

國立高雄大學 107 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. Howard Industries is a computer manufacturer located in Laurel, MS. This company is interested in expanding internationally. Which of the following is a cultural factor that affects consumer behavior and marketing strategy that Howard Industries needs to be aware of?
- A) nonverbal communications
 - B) natural resources
 - C) economic conditions
 - D) exchange rates
- () 2. The degree to which an individual behaves in a manner unique to a subculture depends on__?
- A) the extent to which the individual identifies with that subculture
 - B) how long the individual has been in this country
 - C) the age of the individual
 - D) the education of the individual
- () 3. 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.
- () 4. The immediate response by our eyes, nose, mouth, or fingers to such basic stimuli as light, color, sound, odor, and texture is called _____.
- A) reception
 - B) awareness
 - C) perception
 - D) sensation
- () 5. 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

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- C) thought and memory
D) sensation and perception
- () 6. _____ refers to the positivity of a person's self-concept.
A) Social comparison
B) Self-esteem
C) Self-image
D) Self-concept
- () 7. 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
- () 8. Others who are present in a consumer's physical and social environment when purchases are made are called _____.
A) co-consumers
B) by-standers
C) purchase competitors
D) challengers
- () 9. The information resulting from job analysis is used for writing _____.
A) job descriptions
B) work activities
C) work aids
D) job context
- () 10. When planning for employment requirements, what must be forecasted?
A) personnel needs
B) supply of inside candidates
C) supply of outside candidates
D) all of the above
- () 11. A(n) _____ is a procedure designed to obtain information from a person through oral responses to oral inquiries.
A) writing test
B) work sample simulation
C) interview
D) reference check

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- () 12. Employers use a(n) _____ to ensure that employees are working toward organizational goals.
- A) performance management process
 - B) employee orientation program
 - C) management by objectives program
 - D) rewards program
- () 13. Career management refers to the _____.
- A) process through which someone becomes aware of personal skills, interests, knowledge, motivations; acquires information about opportunities; identifies career goals; and establishes action plans to attain those goals
 - B) the lifelong series of activities that contributes to a person's career exploration, establishment, success, and fulfillment
 - C) process for enabling employees to better understand and develop their career skills and interests and to use these skills and interests most effectively within the company and afterwards
 - D) process of using activities like training and appraisal to provide a career focus
- () 14. A salesperson reports to the sales manager of a computer company. This integrating mechanism is _____.
- A) hierarchy of authority
 - B) task force
 - C) liaison role
 - D) team
- () 15. As The B.A.R. and Grille restaurant grew, the owners grouped people together on the basis of their common skills and expertise. This is called a _____.
- A) simple structure
 - B) product structure
 - C) functional structure
 - D) hierarchy of authority
- () 16. Which of the following statements is true about the political risks in a global marketing environment?
- A) The political risk of low-income countries is lesser than high-income countries.
 - B) The more a country is developed, the greater is the political risk.
 - C) Political risk is a major deterrent for companies that want to invest abroad.
 - D) A country with high political risks attracts more investors.

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- () 17. A marketing strategy used to set deliberate high prices for new products is referred to as _____.
- A) market holding
 - B) penetration pricing
 - C) market skimming
 - D) cost-plus pricing
- () 18. Which of the following actions should a global marketer consider to counter the country stereotyping problem in global markets?
- A) export products without any modifications
 - B) restrict production to home country
 - C) develop an international image
 - D) sell products at below-market prices
- () 19. Which of the following is **not** likely to be a benefit from using delegation?
- A) less responsibility for an overloaded manager
 - B) more development of the subordinate's skills
 - C) increased commitment by the subordinate
 - D) more efficient time management for the manager
- () 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

II. Essay Questions (20 points)

Improving customer service experience is a growing priority for market research as it is replacing the focus on service quality in the competitive marketing arena. Customer service experience delivery involves service interactions between providers and customers; such experiences can be shaped into interactive tools for managing customer expectations and for dynamically delivering suitable services.

Discuss the effects of customer service experience on customer service and how to enhance customer service experience.

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III. Essay Questions (20 points)

Service employees represent an important role for innovative service implementation in order to foster high-quality customer service. Service employees' innovation behavior includes the extent of new ideas generated and novel behaviors exhibited; further, it also pertains to employee adaption or customization of existing ideas toward meeting unique customer needs. The rationale of the role of employee service innovation behavior is to involve their creative decision-making processes for resolving identified problems; further such behavior also entails their enabling of positive perception by customers of the service organization. The innovative service orientation of organizations reveals that employees may actively contribute to the successful implementation of service actions in the workplace.

Discuss the effects of service employees' innovation behavior on customer service and how to enhance service employees' innovation behavior.