

國立中山大學 110 學年度 碩士暨碩士專班招生考試試題

科目名稱：傳播理論與實務【行銷傳播所碩士班甲組】

—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。
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- 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。

國立中山大學 110 學年度碩士暨碩士專班招生考試試題

科目名稱：傳播理論與實務【行銷傳播所碩士班甲組】

題號：446001

※本科目依簡章規定「不可以」使用計算機(問答申論題)

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申論題：共四大題，答題時請清楚標明主要題目(如：1、2…)與子題(如：(1)、(2)….)的題號。

1. (1) 請說明何謂「媒介化」(mediatization)?(10%) (2) 請舉例說明何謂「政治的媒介化」(10%)、(3) 及其所引發的負面效果(10%)。
2. (1) 請說明「後真相」(post-truth)時代所具有的特色為何?(10%) (2) 與新媒體科技的發展有何關連性?(10%)
3. Internet memes have become a popular communication medium shared on various social platforms.
(1) Define the concept and characteristics of Internet memes. (5%)
(2) Use at least two communication theories to explain how Internet memes may shape the mindsets, behaviors, and actions of social groups in contemporary society. (15%)
4. With the help of messaging apps, chatbots have become popular communication tools for business. Nonetheless, the outcomes of disclosing personal information to another person as compared to a virtual agent may be undermined, enhanced, or equivalent. Please use theories-based explanations to answer the following questions:
(1) What are the beneficial nature of self-disclosure to human partners in the computer-mediated environment? (10%)
(2) Given that chatbots can simulate human-to-human conversations, what may be the psychological outcomes when disclosing to a perceived chatbot rather than a person? (10%)
(3) What are the factors that may affect customers' purchase intentions when disclosing chatbot identity before the machine-customer conversations? (10%)

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科目名稱：管理學【行銷傳播所碩士班乙組】

題號：446002

※本科目依簡章規定「不可以」使用計算機(混合題)

共 4 頁第 1 頁

一、單選題(共 12 題，第 1 至第 5 題每題 3 分，第 6 至第 12 題每題 5 分)(合計 50 分)

- () 1. 替代效果指的是?
- A. 在其他條件不變時，對應於某一個價格，在一定期間內，消費者「願意」且能夠購買的商品數量。
 - B. 如果價格低，消費者願意購買的數量會增加。如果價格高，消費者願意購買的數量會減少。
 - C. 當消費者購買力發生變動時，所產生需求量改變的效果。
 - D. 因物品(與勞務)間相對價格變動，引起消費者用比較便宜的去替代比較貴的，以致改變物品需求量的關係。
- () 2. 企業社會責任不包括
- A. Fair trade
 - B. Salary raise
 - C. Environmental sustainability
 - D. Employee quality of life
- () 3. 從資源基礎理論來看，公司策略管理重視專有性與持久性的核心資源。下列何者為非?
- A. 資源愈持久，所擁有的價值愈低。
 - B. 資源愈持久，所擁有的價值愈高。
 - C. 資源的稀少性、不易被取代性、不易模仿性可以讓公司具有競爭優勢。
 - D. 資源的稀少性、不易被取代性、不易模仿性令公司有為顧客提供重要利益的技能。
- () 4. 合資指的是?
- A. 合併公司間彼此原為原料的相互供應者，具有產銷之上下游關係，將公開市場的交易行為內部化。
 - B. 合併兩家或以上的生產同類產品或從事同類業務的公司。
 - C. 建立第三家公司(子公司)，為共同參與者(有投資的母公司)的利益來營運。
 - D. 將獨立營運之一部或全部之營業讓與既存或新設之他公司，而由既存公司或新設公司以股份、現金或其他財產支付予該公司或其股東作為對價之行為。
- () 5. 組織變革的類型包含
- A. 擬定新的公司目標，要求全公司同仁一定要達到目標之企業文化變革。
 - B. 撤換行銷長的策略性變革。
 - C. 重新設計組織扁平化、協調、控制幅度等策略性變革。
 - D. 跟員工說明應該學習新科技等人員變革。
- () 6. Customer-based brand equity (CBBE) is _____?
- A. the differential effect that brand knowledge has on consumer response to the marketing of that brand.
 - B. requires repeatedly exposing consumers to the brand as well as linking the brand in consumer memory to its product category and to purchase, usage and consumption situations.
 - C. about attributes and benefits of the brand, or attitudes toward it.
 - D. represent the highest level of brand associations, reflect consumers' overall evaluations of a brand and, consequently, often determine their behavior toward it.
- () 7. Building a strong brand involves
- A. spending much money on marketing.
 - B. creating strong, favorable, and unique brand associations
 - C. using a mental map to represent all associations and responses consumers have regarding the brand.
 - D. selecting a familiar-sounding name for a brand to lead to high recallability.

試題請隨卷繳回，請留意背面是否有題

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科目名稱：管理學【行銷傳播所碩士班乙組】

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- () 8. Pricing strategy can affect consumer perceptions of a brand's position in its product category and of its overall quality. Many firms now employ value pricing, in which a brand's price is based on considerations of _____.
- A. brand position in the mind of customers.
 - B. product quality, product costs, and product prices that satisfy consumer needs as well as the profit goals of the firm.
 - C. product scarcity that makes people perceive limited quantities as more precious and valuable.
 - D. product quality that meets consumer needs (wants) and gives customer satisfaction.
- () 9. What are the differences between search engine optimization (SEO) and pay-per-click (PPC)?
- A. PPC is organic. It is a form of advertising that drives traffic. SEO guarantees that the ads appeared at the top of the page, above the listings influenced by PPC.
 - B. SEO refers to the search results of a search engine that can be influenced by paid advertising. PPC results are ranked according to the advertising fee.
 - C. PPC is a form of advertising that drives traffic. Paid ads appear at the top of the page, above the organic listings influenced by SEO.
 - D. Organic search refers to the search results of a search engine that cannot be influenced by paid advertising. SEO results are ranked according to the advertising fee.
- () 10. Which of the following is an important lesson from the Tylenol crisis?
- A. Recall is the most important activity in a crisis.
 - B. Customer satisfaction can increase brand loyalty.
 - C. Value-based brand can restore public confidence and brand image.
 - D. Good crisis communication with media is the most important key in crisis management.
- () 11. According to the transformational theory, transformational leaders _____.
- A. have active and positive exchanges with followers whereby followers were rewarded or recognized for accomplishing agreed upon objectives.
 - B. focus on the needs of the follower and helps them to become more autonomous freer and knowledgeable.
 - C. possess intelligence, attractiveness, self-confidence, and charisma.
 - D. raise the motivation and morality of both the follower and the leader. They engage in interactions with followers based on common values, beliefs and goals.
- () 12. _____ is the current value of an amount of money to be received at a future date based on a specified investment rate.
- A. Present value
 - B. Future cash flows
 - C. Discounted cash flows
 - D. Present investment return

二、問答題(共 2 大題，請都以中文作答)(合計 50 分)

1. 請先閱讀以下關於「吸引力刻板印象(attractiveness stereotype)」概念的摘錄內容：

The physical appearance of others is one of the first characteristics we register when encountering someone, whether familiar or not. These assessments occur automatically, often unconsciously (Olson & Marshuetz, 2005). Such tendencies, and, more importantly, the conceptualization of what is attractive, appears to be consistent within cultural groups (Cunningham, Roberts, Barbee, Druen, & Wu, 1995) and

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are thought by some to be both universal (Berscheid & Walster, 1974; Hatfield & Sprecher, 1986) and stable over time (Zebrowitz, Olson, & Hoffman, 1993).

In the seminal work on the effect of appearance on social interactions, Dion, Berscheid, and Walster (1972) theorize that individuals, when asked to evaluate an attractive other, would more readily assert that more attractive individuals were happier and more successful in their lives than less attractive individuals, applying an “attractiveness stereotype” to their judgments. This effect, sometimes referred to as what is beautiful is good, is also well known as the beauty premium effect. Subsequent research suggests that such biases lead individuals to perceive attractive individuals as more sociable, socially skilled, and popular, as well as more competent (Eagly, Ashmore, Makhijani, & Longo, 1991; Feingold, 1992) and intelligent (Lemay, Clark, & Greenberg, 2010; Lorenzo, Biesanz, & Human, 2010; Paunano, 2006; Sheppard, Goffin, Lewis, & Olson, 2011). These effects are even relatively consistent across gender of target and perceiver (Eagly et al., 1991; Feingold, 1992).

The attractiveness stereotype is a specific instance of a more general psychological principle known as the halo effect, in which individuals ascribe characteristics to others based on the presence of another observable characteristic (Thorndike, 1920). Such errors are stunningly prevalent in data derived from ratings of others (Kozlowski, Kirsch, & Chao, 1986), to such an extent that one scholar described the problem thusly: “halo error, like death and taxes, seems inevitable” (Feldman, 1986, p. 173). Halo errors are thought to be a reflection of a rater’s inability to differentiate between characteristics being evaluated, although in many circumstances, these errors occur automatically, below the level of conscious information processing (van Leeuwen & Macrae, 2004).

The axiom “what is beautiful is good” applies to many social settings (Dion, Berscheid, and Walster, 1972:285). In human interactions, attractive individuals are immediately perceived as being more likeable and friendly (cf. Brewer and Archer, 2007). At the workplace, more attractive individuals gain a pay premium of up to 10 percent and are prone to advance their careers faster than less attractive employees (Hamermesh and Biddle, 1994). In politics, good-looking politicians are more likely to be nominated to executive positions at all levels in comparison to politicians who are perceived as less attractive (Ibrocheva, 2009). In elections, attractive candidates frequently get a vote premium of several percentage points solely based on their looks (Tsafati, Elfassi, and Weismiel-Manor, 2010; Hoegg and Lewis, 2011). Inferred from the psychology and sociology literature, the physical attractiveness stereotype holds true in marketing. Marketing researchers have already tested the beauty premium with marketing-related variables such as purchase intentions, patronization behavior, and even tips received.

Although the beauty premium has been extensively examined, it is possible that beauty can be beastly (Heilman and Saruwatari, 1979), being good-looking can also backfire. Gheorghiu, Callan, and Skylark (2017) find that students rate unattractive professors as better scientists than attractive professors. Agthe et al. (2010) found that physical attractiveness can lead to interpersonal derogation. Individuals may avoid interacting with others who are physically attractive because of self-presentation concerns (Agthe et al., 2014; Wan and Wyer, 2015). In service interactions, this ‘beastly beauty’ can cause lower purchase intentions and consequently lower business performance (Wan and Wyer, 2015). Thus, it is of great importance to study under what conditions the beauty premium does not hold. Recent studies also indicate a potential ugliness premium: unattractive people are perceived as more intelligent and earn significantly more than their attractive counterparts (e.g., Gheorghiu, Callan, and Skylark 2017; Kanazawa and Still 2018), which suggests that the effect of attractiveness is nonlinear. Peng et al. (2020) find that while attractive faces fare better in sociability than both plain-looking and unattractive people, they are not considered more competent than unattractive people, who are perceived as more competent than plain people, resulting in a plainness penalty. These relations are moderated by product relevance (appearance vs. expertise) and a cross-gender effect for women looking at male sellers.

摘自：

Li, Y., Zhang, C., & Laroche, M. (2019). Is beauty a premium? A study of the physical attractiveness effect in service encounters. *Journal of Retailing and Consumer Services*, 50, 215-225.

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共 4 頁第 4 頁

Palmer, C. L., & Peterson, R. D. (2016). Halo effects and the attractiveness premium in perceptions of political expertise. *American Politics Research*, 44(2), 353-382.
Peng, L., Cui, G., Chung, Y., & Zheng, W. (2020). The Faces of Success: Beauty and Ugliness Premiums in e-Commerce Platforms. *Journal of Marketing*, 84(4), 67-85.
Stockemer, D., & Praino, R. (2015). Blinded by beauty? Physical attractiveness and candidate selection in the US House of Representatives. *Social Science Quarterly*, 96(2), 430-443.

- (1) 在人際互動、工作場域、人才招聘、組織管理、政治選舉、行銷、廣告、銷售、服務業等諸多領域，只要涉及對他人的判斷，都可見「吸引力刻板印象」之作用。請先根據上述文章，說明何謂「吸引力刻板印象」，以及為什麼會產生「吸引力刻板印象」。(10分)
 - (2) 吸引力刻板印象雖然是形成決策時快速又簡單的線索，但其實亦是一種偏見，試以行銷管理之觀點，說明如何基於消費者的「吸引力刻板印象」來擬訂有效的行銷策略，以及在運用上有甚麼需要注意的地方嗎？(10分)
 - (3) 過去研究多肯定高度吸引力的相貌所帶來的優勢，但近期越來越多研究探索是否可能存在「令人不快的美」，或是嘗試證實相貌之美並非萬能，可能在部分情況下，效果會產生反轉，需釐清其作用侷限。請試著舉出在什麼情境下，美感溢價 (beauty premium) 的效果可能會消失？並嘗試結合過去所學習過的理論來解釋之。(10分)
2. COVID-19(新冠肺炎)全球肆虐，被視為「二戰以來最嚴重的全球危機」，且疫情仍未見趨緩。據美國約翰霍普金斯大學統計，美國新冠病毒確診統計人數截至 2021 年 1 月 1 日已逾 2010 萬人，去年 12 月有超過 7.7 萬人喪生；紐約時報報導，英國自去年 12 月 8 日發現變種新冠病毒後，截至目前為止，包括英國在內已有 33 個國家發現變種病毒，且專家們認為變種病毒已經蔓延，影響 20 歲以下成年人更鉅；台灣也從 1 月開始採取更加嚴格的邊境管制。這波比 SARS 傳播更廣、影響更鉅的疫情，伴隨著的封城、停工、各國的入境管制，對經濟發展造成莫大衝擊。嚴重威脅健康與經濟的疫情當前，在前所未有的混亂、社會瀰漫著不安，以及消費者行為的變遷下，企業品牌宜如何回應，此時該傳遞什麼樣的訊息？如何進行行銷溝通？以塑造品牌價值。請舉一個真實的品牌個案為例，說明該品牌對消費者做了什麼樣的行銷溝通，或推出什麼行銷活動，並分析這樣操作的可能成效，提出你的個人見解。(20分)