

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. When is a consumer most likely to engage in cognitive decision-making?
- A) This decision mode is most common when the decision is related to the person's self-concept and the outcome has a high degree of risk.
  - B) This decision mode is most common when the decision is related to the person's past behavior and product reinforcements.
  - C) This decision mode is most common when acceptable products are already contained within the consumer's evoked set.
  - D) This decision mode is most common when the decision is related to products that are considered to have low self-concept involvement.
- ( ) 2. Which of the following is a benefit organizations receive when customers complain?
- A) opportunity to correct the situation
  - B) word-of-mouth about the product
  - C) differential advantage
  - D) market regulation
- ( ) 3. Behavioral learning theorists do not focus on internal thought processes; rather, they look to external evidence to study learning. What aspects of the environment are of most concern to behaviorists in studying learning?
- A) energy and work
  - B) stimulus and response
  - C) thought and memory
  - D) sensation and perception
- ( ) 4. The theory of cognitive dissonance is based on the \_\_\_\_\_.
- A) knowledge function
  - B) principle of cognitive consistency
  - C) principle of cognitive-affect conflict
  - D) self-identification function
- ( ) 5. Kathy is a manager in a toy store. She is screening and evaluating resumes for a sales associate position in her store. She is very concerned that the new sales associate will have the appropriate skills for the job. The primary management function indicated is
- A) planning.
  - B) organizing.
  - C) leading.

國立高雄大學 112 學年度研究所碩士班招生考試試題

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D) controlling.

( ) 6. Youan, a recruiter, is trying to identify the different constraints that may impact his recruiting efforts. Which of the following is **NOT** a major constraint on recruiting efforts?

A) Organization image

B) Job attractiveness

C) Marketing mix

D) Government influence

( ) 7. Helena is a new employee at Company ABC. She feels that her co-workers do not trust her and do not value her performance. She does not feel competent to complete her job successfully. In Helena's situation, what is a likely scenario?

A) Her productivity is high.

B) Her commitment to Company ABC is strong.

C) Her job satisfaction is high.

D) She will quit.

( ) 8. Which of the following is **NOT** true regarding career development from the organization's perspective?

A) It involves developing career ladders.

B) It focuses on assisting individuals to identify their major goals and how to achieve them.

C) It looks at individuals filling the needs of the organization.

D) It involves tracking career paths.

( ) 9. Which of these is **NOT** a function of organizational culture?

A) Sense-making device

B) Organizational identity

C) Profit-making mechanism

D) Collective commitment

( ) 10. A(n) \_\_\_\_\_ is an individual's set of beliefs about the characteristics or attributes of a group.

A) Schema

B) Cognitive category

C) Stereotype

D) Attention

( ) 11. Which of these is a key managerial implication of Maslow's theory?

A) Adults can be trained to increase their achievement motivation.

B) A satisfied need may lose its motivational potential.

C) Managers should create challenging task assignments or goals.

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D) Achievement, affiliation, and power needs can be considered during the selection process, for better placement.

( ) 12. According to Vroom, 'expectancy' refers to which of these linkages?

A) Performance → Effort

B) Outcome → Performance

C) Performance → Outcome

D) Effort → Performance

( ) 13. Angelo made the decision to outsource the software components of his consulting company so he could focus on the company's \_\_\_\_\_, which are sources of competitive advantage, make a contribution to perceived customer benefits, have application in a wide variety of markets, and are difficult to imitate.

A) core competencies

B) infrastructure

C) market-sensing processes

D) fulfillment management processes

( ) 14. When a consumer considers a product or service, he or she will choose whichever product or service delivers the highest \_\_\_\_\_.

A) customer-perceived value

B) customer-perceived cost

C) customer profitability analysis

D) customer lifetime value

( ) 15. Joe is a computer service technician. People in his neighborhood usually depend on his suggestions for purchasing any computer accessory or hardware, as they believe that he has access to far more information on computer technology than the average consumer. The neighbors are also aware that Joe has the required knowledge and background for understanding the technical properties of the products. Within this context, Joe can be called a(n) \_\_\_\_\_.

A) transactional leader

B) opinion leader

C) international marketer

D) gate-keeper

( ) 16. \_\_\_\_\_ is the act of designing the company's offering and image to occupy a distinctive place in the minds of the target market.

A) Positioning

B) Valuation

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C) Pricing

D) Commercialization

( ) 17. In 1969, the IMF created \_\_\_\_\_, which are special account entries on the IMF books designed to provide additional liquidity to support growing world trade.

A) special drawing rights (SDRs)

B) special legal rights

C) special finance rights

D) special management rights

( ) 18. European consumers have faced a number of food-related issues in recent years, including an outbreak of hoof-and-mouth disease and continuing concerns over mad cow disease. As a result, many are skeptical about GMOs (genetically-modified organisms) and the benefits of eating food products that incorporate genetically-engineered ingredients. As one French citizen noted recently, "We have a very risk-averse society that has been completely traumatized by food scares." Thinking about this situation in terms of Hofstede's cultural values framework, one might reasonably interpret this remark to indicate that France ranks relatively high in

A) short-term orientation

B) masculinity

C) uncertainty avoidance

D) power distance

( ) 19. When identifying global market segments, a fundamental guiding principle should be the need to determine:

A) similar needs and buying behavior

B) similar geographic regions

C) similar ethnic backgrounds

D) similar languages.

( ) 20. \_\_\_\_\_ represent(s) a market entry strategy whereby one company permits a foreign company to make use of its patents, know-how, technology, company name, or other intangible assets in return for a royalty payment.

A) Exporting

B) Joint ventures

C) One hundred percent ownership

D) Licensing.

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## **II. Essay Questions (20 points)**

In recent years, the progress of industrial production around the world has caused an increase in environmental pollution. Therefore, society has placed more emphasis on environmental protection. Because of the widespread public concern, more and more companies have dedicated themselves to social responsibility. Consumers will pay close attention to how companies adopt relevant environmental protection strategies, especially under this strict environmental protection law and environmentalism. The company may gain an advantage from being considered a green brand by consumers with environmental awareness.

**Discuss and give examples of how managers and companies may enhance green brand purchase intention.**

(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)**

Social media influencers are social media users (e.g., Facebook, Instagram, YouTube) who post text and images of their daily lives to attract other social media users to follow them and influence their followers. In today's competitive marketing environment, brands are more determined than ever to work with influencers, as partnerships with well-known influencers can open doors to a large number of potential audiences, increase brand awareness, drive engagement and influence the purchase decisions of millions of users. Studies have pointed out that influencer credibility (or trustworthiness) is an important factor in influencer marketing.

**Discuss and give examples of how social media influencers may enhance their credibility.**

(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.)