

國立中山大學 111 學年度

碩士班暨碩士在職專班招生考試試題

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

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問答題：(共 4 大題，回答時請清楚標明主要題目與子題的題號)

1. 社群媒介的出現，挑戰了傳播研究的相關理論概念，請解釋以下三個與社群媒介有關的概念內涵：(每個小題 10 分，共 30 分)

- (1) context collapse
- (2) social shaping of social media as new technology
- (3) networked publics

2. 框架理論(Framing theory)是目前探討媒介效果普遍使用的理論，(1)請說明這個理論的主要內涵。(2)請舉一個新媒介的相關現象為例，說明可以如何運用這個理論來進行研究。(每個小題 10 分，共 20 分)

3. 風靡歐美的播客 (Podcast) 近年在台灣不管是開台數、聆聽量都有大幅成長，不僅捧紅不少新一代的 Podcaster，明星、政治人物也紛紛投入，廣告市場價碼更是水漲船高 (聽經濟起飛，天下雜誌 724 期)。請說明 Podcast 的流行在行銷傳播上的意義，並引用一個傳播理論，來評析此流行現象。(25 分)

4. 源起於 1950 年代的社會交換理論 (Social Exchange Theory) 是以微觀的角度探討人與人之間的社會交換關係，認為人與人之間的社會互動，是一種理性的交換行為 (Homans, 1958)。請進一步說明社會交換理論的內涵、影響社會交換的要素，並舉例說明您要如何應用社會交換理論探討現今行銷傳播現象。(25 分)

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一、單選題(共 10 題，每題 3 分，共 30 分)

1. 一般將生產、行銷、財務、人事、研究發展等功能，稱之為：
(A)技術功能
(B)部門功能
(C)企業功能
(D)管理功能
2. 下面哪一項不屬於管理功能的規劃功能：
(A)餐廳決定明年要展店 10 間
(B)鋼鐵廠預定明年要降低三成產量
(C)總公司為了建立新的產品線，成立新事業部
(D)以上皆是
3. 規劃(planning)包含了哪二個重要元素？
(A)目標(goals)與決策(decisions)
(B)目標(goals)與計畫(plans)
(C)計畫(plans)與決策(decisions)
(D)目標(goals)與行動(actions)
4. 霍桑研究很重要，因為他們提出_____對生產力的重要影響。
(A)燈光
(B)人性
(C)工作環境
(D)薪資和獎酬
5. 下列何者不屬於企業倫理相關法律之領域？
(A)環境保護
(B)員工工作權保護
(C)消費者保護
(D)產品安全
6. 將成功歸因於個人的努力，卻將失敗視為運氣作祟是以下哪一種認知謬誤？
(A)樂觀謬誤
(B)選擇性認知
(C)妥協效應
(D)歸因效果
7. 下列有關「授權」與「分權」的敘述，何者有誤？
(A)授權是分權的前提
(B)授權是描述主管的行為，分權是描述組織整體情況
(C)授權是動態的程序，分權是靜態的狀況
(D)授權與分權的情境因素可交互使用

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8. 心理學家將激勵(Motivation)描述為「施加於有機體上，以激發或引導其行為的力量。」是指採取的某些措施，讓部屬願意努力以達成組織交付的任務。在多種激勵理論中，下列何者是以「行為」為中心的激勵理論？

- (A) 期望理論
- (B) 需求理論
- (C) 社會交換理論
- (D) 艾德佛 ERG 理論

9. 如果一位經理說：「若你準時上班，我就不會扣你的工資」，此乃是何種行為的塑造？

- (A) 正向增強 (positive reinforcement)
- (B) 負向增強 (negative reinforcement)
- (C) 懲罰 (punishment)
- (D) 削弱 (extinction)

10. 公司管理者認為公司在作決策時，有義務去保護利害關係人及整個社會的利益，稱為：

- (A) 社會責任
- (B) 企業倫理
- (C) 公司治理
- (D) 永續經營

二、問答題 (共 2 大題，請都以中文作答，字跡請勿潦草以免影響閱讀) (合計 70 分)

1. 請先閱讀下列文章

Behavioral Immune System and People Avoidance

The human need for self-protection and survival causes people to seek safety when faced by threat (Griskevicius and Kenrick 2013). One such threat, over millions of years, has been posed by disease-causing parasites (Fumagalli et al. 2011). In response, the fundamental human need for safety has developed evolutionarily adaptive strategies, such as the physiological immune system, which reacts against disease-causing organisms (Janeway 2001). However, the immune system is not foolproof. Moreover, its use is physiologically costly (e.g., it causes fever) and thus consumes limited bodily resources that could have been used for other important evolutionary goals (e.g., mating; Klein and Nelson 1999).

Consequently, evolutionary psychologists posit the development of a psychological behavioral immune system (BIS), a safety-seeking mechanism that consists of a suite of motivations, emotions, cognitions, and behaviors designed to avoid infectious diseases in the first place (Murray and Schaller 2016; Schaller 2016). Thus, the sight of another individual coughing up phlegm (a disease cue that activates BIS) is likely to instinctively trigger not only the disease-avoidance motive but also an affective (disgust and fear), a cognitive (worry about getting infected), and a behavioral response (moving away).

In support, people have been found to socially reject those who are diseased (Crandall and Moriarty 1995). The safety motive activated by disease threat has even wider ramifications, however. Because diseases have been such a major threat to survival, the BIS has developed into an oversensitive defense system that induces an aversion even of stimuli that are actually noninfectious but in some way (even if

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irrationally) evoke the threat of disease—a phenomenon termed the “smoke-detector” effect (Murray and Schaller 2016).

As one manifestation of such oversensitivity, the safety motive activated by the BIS can induce an avoidance of other individuals in general (even noninfected ones). For example, individuals who are concerned about disease have been found to be less likely to seek the company of others (Mortensen et al. 2010; Sacco, Young, and Hugenberg 2014). Relatedly, concerns with disease threats reduce people’s preference for extraverted individuals, simply because such individuals are seen as being associated with more people, even though they carry no actual threat of disease (Brown and Sacco 2016).

摘自 Huang, Y., & Sengupta, J. (2020). The influence of disease cues on preference for typical versus atypical products. *Journal of Consumer Research*, 47(3), 393-411.

(1) 何謂 BIS？對人們的生活有何影響(10 分)

(2) BIS 如何對企業經營造成影響？試舉正面與負面影響各一例 (10 分)

2. 請先閱讀以下關於「善因行銷 (cause-related marketing)」研究的摘錄內容：

With the spread of concepts such as economic globalization, sustainable development, and harmonious society, the demands on social responsibility are increasing, which makes more and more firms invest their resources in solving social problems (e.g., environmental pollution, poverty, disease, and children’s education) and begin to make charitable donations through cause-related marketing (CRM) approach (Choi et al., 2018). Most executives noted that corporate social responsibility (CSR) measures could help them improve their long-term performance and achieve sustainable development. Half of the managers believed that long-term commitment to socially responsible behavior contributes to an excellent enterprise image (Bonini et al., 2010). It shows that companies can not only fulfill their social responsibilities through CRM but also obtain consumer support. Unlike other marketing campaigns, the most important feature of CRM is the commitment of companies to donate part of the sales from consumer purchases to charity (Koschate-Fischer et al., 2012). This is a form of marketing that realizes the interests and goals of consumers, charities, and businesses alike (Varadarajan and Menon, 1988).

Varadarajan and Menon (1988) define CRM as a contribution to a cause by a firm that is “linked to consumers’ engaging in revenue-producing transactions with the firm” (p. 60). The company’s marketing efforts usually focus on developing successful strategies to encourage consumers to participate in the brand and ultimately achieve marketing goals (Keller and Kotler, 2012). As an originally short-term promotional strategy, CRM has helped companies achieve their goals, and it has evolved into a popular and successful strategy nowadays. However, when an enterprise wants to implement CSR strategies, the decision of the enterprise needs to consider not only which social problems to contribute to and how much to donate (Yoo et al., 2018) but also how to contribute (e.g., cash, products, and employee volunteerism; Hildebrand et al., 2017). At present, there are two ways to realize social responsibility through CRM approach, buy-one give-one (BOGO) or buy-one give-money (BOGM). Buy-one give-one can be explained simply as a way for a company to donate the same product or a product of the same category to charity after a consumer purchased a product from the enterprise. As for buy-one give-money, it means that the company will donate money directly to the charity after a consumer purchased a product. For example, when a consumer purchases a pair of shoes from TOMS, TOMS would donate a pair of shoes to children in Africa or another place where children need shoes. The example of buy-one give-money is Taobao’s public welfare plan called “Gong Yi Bao Bei.” Specifically, when consumers buy any product with a charity label of “Gong Yi Bao Bei,” the charity will receive as donation a certain amount of money. Both approaches of CRM are often used by companies.

試題請隨卷繳回，請留意背面是否有題

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The prevalence of BOGO CRM promotions has grown rapidly due to favorable consumer response (Marquis & Park, 2014), although some executions of BOGO CRM promotions are not successful in generating intended outcomes. Past work on CRM does not distinguish between variation in promotional format, and an increasingly relevant question is whether consumers perceive and respond to BOGO promotions differently than monetary-based CRM promotions.

Despite the emergence of nonmonetary giving, few studies have compared how nonmonetary giving differs from monetary giving in terms of consumers' perceptions of the company. Do both corporate giving styles achieve the same results, or is nonmonetary giving more persuasive under certain circumstances? What factor(s) moderate the impact of the corporate giving style on the consumers' perception of the company?

Actually, the choice between a nonmonetary or monetary giving style should be contingent on product type. Scholars classify products into practical products and hedonic products according to their different properties. The former is more target-oriented and mainly used to meet the basic needs of consumers in specific functions, which are generally necessary for daily life. The latter is more oriented toward experiencing pleasure, which is mainly used to satisfy pleasure and for the enjoyment of the senses and spirits of a consumer who seeks an immediate emotional response. It is generally not a daily necessity but is mainly used to improve the quality of life (Strahilevitz and Myers, 1998; Dhar and Wertenbroch, 2000). Since the CRM campaign is bundled with focus product, the consumer must purchase specific products before making the donation.

摘自：

Chang, C. T., Chen, P. C., Chu, X. Y., Kung, M. T., & Huang, Y. F. (2018). Is cash always king? Bundling product-cause fit and product type in cause-related marketing. *Psychology & Marketing*, 35(12), 990-1009.

Hamby, A. (2016). One for me, one for you: cause-related marketing with buy-one give-one promotions. *Psychology & Marketing*, 33(9), 692-703.

Ye, S., Liu, Y., Gu, S., & Chen, H. (2020). Give goods or give money? The influence of cause-related marketing approach on consumers' purchase intention. *Frontiers in Psychology*, 11: 533445.

- (1) 善因行銷是企業實踐社會責任可選擇的方式之一，請先根據上述文章，說明何謂「善因行銷」，以及實施善因行銷的兩種方式(10分)
- (2) 試討論善因行銷對於企業、慈善組織、消費者這三個方面的利害關係人各有那些好處和壞處(10分)
- (3) 請嘗試結合過去所學習過的理論，推敲在不同類型產品(效用型、享樂型)的善因行銷廣告中，較適合使用 BOGO 或是 BOGM，以促成消費者產生較高的廣告產品購買意願？請簡短介紹該理論，並提出你的推論過程，和推論的效果主張(20分)
- (4) 除了善因行銷之外，贊助(sponsorship)、慈善事業(philanthropy)也是常用以實施企業社會責任的方法，請問你認為哪一種方式最能有效提升消費者對於該企業的品牌態度和你的理由(10分)