

國立高雄大學 109 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. Which of the following statements is true about code law?
- A) In code-law countries, intellectual property rights are established by prior use.
  - B) It is established based on the rulings from previous cases.
  - C) It uses written norms, which are complemented by court decisions.
  - D) In code-law countries, companies are granted the ability to operate by public
- ( ) 2. According to Hofstede, which of the following is a dominant characteristic of a society with high power-distance?
- A) Societies regulate behavior with very few rules.
  - B) Status is not given much importance.
  - C) People are integrated into strong, cohesive in-groups.
  - D) Inequality is expected by all.
- ( ) 3. \_\_\_\_\_ is the process of subdividing a market into distinct subsets of customers that behave in the same way or have similar needs.
- A) Market penetration
  - B) Market liquidity
  - C) Market segmentation
  - D) Market capitalization
- ( ) 4. Which of the following market entry strategies allows an organization 100 percent ownership of its foreign subsidiaries?
- A) franchising
  - B) direct investment
  - C) product sourcing
  - D) joint venture
- ( ) 5. 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

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- ( ) 6. Tara was shopping for a new pair of shoes for work. The salesperson was very helpful and friendly, bringing Tara some styles she hadn't thought to try on but that she ended up really liking. Noticing Tara's University of Wisconsin tee-shirt, the salesperson said that she was a student there. Tara ended up buying three pairs of shoes rather than the one pair she had planned on. Tara's experience shows the effect of \_\_\_\_\_ on consumer behavior.
- A) salespeople
  - B) atmospherics
  - C) retail theming
  - D) reward power
- ( ) 7. A customer buying an unfamiliar product that carries a fair degree of risk would most likely engage in what type of decision-making?
- A) cognitive decision-making
  - B) limited decision-making
  - C) habitual decision-making
  - D) affective decision-making
- ( ) 8. The opinion leader referred to as a(n) \_\_\_\_\_ is actively involved in transmitting marketplace information of all types.
- A) surrogate consumer
  - B) innovator
  - C) monomorphic leader
  - D) market maven
- ( ) 9. Research shows that which of the following is likely to decrease as a worker grows older?
- A) productivity
  - B) vacation days taken
  - C) work ethic
  - D) likelihood of quitting
- ( ) 10. The degree to which a person identifies with his or her job, actively participates in it, and considers his or her performance as being important to self-worth is \_\_\_\_\_.
- A) job involvement
  - B) organizational commitment
  - C) job satisfaction
  - D) job stability
- ( ) 11. When predicting behavior, why is it important to consider the situation in which that behavior occurs?
- A) the external environment determines personality

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- B) the different demands of different situations call forth different aspects of one's personality
  - C) personality is mutable: it changes according to the situation
  - D) personality is determined by a mix of environmental and inherent factors
- ( ) 12. When individuals observe another person's behavior, they attempt to determine whether it is internally or externally caused. This phenomenon is most directly relevant to which of the following?
- A) attribution theory
  - B) projection theory
  - C) selective perception theory
  - D) expectancy theory
- ( ) 13. Danielle wants to become a surgeon, not only because achieving this goal will give her self-respect and autonomy, but also because she wants a job with high status and recognition from others. Which of Maslow's needs is Danielle trying to fill?
- A) social
  - B) esteem
  - C) psychological
  - D) self-actualization
- ( ) 14. Which of the following is NOT a responsibility of human resource professionals?
- A) Train employees to improve their productivity.
  - B) Improve the well-being of employees by closely monitoring their personal and family life.
  - C) Manage the professional development of each employee.
  - D) Attract the best qualified employees.
- ( ) 15. The competencies for a job identify things such as the level of education and the number of years of experience required to hold the job, and are also known as:
- A) a competitive advantage.
  - B) essential duties.
  - C) job specifications.
  - D) job identification.
- ( ) 16. Person-job fit could be best defined as:
- A) when the employee fully understands the job description and what is expected of them.
  - B) an organization's productivity increasing as a result of employees working more efficiently.
  - C) the turnover rate of an organization steadily increasing overtime.
  - D) a person's KSAs match the requirements of the job so well that both the employee and the employer benefit from the working relationship.

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- ( ) 17. During a training program on the new budget process, the accounting department provided several spreadsheets of information to show examples of how the data would be organized with the new process. Several of the managers commented on their training evaluation form that they would have preferred to see some of the information in charts and graphs to better understand what the numbers meant. The accounting department did **NOT** consider that some of their trainees were \_\_\_\_\_ learners.
- A) kinesthetic
  - B) tactile
  - C) visual
  - D) auditory
- ( ) 18. If you were trying to convince management to institute a weighted performance evaluation system which argument would you make?
- A) All jobs add the same value to an organization and should be weighted the same regarding such things as customer service behaviors, knowledge level, etc.
  - B) Quality is most important for all jobs and therefore should carry a greater weight than quantity of work output.
  - C) To encourage creativity as well as cooperation, behavioral aspects of the job should be weighted at a greater degree.
  - D) Each job dimension may carry a different level of value to the organization and in order to encourage employees to focus on what is important you must weight each dimension accordingly.
- ( ) 19. Which condition is **NOT** a substitute for instrumental or directive leadership according to Kerr and Jermier?
- A) high subordinate expertise
  - B) high task structure
  - C) high formalization
  - D) high position power
- ( ) 20. Which was **NOT** recommended as a guideline for transformational leaders?
- A) ask followers to place their trust in the special ability of the leader
  - B) express confidence that followers will be able to attain the vision
  - C) use dramatic, symbolic actions to emphasize key values in the vision
  - D) empower followers to find effective ways to attain the vision

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## II. Essay Questions (20 points)

Customer-oriented behavior is the ability of frontline employees to help their customers by engaging in behaviors that increase customer satisfaction. Examples would include behaviors such as helping to achieve the customer's goals, discussing the customer's needs, and influencing the customer with information rather than through pressure.

Researchers defined trust as a willingness to rely on an exchange partner in whom one has confidence. Examples would include customer trust such as confidence in customer's belief of a service provider's ability (i.e., reliability and integrity) and upon the service provider's willingness to solve the problem per the customer's interests.

Customer loyalty in the service market can be described as a definite attitude and relation developed by the consumer towards his or her service provider. This relation is based on durability, long-term cooperation and acceptance of conditions of offered services.

Social exchange theory noted that the establishment of exchange relations involves making investments that constitute a commitment to the other party. Likewise, social exchange theory refers to trust others to reciprocate commitment or favor to the other party.

**Based on the social exchange theory, please explain why customer trust may be a mechanism linking frontline employee's customer-oriented behavior to customer loyalty.**

(Note: In developing your answer, be sure to give a rationale as to why the concepts and theories are the most relevant and appropriate for the situation described.)

## III. Essay Questions (20 points)

Word-of-mouth has always been a powerful marketing force. Researchers defined word-of-mouth as informal, person-to-person communication between a perceived non-commercial communicator and a receiver regarding a brand, a product, an organization, or a service. Researchers argued that word-of-mouth is a process which allows consumers to

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share opinions and information about a specific product, service, or brand in order to move buyers away from or toward the company, brand, or offering. A widely accepted notion in consumer behavior is that word-of-mouth communication plays an important role in shaping consumers' behaviors and attitudes. Favorable word-of-mouth may include relating pleasant, vivid, or novel experiences and recommendations to others. Negative word-of-mouth may include warning others by telling them not to patronize a particular service provider.

**Discuss how to enhance positive customer word-of-mouth by service employees and service firms.** (Note: In developing your answer, be sure to give a rationale as to why the concepts and theories are the most relevant and appropriate for the situation described.)