

國立高雄大學 108 學年度研究所碩士班招生考試試題

科目：管理學

系所：經營管理研究所(無組別)

是否使用計算機：否

考試時間：100 分鐘

本科原始成績：100 分

I. Multiple Choice Questions (60 points)

Please select ONE most appropriate answer in the following questions.

- () 1. Customer relationship management (CRM) programs are _____.
- A) increasingly less common in American firms
 - B) used to increase satisfaction, commitment, and retention of key customers
 - C) as simple as buying a computer program
 - D) complex database systems designed to go beyond target customers
- () 2. Which of the following is **NOT** a step in the information-processing model?
- A) exposure
 - B) comparison
 - C) attention
 - D) interpretation
- () 3. Mitch likes Toyota automobiles because he thinks they have the highest reliability of all automobiles. His belief about Toyota's reliability represents which component of Mitch's attitude?
- A) affective
 - B) factual
 - C) cognitive
 - D) behavioral
- () 4. Maslow's hierarchy of needs is based on which premise?
- A) All humans acquire a similar set of motives through genetic endowment and social interaction.
 - B) Some motives are more basic or critical than others.
 - C) The more basic motives must be satisfied to a minimum level before other motives are activated.
 - D) all of the above
- () 5. Which of the following statements is **FALSE** regarding information search?
- A) Consumers continually recognize problems and opportunities, so internal and external searches for information to solve these problems are ongoing processes.
 - B) Information search involves mental as well as physical activities that consumers must perform.
 - C) Searching for information is free.
 - D) Consumers acquire a substantial amount of relevant information without deliberate search.

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- () 6. The _____ hierarchy assumes the consumer does not initially have a strong preference for one brand over another. Instead, a consumer acts on the basis of limited knowledge and then forms an evaluation only after the product has been purchased or used.
- A) experiential
 - B) habitual
 - C) low-involvement
 - D) standard learning
- () 7. Many _____ cultures stress the importance of a *collective self*, in which an individual's identity is derived in large measure from his or her social group.
- A) Eastern
 - B) American
 - C) Western
 - D) European
- () 8. When a company must inform consumers that its previous advertising messages were wrong or misleading, the company uses _____.
- A) cooperative advertising
 - B) subliminal advertising
 - C) corrective advertising
 - D) direct mail
- () 9. The Vice-President of Human Resources starts her staff meeting with, "The work process engineering we implemented last year was a good start. We need to overhaul four of the other production areas within the next 18 months. What do you think are reasonable goals and objectives, based on last year's work?" She is performing the management function of
- A) planning.
 - B) leading.
 - C) organizing.
 - D) controlling.
- () 10. Elizabeth is the training manager of a Chicago-based company. She is working on a training program for a subsidiary in Venezuela. The training program focuses on work-related cultural differences in Venezuela and the United States. It is very important for Elizabeth to emphasize that:
- A) both Venezuela and the United States are individualistic countries.
 - B) both Venezuela and the United States are collectivist countries.
 - C) Venezuela is a collectivist society whereas the United States is an individualistic society.
 - D) future orientation is highly valued and rewarded both in Venezuela and the United States.

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- () 11. During a meeting Julandre, a top executive at XYZ, Inc. made a presentation about the organizational strengths that represent the firm's unique skills and resources. Julandre insisted that these organizational strengths should give XYZ, Inc, a competitive edge in the future. What was Julandre referring to in this meeting?
- A) The mission statement of the company
 - B) The strategic statement of the company
 - C) The strategic planning process of the company
 - D) The core competency of the company
- () 12. Which of the following is **NOT** a positive result that can accrue from a well-designed career development?
- A) Needed talent will be available.
 - B) Minorities and women have comparable opportunities for growth and development.
 - C) Increased employee frustration.
 - D) Enhanced cultural diversity.
- () 13. Which of these is **NOT** a function of organizational culture?
- A) Sense-making device
 - B) Organizational identity
 - C) Profit-making mechanism
 - D) Collective commitment
- () 14. Jacques, a French national, is the CEO of French Global Empire with significant operations in Japan and the United States. Jacques recently announced that all employees of the company, no matter which part of the world they may be in, must learn French and communicate in French only. This represents an example of:
- A) Cultural flexibility
 - B) Polychronic time
 - C) Monochronic time
 - D) Ethnocentrism
- () 15. A person's perception of self as a physical, social, and spiritual being refers to
- A) Cognitions.
 - B) Self-efficacy.
 - C) Self-esteem.
 - D) Self-concept.
- () 16. Achievement-motivated people share which of these characteristics?
- A) A preference for working on tasks of very high difficulty.
 - B) A preference for situations in which performance is due to their effort rather than other

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factors.

C) They desire less feedback on their successes and failures than low achievers.

D) They are more concerned with discipline and self-respect.

() 17. Allen thrives on organizing and defining what group members should be doing to maximize output. According to the Ohio State researchers, Allen is exhibiting which of these behaviors?

A) Initiating structure

B) Concern for people

C) Relationship-motivated

D) Consideration

() 18. The focus of which stage in Lewin's Change model is to create the motivation to change?

A) Change

B) Unfreezing

C) Evaluate

D) Refreezing

() 19. A truly _____ is one that has a consistent identity with consumers across the world.

A) private brand

B) public brand

C) global brand

D) local brand

() 20. Variation in customer needs is the primary reason for _____

A) market segmentation.

B) product segmentation.

C) country segmentation.

D) quality segmentation.

II. Essay Questions (20 points)

Ethical climate has been defined as the prevailing perceptions of typical organizational practices and procedures that have ethical content or those aspects of work climate that determine what constitutes ethical behavior at work. Researchers have indicated that ethical climate consists of rules for employee's behavior, and also corresponds to the organization's ethical character. An ethical climate, in the work environment context, refers to the policies and procedures an organization establishes and the shared perceptions and psychologically

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meaningful interpretations of these processes by employees.

Discuss the effects of ethical climate on service employees and give examples how to shape ethical climate within the work environment.

III. Essay Questions (20 points)

Customer involvement in service co-creation has been considered important for successful new service developments. Consumer involvement in service co-creation refers to when customers interact with employees to co-create enhanced services which can result in increased enterprise performance. Customer involvement in service co-creation also refers to the extent by which service producers interact with one or more customers at various stages of the new service development process; prior studies have highlighted the significance of customer involvement in co-creation improving innovation service quality.

Discuss and give examples how to enhance customer involvement in service co-creation by service employees and service firms.