

壹、選擇題（共 25 題，每題 2 分，合計 50 分）

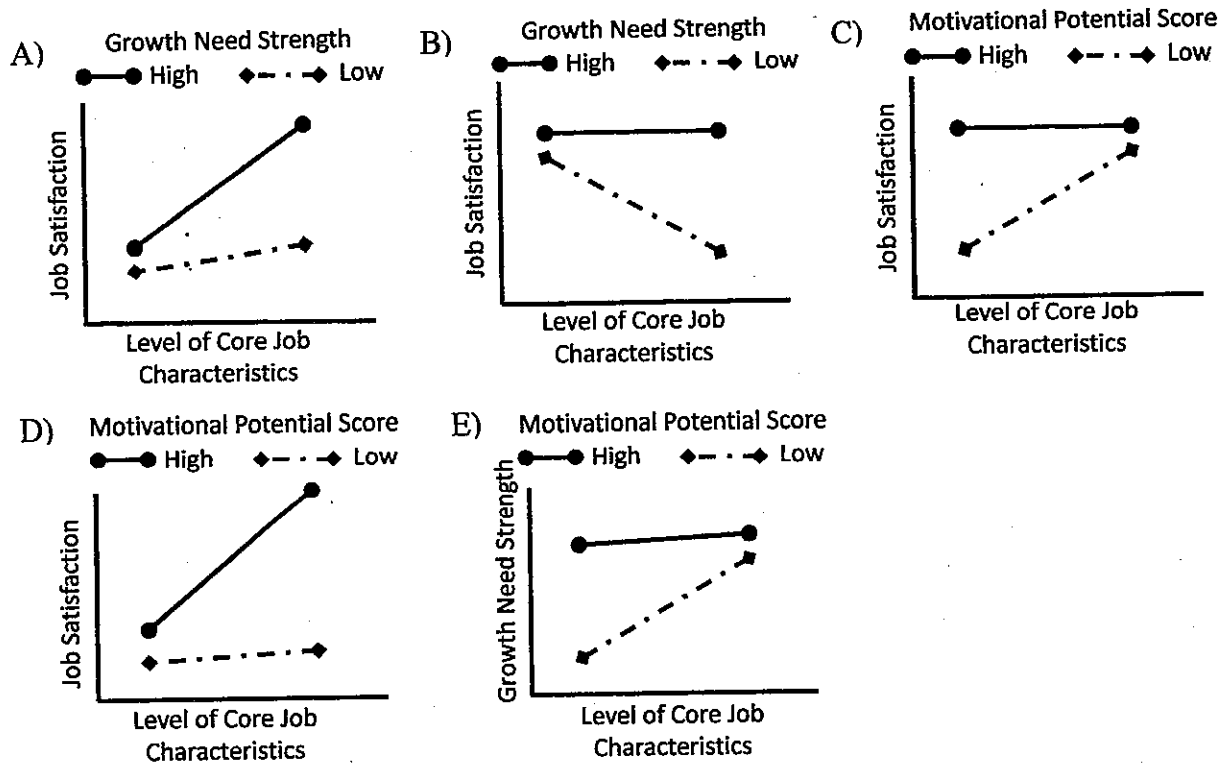
請注意：

1. 請用 2B 鉛筆作答於答案卡，並先詳閱答案卡上之「畫記說明」。
2. 所有題目皆為單選題，答錯不倒扣，請選擇最適合的一個選項。換言之，倘若你覺得兩個或兩個以上的選項似乎都可以作為答案，也請你選擇最適合的一個選項。

1. Sackett, Lievens, Van Iddekinge, and Kuncel (2017) reviewed 100 years of research on individual difference and their measurement published in *Journal of Applied Psychology (JAP)*. They reported that _____ is conceptualized by two types of model, *ability model* and *mixed model*. The former involves cognitive abilities and thus is typically measured via ability tests, and the latter includes a host of noncognitive factors and thus is often measured via self- or other-reports. JAP has published one meta-analysis for ability model and one for mixed model. Taken together, more refined conceptualization and measurement of the ability model is expected.
A) integrity B) core self-evaluations C) achievement motivation
D) emotional intelligence E) personal initiative
2. Kark, Katz-Navon, and Delegach (2015) tried to explore the psychological mechanisms whereby transformational (TF) leadership leads to safety initiative and transactional (TS) leadership leads to safety compliance. In their research, *safety initiative* is defined as employees' personally driven and change-oriented behaviors for developing a safer working environment, which requires employees' attentiveness to positive outcome and risk taking. *Safety compliance* is defined as employees' behaviors for preserving safety in the workplace to fulfill job requirement, which involves employees' motivation to follow rules and regulations. Accordingly, what theoretical perspective can best be applied to examine the psychology mechanisms behind TF leadership-safety initiative relationship and TS leadership-safety compliance relationship?
A) Regulatory focus theory B) Self-determination theory C) Social identity theory
D) Social cognitive theory E) Two factors theory
3. Based on above Kark, Katz-Navon, and Delegach's (2015) research, which of the following cannot capture the effect of transformational (TF) leaders on employees' safety behaviors?
A) TF leaders paint an ideal picture of a safety workplace and encourage employees to focus on safety.
B) TF leaders stimulate employees to think about safety issue in a different way.
C) TF leaders set formal system of rewards and punishments to ensure that employees focus on safety.
D) TF leaders express their confidence in employees' ability to propose and implement safety ideas.
E) TF leaders serve as a role model who engages in safety behaviors in an innovative way.
4. John cannot accept the procedures of a new project. However, when discussing with other team members, John told that he is not an expert of the new project and thus he would adapt the new procedures within the team. According to Thomas and Kilmann (1974), this type of conflict-handling intention is called _____.
A) negotiating B) accommodating C) collaborating
D) compromising E) competing
5. According to Mayer, Davis, and Schoorman (1995), integrity, benevolence, and ability determine a person's _____.
A) authenticity B) morality C) trustworthiness D) work ethics E) reflexivity

6. One company groups employees according to their functional expertise (e.g., marketing, production, R&D) as well as the product lines that they are working on. Therefore, the company has simultaneously combined two types of structure (i.e., function and product). Such organizational structure is an example of _____
- A) simple structure B) circular structure C) decentralized structure
D) bureaucratic structure E) matrix structure

7. Loher and Noe (1985) conducted a meta-analysis to test job characteristics model (JCM), and the results generally support the prediction of JCM. Accordingly, which of the following figures is most likely to represent Loher and Noe's research findings based on JCM?



8. Which of the following organizational development techniques involves an outsider assisting a manager to identify ways to improve?

- A) Action research B) Appreciative inquiry C) Action learning
D) Intergroup development E) Process consultation

9. An employee with high level of agreeableness is more likely to demonstrate prosocial behaviors for other co-workers when the supervisor provides little support for subordinates. Which of the following theories can best explain the above phenomena?

- A) Situation strength theory B) Trait activation theory C) Attribution theory
D) Self-concordance theory E) Construal level theory

10. Which of the following is a global compensation management practice which determines expatriate pay by estimating the employee's expenses in the home country and the host country so that the same standard of living can be maintained?

- A) Balance sheet B) Mobility allowance C) Split pay
D) Hardship method E) Higher-of-home-or-host compensation

11. In USA, some companies move their call centers of customer service to India, hiring Indian employees to staff the telephones. This is an example of _____.
- A) repatriating B) flextime C) dispatching D) outplacing E) offshoring
12. In-basket test and leaderless group discussion (LGD) are common activities used in _____.
- A) team building B) acting learning C) assessment center
D) succession plan E) competency modeling
13. Recently, Marler and Boudreau (2017) reviewed literature on a relatively new HRM practice which first appeared in HR published literature in 2003–2004. After reviewing definitions of this HRM practice, they found several things in common. For example, most definitions agree that this practice involves sophisticated analysis of HR-related data to solve particular HR problems via information technology (e.g., what are ideal candidate's competencies? What are the best predictors of employee turnover?), which can further link to organizational performance and business strategy. Given that information technology most characterizes the recent trend of HRM, this HRM practice deserves more academic attention. According to above paragraph, which of the following terms can most precisely capture this HRM practice?
- A) HR Metrics B) HR Analytics C) HR data mining
D) HR score card E) HRIS
14. The 9-Box Grid is a tool for evaluating employees in terms of _____ and _____.
- A) strength, weakness B) competency, task C) satisfaction, expectation
D) productivity, loyalty E) performance, promotability
15. If you are interested in the concept of "*reality shock*", it is least likely that you will find relevant literature when you search for the chapter of _____ in HRM / OB textbook or handbook.
- A) socialization B) discipline management C) career management
D) realistic job preview E) employee orientation / onboarding
16. In HRM practice, SMART principle can help you _____.
- A) perform job evaluation B) build comprehensive competency model
C) set clear goals or objectives D) establish workable pay plan
E) facilitate the effect of management development
17. Compared to predictive validation, what is the main disadvantage of using concurrent validation in personnel selection?
- A) Criterion data are not easily to collect.
B) New applicants do not have sufficient KSA for the test.
C) The correlation between test scores and criterion may be exaggerated.
D) Test scores may be over-estimated due to social desirability bias.
E) Current employees may not be representative of new applicants.
18. One Web site sells used clothes that celebrities have worn, which becomes popular among fans of these celebrities. This is a typical example of _____ consumption, which occurs when objects (e.g., clothes) are set apart from normal use and get respect.
- A) profane B) obscene C) anthropomorphic D) sacred E) cult

19. When a consumer becomes immersed in a product, an advertisement storyline, or a purchase situation and feels that it is relevant to his or her needs, values, and interests, we can use a specific terminology of consumer research, _____, to describe this experience.
A) engagement B) loyalty C) commitment D) involvement E) flow
20. In the 1950s, motivational research is applied to explore consumer's responses to products and advertisements. Which of the following is not true for motivational research?
A) Motivational research often relies on depth interviews with individual consumers.
B) Motivational research borrows psychoanalytic ideas to explore the experiences of consumers.
C) The methodology behind motivational research is more closely related to positivist approach and less to interpretivist approach.
D) Motivational research is often criticized for its lack of sufficient rigor and validity.
E) The knowledge derived from motivational research helps a company develop marketing strategies that will resonate with consumers' needs.
21. If you want to understand more on *multiple pathway anchoring and adjustment (MPAA) model* and *theory of try*, it is recommendable that you refer to the chapter of _____ in the textbook of consumer psychology.
A) learning and memory B) decision making C) attitude and persuasion
D) buying and disposing E) group influence
22. Thaler (2008) tried to develop a new model of consumer behavior which integrates cognitive psychology and microeconomics, and this model combines gains and losses using the prospect theory value function. Which of the following may be the most appropriate title for Thaler's research?
A) Consideration set and consumer decision B) Product categorization and consumer buying
C) Decision rules and consumer loyalty D) Mental accounting and consumer choice
E) Information search and consumer problem recognition
23. Which of the following statements regarding household / family decision making is not true?
A) If husband and wife follow the synoptic ideal in decision-making, they make joint decisions with a common purpose.
B) Juggling lifestyle involves a working mother's struggle between cultural expectation of motherhood and professionalism.
C) Accommodative purchase decisions occur when family members have different preferences on a purchase. Therefore, conflict often arises and several bargaining strategies are used to solve the conflict.
D) Parental yielding is most likely to happen in a family when parents adopt autonomic decision making strategies.
E) When husband and wife have similar educational background and product knowledge, they are more likely to use syncretic decisions.
24. Han, Nunes, and Drèze (2010) introduced a concept termed *brand prominence*, which reflects the conspicuousness of a brand by its mark or logo. The authors proposed a taxonomy that assigns consumers to one of four groups (patricians, parvenus, poseurs, and proletarians) according to two dimensions, need for _____ and wealth. In analyzing data on luxury goods, the authors revealed that brand prominence is valued differently by different groups of customers.
A) status B) cognition C) power D) recognition E) esteem

25. Which of the following statements regarding expectancy disconfirmation model (EDM) is not true?

- A) EDM can explain customer satisfaction.
- B) EDM involves comparison between consumer input and output.
- C) EDM involves two types of disconfirmation, positive and negative.
- D) EDM argues that negative disconfirmation leads to customer's negative responses.
- E) EDM describes the relationships among expectation, performance, and satisfaction.

貳、問答題 (共 3 題，合計 50 分)

請注意：請於試卷內之「非選擇題作答區」標明題號依序作答。

1. 問答題之評分標準乃是以「您是否能將所學之工商心理學理論與知識應用在答題上」為主。
2. 作答時請勿照抄選擇題，違者不計分。

1. 一直以來，跨文化研究者企圖瞭解兩類問題。一是某些現象是否具有跨文化的一致性(generic/epic)? 第二則是某些現象是否僅會出現在特定文化之中(idiosyncratic/emic)。舉例來說，某些學者強調成就動機的組成元素，具有跨文化的一致性 (e.g. Sagie, Elizur, & Yamauchi, 1996)，有些學者則強調社會導向的成就動機 (Yue & Yang, 1989)，僅會出現在某些文化之中。請問：
 - (1) 根據你在工商心理學領域的學習，以學術上的例子 (理論或實證研究皆可)，具體說明某些現象具有跨文化的一致性，某些現象則儘可能出現在特定的文化情境之中。(8%)
 - (2) 如果你是跨國企業的經理人，請具體說明你如何應用此二觀點(generic/epic vs idiosyncratic/emic)來設計公司的人力資源管理相關制度。(8%)
2. 許多工商心理學的研究以社會心理學的理論為基礎。例如：消費者心理學的研究以說服理論為基礎，領導研究以人際互動理論為基礎等。請問：
 - (1) 根據你在工商心理學領域的學習，介紹一個可運用在工商心理學的社會心理學相關理論，並以一個學術研究為例子來說明，請將研究架構圖畫出來 (8%)。
 - (2) 請根據該研究結果，舉例說明出其可能的實務意涵。(8%)
3. 近年來，職場中的主動性 (Proactivity in the workplace) 日益受到學者的重視，也衍伸出了不少的相關研究構念、模型或理論。請問：
 - (1) 請介紹一個與 Proactivity in the workplace 有關的概念。(4%)
 - (2) 請根據相關理論或觀點 (e.g. Job-Demands-Resources Model 工作要求-資源模型)，設計一個研究來探討該構念。該研究架構至少需包含一個「中介(mediation)」或「調節(moderation)」的假設。(14%)

試題隨卷繳回