

國立高雄第一科技大學 100 學年度 碩士班 招生考試 試題紙

系 所 別：行銷與流通管理系

組 別：乙組

考科代碼：1333

考 科：管理學

注意事項：

- 1、本科目不得使用電子計算器。
- 2、請於答案卷上規定之範圍作答，違者該題不予計分。

1. Distinguish between a high-context and low-context culture. (15%)
2. What is the difference between a positive reinforcement and a negative reinforcement? (10%)

Six employees called themselves the “morale committee” at Dext, Inc., mainly because so many employees had expressed concern over the employee evaluation tool used. Paul Lin, the HR director, asked the six employees to come up with a better employee evaluation tool than what had been used in the past. Though each of the six represented a different department within Dext, they were all in agreement that the current evaluation form had too many weaknesses. Alice Wong, the newly-hired quality director, said, “I look at my employees’ previous evaluations and they don’t tell me a *thing* about the employees’ performance!” After much deliberation and several committee meetings, the “morale committee” decided that it was the way in which supervisors filled out the evaluation forms, not the forms themselves, which caused the problem. “People get disgruntled,” one committee member said, “when their overall score is higher than last year’s score but their pay raise is less!” Bill White, another committee member, said, “Yes! And no one from management wants to explain those kinds of things to us!” After more talk around the table, the committee decided to recommend to Christ Lin that Dext should keep the current form, but that managers do a better job in communicating on the evaluation form. “Well, in order to be consistent across the board,” Lin stated, “we may need to do some training.”

3. In their planning process, did the “morale committee” identify a problem or an opportunity? (8%)
4. Why might Mr. Lin have asked the six-member committee to work on this project rather than devise a plan himself? (7%)
5. How could selective perception have influenced the decision formulation in this scenario? (10%)

第 1 頁，合計 2 頁【尚有試題】

6. 21世紀以來，企業經營環境產生極大的變化，其中利害關係人對企業經營的重要性，特別值得行銷人員的注意。請問何謂利害關係人(Stakeholder)?請舉任一企業為例，說明企業經營與 Stakeholder 的關係，又行銷人員如何滿足所有利害關係人的需求?(30%)

7. 近年來，政府積極推動品牌台灣計畫，例如：經濟部國貿局提升台灣製造(MIT)的產品與品牌形象等，即是以國家力量打造台灣品牌的國際行銷策略。請以管理的觀點說明企業如何管理總體行銷策略，以增加自身品牌的價值。(20%)