSC. Finally, an integrated model of hotel management that takes into an account other frameworks such as the underlying critical success factors, which require measurement, a relevant benchmarking system versus competitors and an understanding of the service profit chain, awaits development.

三、針對下列餐廳菜單設計研究之迴歸分析(Regression analysis)之表 1 中， 請說明：

    1.可能的二種研究假說(H_0) (5 分)

    2.此表中不同*與**所代表之意義 (5 分)

    3.闡述迴歸分析結果中獨立變數(independent variables)與解釋變數(dependent variable)之影響關係與結果 (5 分)

    4.由此結果可以得到之實務上之管理意涵 (5 分)

表 1 迴歸分析(Regression analysis)結果

Effect on total spending ($)	Coefficients	Standard error	P-value
Intercept	-$36.95	$6.63	<.0001**
Control Variable			
共餐人數	$16.28	$1.81	<.0001**
用餐時間(分鐘)	$0.46	$0.06	0.1447
Independent variables			
Price format on menu			
xx (例如 89)	$3.70	$1.87	0.0497*
$xx.xx (例如 $89)	-$1.85	$1.89	0.3306
Scripted (例如 八十九)	-$2.15	$1.84	0.3166