

一、選擇題（共 40 分，每題 2 分，皆為單選題。請按照下圖所示，在答案紙上由左到右清楚標明題號再作答）

— (1)	(2)	(3)	(4)	(5)
(6)	(7)	(8)	(9)	(10)
(11)	(12)	(13)	(14)	(15)
(16)	(17)	(18)	(19)	(20)

- (1) Recruiting yield pyramid is used mainly for _____.
- (A) deciding what positions the firm will have to fill
 - (B) calculating the number of applicants necessary to result in hiring the required number of new employees
 - (C) studying variations in a firm's employment levels over time
 - (D) forecasting the number of new employees necessary to generate a predetermined level of productivity
 - (E) determining which employees might be qualified for projected openings
- (2) A _____ is a two or three-day simulation in which several candidates perform realistic management tasks under the observation of experts who evaluate each candidate's managerial potential.
- (A) Work sampling test
 - (B) Video-based situational testing
 - (C) Assessment center
 - (D) T & E
 - (E) Programmed instruction test
- (3) Which performance appraisal method combines the benefits of narratives, critical incidents, and quantified scales by assigning scale points with specific examples of good or poor performance?
- (A) Behaviorally anchored rating scale
 - (B) Graphic rating scale
 - (C) Behavior checklist
 - (D) Alternation ranking
 - (E) Management by objectives
- (4) What type of interview might include the statement, "Tell me about a time when you successfully lead a team to finish a great project"?
- (A) Situational
 - (B) Behavioral
 - (C) Stress
 - (D) Background
 - (E) Work knowledge
- (5) ABC Company used "point method" to conduct job evaluation. The job evaluation committee defined four compensable factors and evaluated their relative values in terms of percentage, listed below:
- | | | | |
|---------------------|-----|-------------------------|-----|
| Task complexity: | 30% | Responsibility: | 40% |
| Skill requirements: | 20% | Educational background: | 10% |
- The committee also defined four degrees for every compensable factor and assigned point value to each degree, which were listed as follows
- | | | | |
|----------------------|-----|----------------------|-----|
| First-degree points: | 100 | Third-degree points: | 300 |
|----------------------|-----|----------------------|-----|

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Second-degree points: 200 Four-degree points: 400

For the position of a HR manager in ABC company, its task complexity corresponds to the third-degree, its skill requirement corresponds to the second-degree, its responsibility corresponds to the fourth-degree, and its educational background also corresponds to the fourth-degree. Taken together, what will be the total point value for the position of a HR manager?

- (A) 240 points (B) 270 points (C) 300 points
(D) 330 points (E) 360 points

- (6) Marketing myopia means that the focus of the marketer is on _____.
(A) what consumers want and need (B) what is best for society
(C) minimizing the cost of production (D) the quality of service
(E) the product rather than the consumer
- (7) _____ targets several segments using individual marketing mixes, whereas _____ targets just one segment with a unique marketing mix.
(A) Concentrated marketing; mass marketing
(B) Differentiated marketing; concentrated marketing
(C) Mass marketing; concentrated marketing
(D) Differentiated marketing; mass marketing
(E) Concentrated marketing; differentiated marketing
- (8) The cost of a bottle of beer is 10 dollars. However, after knowing that it is "Heineken Beer", consumers are willing to pay 30 dollars more to purchase it. The "30 dollars more" can be considered as the _____ of "Heineken Beer"
(A) brand loyalty (B) brand value (C) brand equity
(D) brand market value (E) brand association
- (9) In the theory of trying-to-consume, the consumer's attempts to consume may be a result of _____ or _____ impediments that prevent the desired action or outcome.
(A) personal; environmental (B) motivational; cognitive
(C) attitudinal; subjective norm (D) risky; inertia
(E) physical; economic
- (10) _____ are more likely to be narrow categorizers, whereas _____ are more likely to be broad categorizers.
(A) Customers with positive mood; customers with negative mood
(B) Highly involved customers; uninvolved customers
(C) Passive customers; active customers
(D) Customers who are early adopters; customers who are laggards
(E) Customers who are followers; customers who are opinion leaders
- (11) Demographics help to _____ a target market, whereas psychological and sociocultural characteristics help to _____.
(A) describe the values of; describe the characteristics of a target market

- (B) understand the needs of; describe how it will react to the marketing mix
(C) generate new advertising campaigns for; generate new packaging for products
(D) identify the benefits of a product for; identify the purchase intent of the target market
(E) locate; describe how its members think and feel
- (12) Mary is buying a new i-Pod. She is looking for a small i-Pod. The i-Pod she purchases is a little larger than she had originally expected, but she is willing to accept the large size for the i-Pod with great sound quality. Mary made her purchase decision using a ____.
- (A) affective decision rule (B) noncompensatory decision rule
(C) effective decision rule (D) compensatory decision rule
(E) cognitive decision rule
- (13) Jean considered herself to be open-minded for accepting diverse political and social viewpoints. Her best friend introduced her to a consumerism group. At the first meeting, Jean agreed with everything that was presented and decided to join the group. At the second meeting, however, a group member presented an argument that Jean thought was "bizarre." Jean later refused to join this group because she cannot accept their "crazy" ideas. Which theory would best explain Jean's attitude change?
- (A) Cognitive dissonance theory (B) Self-perception theory
(C) Social Judgment theory (D) Balance theory
(E) Elaboration likelihood theory
- (14) Practically, in qualitative research of consumer behavior, ____
- (A) sample sizes are large and can be generalized to the larger population
(B) the findings are descriptive in nature and can help to describe a target market
(C) it is easier to predict consumer behavior
(D) the techniques consist of experiments, survey techniques and observation
(E) the findings are often used to obtain new ideas for promotional campaigns
- (15) According to Figure 1, Core self-evaluations (CSE) _____ the relationship between **family advantage** at early life and the **income** at midlife (Judge & Hurst, 2007, p1219)
- (A) moderates (B) suppresses (C) completely mediates
(D) partially mediates (E) buffers

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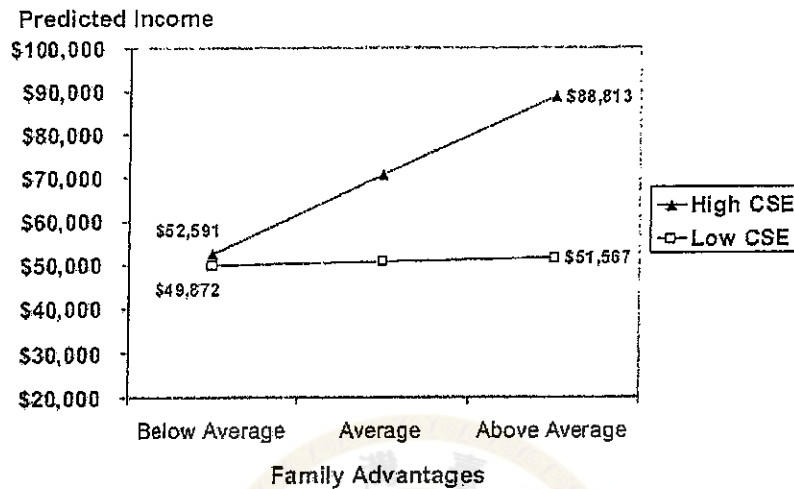


Figure 1. The relationship among CSE, family advantages, and predicted income

(16) Regarding the research findings in Figure 1, we can argue that individuals with high CSE _____, Therefore, they may capture more benefits from family advantages than those of individuals with low CSE.

- (A) have a sense of self-importance and entitlement.
- (B) consider themselves worthy and capable and have a positive view about the events and situations they encounter.
- (C) are sensitive to social cues and can monitor their behaviors according to the situational requirement.
- (D) are self-initiated and will take action and persevere until change occurs
- (E) are creative and open to new experiences

(17) According to the results of hierarchical regression in Table 1, **angry emotion** _____ the relationship between **abusive supervision** and **job satisfaction**.

- (A) moderates
- (B) suppresses
- (C) completely mediates
- (D) partially mediates
- (E) buffers

Table 1. The results of hierarchical regression

	Model 1	Model 2	Model 3
	Angry Emotion	Job Satisfaction	Job Satisfaction
Abusive supervision	.51**	-.23**	-.01
Angry Emotion			-.43**

Note. Standard coefficients are reported. Angry emotion in Model 1 and job satisfaction in Model 2 and 3 are dependent variables.

** $p < .01$.

(18) Which emotion theory can best explain the results demonstrated in Table 1?

- (A) Emotional regulation theory
- (B) Emotion cycle model
- (C) Regulatory focus theory
- (D) Affect events theory
- (E) Affect infusion model

(19) If we change the statistical results from Table 1 to Table 2, **angry emotion** may _____ the relationship between **abusive supervision** and **job satisfaction** (as shown in Table 2).

- (A) moderate
- (B) suppress
- (C) completely mediate
- (D) partially mediate
- (E) buffer

Table 2. The results of hierarchical regression

	Model 1	Model 2	Model 3
	Angry Emotion	Job Satisfaction	Job Satisfaction
Abusive supervision	.80**	-.10	-.20**
Angry Emotion			.13*

Note. Standard coefficients are reported. Angry emotion in Model 1 and job satisfaction in Model 2 and 3 are dependent variables.

* $p < .05$. ** $p < .01$.

(20) Which of Hofstede's dimensions is originally called Confucian dynamism?

- (A) Collectivism
- (B) Power distance
- (C) Long-term orientation
- (D) Traditionality
- (E) Uncertainty avoidance

二、名詞解釋 (共 30 分，每題 3 分)

- (1) expectancy theory of motivation
- (2) multi-foci and multi-bases organizational commitment
- (3) organizational citizenship behavior (OCB)
- (4) prospect theory of decision making
- (5) model of escalation of commitment
- (6) leader-member exchange (LMX) theory of leadership
- (7) organizational justice
- (8) guanxi
- (9) cross-function team
- (10) stage of group development

三、申論題 (共 30 分，(1)與(2)兩小題各 15 分)

一個工商心理學領域的專業人員，不論是學界人士或實務界人士，都可以遵循「科學家-實務工作者的模式」(scientist-practitioner model)來進行工作之推展，一方面可以透過理論的視角與嚴謹的科學研究方法來解決實務上的問題，另一

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方面則可以將實務上所觀察到的現象加以理論化(theorize)以發展出新的理論、觀點、或研究方向。請先從以下 A、B、C、D 四個主題中，任選一者

- A. 甄選面談
- B. 績效評估
- C. 領導行為與部屬效能
- D. 組織中的情緒管理

然後回答以下(1)與(2)兩個問題：

- (1)倘若你是一個實務工作者，請根據你所知道的工商心理學理論或知識，設計 3 個小時的訓練課程來提升基層主管在這個主題上的能力。請清楚地說明你所安排的訓練目標、訓練內容、訓練方式、及訓練成效評估做法，並分析你是基於什麼理論或知識來做這樣的安排？（註：這些用人單位主管的背景設定為：平均年齡 32 歲，碩士以上學歷，皆為高科技產業之工程師，剛晉升基層主管不滿半年，他們的主要工作為：1. 帶領所屬的 4-6 位部屬完成客戶所委託的研發專案，2. 在年底針對所屬每位部屬打考績並做績效評估面談，3. 協助進行甄選面談。本次參與訓練課程的主管人數為 12 人，他們從未接受過類似的訓練課程）
- (2)倘若你是一個學術研究者，請根據你所選擇的主題，提出一個研究構想。請清楚地界定研究構想中的概念，並依據既有的工商心理學理論或知識來推論出你所預期的研究結果，另請簡單說明這個構想對於你所選主題之實務應用有何幫助。

請注意：

1. 一旦選了 A、B、C、D 其中一個主題，(1)與(2)兩小題都必須針對這個主題作答。請勿(1)與(2)兩小題選擇不同的主題作答，違者第三大題分數折半。
2. 第三大題的評分重點是你對理論與知識的應用能力。如果你只是泛泛之談而缺乏學理根據或理由說明、死背理論、或抄襲選擇題內容，未能讓人看出你能夠應用工商心理學理論或知識來回答問題，第三大題你會拿到很低的分數。

試題隨卷繳回