

國立中山大學 109 學年度 碩士暨碩士專班招生考試試題

科目名稱：管理學【行銷傳播所碩士班乙組】

— 作答注意事項 —

考試時間：100 分鐘

- 考試開始鈴響前不得翻閱試題，並不得書寫、劃記、作答。請先檢查答案卷（卡）之應考證號碼、桌角號碼、應試科目是否正確，如有不同立即請監試人員處理。
- 答案卷限用藍、黑色筆(含鉛筆)書寫、繪圖或標示，可攜帶橡皮擦、無色透明無文字墊板、尺規、修正液（帶）、手錶(未附計算器者)。每人每節限使用一份答案卷，不得另攜帶紙張，請衡酌作答。
- 答案卡請以 2B 鉛筆劃記，不可使用修正液（帶）塗改，未使用 2B 鉛筆、劃記太輕或污損致光學閱讀機無法辨識答案者，其後果由考生自行負擔。
- 答案卷（卡）應保持清潔完整，不得折疊、破壞或塗改應考證號碼及條碼，亦不得書寫考生姓名、應考證號碼或與答案無關之任何文字或符號。
- 可否使用計算機請依試題資訊內標註為準，如「可以」使用，廠牌、功能不拘，唯不得攜帶具有通訊、記憶或收發等功能或其他有礙試場安寧、考試公平之各類器材、物品（如鬧鈴、行動電話、電子字典等）入場。
- 試題及答案卷（卡）請務必繳回，未繳回者該科成績以零分計算。
- 試題採雙面列印，考生應注意試題頁數確實作答。
- 違規者依本校招生考試試場規則及違規處理辦法處理。

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一、單選題(共 14 分，每題 2 分)

- () 1. 根據五力分析，下列哪個選項互為替代品？
(A) 清心福全與 50 嵐
(B) 搜尋引擎與圖書館
(C) Starbucks 咖啡與清心福全
(D) 百貨公司與餐廳
- () 2. 社會認為盜用公款是不道德行為，利用公司的插頭來充自己的私人手機卻很少人責問，請問是受到哪個因素影響？
(A) 結構變數
(B) 事件差異
(C) 結構差異
(D) 事件強度
- () 3. 轉換門號通常比續約優惠來的多，這是屬於下列哪種策略的運用？
(A) 多角化經營
(B) 市場開發
(C) 市場延伸
(D) 市場滲透
- () 4. 房仲業認為生意不好的時候，需要拜地基主，請問這是屬於哪種觀點？
(A) 組織文化
(B) 外部論
(C) 內部論
(D) 傳統習俗
- () 5. 家樂福希望能傳遞「天天都便宜」的訊息給消費者，下列何者是會影響消費者解碼的「噪音」？
(A) 消費者聽成「天天都騙你」
(B) 消費者無法理解天天都便宜是有多便宜
(C) 愛買打出「來愛買最划算」的口號
(D) 以上皆是
- () 6. 規劃包含哪個重要的元素。
(A) 目標與計劃
(B) 目標與決策
(C) 計劃與決策
(D) 目標與行動
- () 7. 對於「綠色管理」(green management)的敘述，何者為非？
(A) 透過技術創新可以抵銷環保費用的支出
(B) 環境保護的理念
(C) 產品漂綠的理念
(D) 永續經營的概念

試題請隨卷繳回，請留意背面是否有題

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二、問答題(共 86 分)

(一) 假設所學會打算舉辦「行傳所聖誕 Party」，而你被指派要去尋找贊助商，在學過管理學後，你想運用「目標管理(MBO)」的方法來規劃這次的贊助活動，請問你如何定出一個「有效的目標」？(16%)

(二) Gogoro 睿能創意股份有限公司創立於 2011 年，以能源管理為其使命，並開發出先進的電池交換技術以及電動機車。到目前為止，Gogoro 已經在台灣銷售出近十萬台，並且每月在台掛牌數屢創新高，目前已是台灣電動車的領導廠商。你被要求報告 Gogoro 的個案分析，因此你想先進行 SWOT 分析，請說明你的 SWOT 分析 (20%)。

(三) 企業的社會責任自 1960 年之後，越加受到重視。請比較社會責任、社會回應、社會義務的差別 (15%)。

(四) 無論是在產品設計、陳列、廣告製作、品牌形象塑造、商店環境設計等諸多企業面臨的決策上，越來越多藝術注入的現象，請先閱讀以下關於「藝術注入 (art infusion)」概念的摘錄內容：

Visual art is an integral part of our lives and affects us in more ways than we can imagine. Indeed, marketers have been using art to promote products (Althuizen & Sgourev, 2014; Hoegg, Alba, & Dahl, 2010; Joy & Sherry, 2003). Companies such as Chanel, Ketel One, De Beers, and American Apparel increasingly rely on art to create unique consumer experiences. Apple recently transformed its retail locations into galleries that display consumer created artwork as part of their “create something new campaign” and the Department of Veterans Affairs spent \$6.3 million on artwork to enhance perceptions of VA hospitals (Wax-Thibodeaux, 2015). Luxury brand Louis Vuitton integrated artistic elements into their flagship stores to create an M(Art) Worlds (Joy, Wang, Chan, Sherry, & Cui, 2014).

Spillover Effects

The question whether the presence of visual art spills over onto consumer products to influence how they are perceived and evaluated remains unexplored in the extant literature. However, various theoretical perspectives have been proposed to explain spillover effects in other domains of investigation. For example, music has been found to affect consumers' assessments of unrelated products. Relying on classical conditioning theory, Gorn (1982) demonstrates that listening to liked versus disliked music while being exposed to a product directly affects product preferences. Furthermore, Alpert and Alpert (1990) argue that music has a direct impact on audience moods and purchase intentions without necessarily influencing intervening cognitions. Similar studies with odors reveal that ambient scents influence consumer perceptions in a retail environment (Spangenberg, Crowley, and Henderson 1996).

Halo effects have also been examined in marketing, though there is some confusion about the conceptualization and measurement of these effects (Balzer and Sulsky 1992; Thorndike 1920). It could be argued that if a work of art carries with it a general feeling of some kind, a different object, when presented in conjunction with the work of art, could assume the same general feeling. In turn, this could lead to similar perceptions and evaluations of the two objects.

Contagion effects represent a related mechanism in which direct or indirect contact between two objects can lead to a permanent transfer of properties from one object (the source) to another (the recipient). The contact involves a transfer of the “essence” of the source to the recipient that remains even after the physical contact ceases (Rozin, Millman, and Nemeroff 1986). Recent research on consumer contagion demonstrates that when a product has been touched by other consumers (Argo,

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Dahl, and Morales 2006) or by a “disgusting” product (Morales and Fitzsimons 2007), the product becomes “contaminated,” and evaluations of and purchase intentions for the product decrease. On the basis of this extant literature, we develop an understanding of the art infusion process, which we theorize constitutes a special kind of spillover effect, in which key properties of art spill over onto the product with which it is associated, thus influencing the evaluation of that product.

In line with such perspectives, we propose that visual art may influence consumer evaluations of the products with which the art is associated, while the type of influence will follow from how art itself is perceived. The theory of art infusion is defined as “the general influence of the presence of art on consumer perceptions and evaluations of products with which it is associated” (Hagtvedt & Patrick, 2008a, p. 379). At a general level, art is associated with a heritage of culture, it has historically represented a special kind of quest for excellence, and it has connotations of luxury and exclusivity (Hoffman 2002; Margolin 1992; Martorella 1996; Tansey and Kleiner 1996). We propose that a product infused with art will take on these connotations, causing more favorable product evaluations. This phenomenon is not tied to the content of a specific artwork, but to a general schema for art.

摘自：

Naletelich, K., & Paswan, A. K. (2018). Art infusion in retailing: The effect of art genres. *Journal of Business Research*, 85, 514-522.

Hagtvedt, H., & Patrick, V. M. (2008). Art infusion: The influence of visual art on the perception and evaluation of consumer products. *Journal of Marketing Research*, 45(3), 379-389.

Hagtvedt, H., & Patrick, V. M. (2008). The influence of art infusion on the perception and evaluation of consumer products. *Advances in Consumer Research*, 35, 795-796.

- (1) 試說明何謂「藝術注入效果」，以及為什麼會產生此一效果。(請以中文作答)(10%)
- (2) 就您的觀點而言，若要將「藝術注入效果」運用於產品推廣，以這個概念來設計產品廣告，有什麼可能需要留意的地方？請就藝術面、產品面、接收者面向來討論之。(25%)