

一、英翻中：以下有四段與媒介研究有關的論述，請將其中畫底線部份的英文字詞翻譯成中文，答案請清楚的標示題號(1)、(2)...(20)(共 20 題，每題 2.5 分，50%)

The concept of role has a long history in (1)sociological theory and research. It has helped clarify the relationship between society and individuals, between (2)the forces of structure and agency. Roles are not (3)rigid; they do not (4)dictate specific behaviors. Roles also are not (5)static.

(6)The commodity image-system provides (7)a particular vision of the world—a particular mode of self-validation that is (8)integrally connected with what one has rather than what one is—a distinction often referred to as (9)one between having and being.

We find that some (10)enduring questions and issues face all types of mass media:

- (11)Who owns the media—and (12)why do this matter?
- What should be government's relation to (13)regulating the media?
- Why are some images and ideas so (14)prevalent in the mass media, while others are (15)marginalized?
- What is the effect of (16)technological change?

Media products are connected to the ways we interact with other people (17)on a daily basis. Media products provide (18)a diversion, (19)a source of conflict, or (20)a unifying force.

二、請閱讀全文並回答下列十個選擇題(30分)與一個翻譯題(20分)

**Enlightened ICT regulation can play the role of 'stimulus plan'
Complex challenges of a converging, multimedia world**

Geneva, 9 March 2010 — While demand for information and communication (ICT) services like mobile telephony and broadband Internet remains strong, the global economic crisis is **jeopardizing** ongoing investment in network rollouts and technology upgrades, a new ITU report finds.

The 10th edition of *Trends in Telecommunication Reform*, ITU's flagship annual report on the state of ICT regulation worldwide, argues that **enlightened** ICT regulation can effectively play the role of a 'stimulus plan', driving network investment, growth and development. The report draws on the discussions held during ITU's annual Global Symposium for Regulators (GSR), which was held last November in Beirut, Lebanon and welcomed over 600 regulators from around the world.

The economic crisis has served as a wake-up call on the importance of effective regulation and raised questions about the role of government and the **laissez-faire** approach that had **prevailed** — especially in the financial sector. Government and industry are now being forced to reassess their roles and the need for state **intervention** to ensure, among other things, the development of a new 'broadband economy'.

ITU argues that regulators and policymakers can proactively address the risk of under-investment in tomorrow's networks through a two-pronged approach that looks at how governments lend money to the private sector through Public-Private Partnerships, ICT stimulus plans and other funding programmes; and how effective regulatory strategies and policies — both financial and non-financial — can play their part in maintaining the momentum. But to be effective, these strategies must be underpinned by strong regulatory institutions and transparent policies and procedures — the bedrocks of effective regulation.

"With technological convergence now blurring the lines between telephony, broadcasting, and online services, ICT regulators play a key

role in **fostering** ongoing innovation and competition, enabling operators to adopt the latest, most powerful technologies, and ensuring consumers enjoy the very best range of services at the lowest possible prices," said ITU Secretary-General Dr Hamadoun Touré.

The ITU report maintains that, regardless of changes in investment appetite, negative capital market conditions, and financial crises, the size of the investor universe and the diversity of investor objectives will ensure that ICT sector investment remains **robust** and varied.

"Although the global ICT industry has seen reduced sales in equipment and manufacturing, lower demand and curtailed investment, the sector confronted the crisis more successfully than did many other sectors," said Sami Al Basheer Al Morshid, Director of ITU's Telecommunication Development Bureau. "Certain markets — namely mobile cellular and Internet — have been **buoyant**. And because of the business opportunities they represent, developing countries remain attractive — especially those that have embarked on regulatory reform initiatives. But the answers to many of the complex regulatory questions now facing the industry are still far from clear — which is why the GSR has become such a key global event."

Mobile growth continued **unabated** in 2009, with global mobile subscriptions expected to reach 5 billion in 2010. At the same time, mobile broadband subscriptions topped 600 million, having overtaken fixed broadband subscriptions in 2008, highlighting the huge potential for the mobile broadband Internet industry. The number of Internet users also grew steadily, with some 1.8 billion users worldwide by the end of 2009.

The creation of independent ICT regulators has been one of the main building blocks of regulatory reform. The number of separate telecom/ICT regulatory authorities in markets around the world increased from just 12 in 1990 to 153 at the end of 2009. Regulators have gradually opened fixed line services to competition, so that at end 2009 65% of countries now have competitive markets for basic fixed-line services, and 90% for mobile cellular services. In addition, 124 national fixed-line **incumbents** have been privatized along the way.

科目：專業語文（傳管所碩士班）

(一) 單擇題：每題3分

1. Jeopardize means: (1) encourage (2) discourage (3) endanger
2. Enlighten means: (1) inform (2) foresee (3) disclose
3. Laissez-faire means: (1) strict (2) lenient (3) periodic
4. Prevail means: (1) fail (2) overcome (3) stagnate
5. Intervention means: (1) cooperation (2) intrusion (3) negligence
6. Foster means: (1) promote (2) discourage (3) obstruct
7. Robust means: (1) stable (2) weak (3) vigorous
8. Buoyant means: (1) optimistic (2) pessimistic (3) instable
9. Unabated means: (1) decreased (2) stopped (3) risen
10. Incumbent means: (1) new (2) present (3) future

(二) 翻譯題：一題20分

請翻譯下文(文第四段內容)

ITU argues that regulators and policymakers can proactively address the risk of under-investment in tomorrow's networks through a two-pronged approach that looks at how governments lend money to the private sector through Public-Private Partnerships, ICT stimulus plans and other funding programmes; and how effective regulatory strategies and policies — both financial and non-financial — can play their part in maintaining the momentum. But to be effective, these strategies must be underpinned by strong regulatory institutions and transparent policies and procedures — the bedrocks of effective regulation.

一·申論題 (50%)

旺旺集團入主三中跨媒體引起很多質疑。其中最令學者與業者關心的，是跨媒體經營對市場競爭與公共利益的影響。請分析與評論跨媒體經營對媒體與公眾之優劣。(請以英文回答;字限:300字)

二·選擇題 (50%) 單選

1. 報載國家通訊傳播委員會(NCC)考慮允許政黨間接投資媒體，所稱間接投資的比例是？
(1) 10% (2) 20% (3) 30% (4) 40% (5) 50%
2. 國家通訊傳播委員會(NCC)掌管執照核發與產業競爭的是何處室？
(1) 傳播內容處 (2) 法律事務處 (3) 營運管理處 (4) 綜合企劃處 (5) 資源管理處
3. 何者非國家通訊傳播委員會(NCC)的處室？
(1) 行政執行處 (2) 技術管理處 (3) 南區監理處
4. 國家通訊傳播委員會(NCC)負責推動資傳普及服務與縮減數位落差的處室是？
(1) 傳播內容處 (2) 法律事務處 (3) 營運管理處 (4) 綜合企劃處 (5) 資源管理處
5. NCC 成立幾年？
(1) 一年 (2) 二年 (3) 三年 (4) 四年 (5) 五年
6. 現任國家通訊傳播委員會的委員是第幾屆？
(1) 第一屆 (2) 第二屆 (3) 第三屆
7. NCC 有別於一般行政機關的屬性差異是？
(1) 首長制 (2) 雙首長制 (3) 合議制
8. NCC 的營運管理處的業務職掌不包括哪項？
(1) 費率審議 (2) 消費者保護 (3) 服務普及 (4) 無線寬頻業務開放 (5) 資安監管
9. 無線網路 WiFi 使用何種通信頻段？
(1) 802.11 (2) 802.16
10. 無線寬頻(Wimax)使用何種通信頻段？
(1) 802.11 (2) 802.16

I. 選擇題 (每題僅一個答案，15題，每題2分，共30分)

- (1) As for the theories of representation, which of the following is true of the constructionist approach?
1. It is the language system we are using to represent our concepts.
 2. Constructivists do not deny the existence of the material world.
 3. Meaning is thought to lie in the object, person or event in the real world.
 4. all of the above
 5. both 1 and 2
- (2) As for the theories of representation, which of the following is true of the reflective approach?
1. It is social actors who use the representational systems to construct meaning.
 2. Language functions like a mirror, to reflect the true meaning as it already exists in the world.
 3. Meaning is constantly changing.
 4. all of the above
 5. both 1 and 2
- (3) Which of the following is characteristic of media globalization?
1. More powerful transmission technologies
 2. Effects of cultural homogenization
 3. International media dependency
 4. all of the above
 5. both 1 and 2
- (4) Which of the following is the benefit of the internet for democratic politics?
1. Absence of boundaries
 2. a more important role for journalism to mediate the relationship between citizen and politicians
 3. high costs for senders and receivers
 4. all of the above
 5. both 1 and 2
- (5) Which of the following is the structural condition for effective media freedom?
1. Competitiveness of the system
 2. The equal right for citizens to have access to channels of expression
 3. Censorship by government
 4. all of the above
 5. both 1 and 2
- (6) Which of the following is true of media diversity?
1. Disabling minorities to maintain their separate existence in a larger society
 2. Increasing social conflicts
 3. Providing a check on the misuse of freedom
 4. all of the above
 5. both 1 and 2

- (7) Which of the following is characteristic of objective journalism?
1. The value of objectivity came from the emergence of wire service.
 2. Adherence to the practices associated with objectivity will not benefit particular political interests.
 3. It perceives the integration of fact and value.
 4. all of the above
 5. both 1 and 2
- (8) Which of the following is true of the concept of ideology?
1. We can find ideology in our everyday life, in our definition of common sense, and in the construction of a consensus.
 2. Media usually promote the worldview of the powerful.
 3. The ideological influence of media can be seen in the absences, but not exclusions, in the content of the messages.
 4. all of the above
 5. both 1 and 2
- (9) Which of the following can the sociological perspective help us understand?
1. The relationships between media and the social world
 2. The role of media in the context of social forces
 3. The role of media in our individual lives
 4. all of the above
 5. both 1 and 2
- (10) Which of the following is true of the role of mass media in socialization?
1. People often learn about their place in larger society through mass media.
 2. Audience learns and internalizes some of the values, beliefs, and norms presented in media products.
 3. The mass media mediate our relationships with various social institutions.
 4. all of the above
 5. both 1 and 2
- (11) Which of the following is true of media conglomeration?
1. It means that more and more corporations own the media.
 2. That one conglomerate owns music labels, book publishers and film studios is the case of horizontal integration.
 3. Vertical integration refers to the process by which one company buys different kinds of media.
 4. all of the above
 5. both 1 and 2
- (12) Which of the following is the impact of advertising?
1. News usually depicts advertisers' products and their broad interests in a favorable light.
 2. Media are in the business of "delivering audiences to advertisers."
 3. Advertising may lead to the concentration of media industry.
 4. all of the above
 5. both 1 and 2

- (13) Which of the following is the strategy news outlets rely on to cut costs?
1. Increase the number of journalists.
 2. Focus the news on less routine happenings instead of preplanned official events
 3. Focus coverage on a limited number of institutions on a handful of big cities
 4. all of the above
 5. both 1 and 2
- (14) Which of the following is the assumption of uses-and-gratifications model?
1. Use of media is goal-directed.
 2. The media is only one source of need satisfaction for audience.
 3. Media consumption is very often socially situated.
 4. all of the above
 5. both 1 and 2
- (15) Which of the following is true of the spiral-of-silence model?
1. "Willingness to express" is an attribute on which people differ.
 2. The model assumes that, in our mental calculation, we have some generalized other.
 3. It is only an individual-level model.
 4. all of the above
 5. both 1 and 2

II. 簡答題：每一題的回答包含兩點，請清楚標示為(1)、(2)，每個要點皆限制在20字以內。(共兩題，每題10分，每個要點5分，共20分)

1. 請說明媒介集中(media concentration)對於以下兩個層面：(1)媒介產品、(2)政治權力，可能產生的效果。
2. (1)何謂「媒介再現(representation)」？(2)我們為何要研究媒介再現，研究的動機何在？

III. 問答題 (共 50 分)

1. Shannon and Weaver's (1949) model on communication of messages implies that the occurrence of ambiguity deteriorates the quality of transmitted message.

Apply their perspective into the context of group work and explain:

(1) Why could ambiguity be destructive to group work? (10 points)

Look at their perspective critically and explain:

(2) Why could ambiguity be advantageous to group relationships when it is used *sophistically*? (10 points)

2. When a new medium hits the scene, users may not adopt it quickly. Media richness theory predicts the extent to which a new medium will be adopted from two notions: task ambiguity and media richness. Specifically, to be effective in task management, users should adopt a rich medium when the task is high in ambiguity. Conversely, users should adopt a lean medium when the task is low in ambiguity. Please explain:

(1) What is a rich medium? (5 points)

(2) What is the weakness of the deterministic perspective of media richness theory? (10 points)

(3) Please select two other mass communication theories that would complement media richness theory to explain media adoption behavior. Briefly describe their assumptions (15 points).

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科目：經濟學【傳管所碩士班乙組】

第一部份：單選題，共72分，答對每題3分，答錯不倒扣。

1. Given the following information,

| | 2007 | 2008 |
|-------------|----------|----------|
| Nominal GDP | \$10,000 | \$12,000 |
| Real GDP | \$9,500 | \$10,500 |

what is the rate of increase in the price level from 2007 to 2008.

- A) -7.9% B) 7.9% C) -8.6% D) 8.6%

2. Suppose that a very simple economy produces three goods: cameras, legal services, and books. Suppose the quantities produced and their corresponding prices for 2006 and 2009 are shown in the table below.

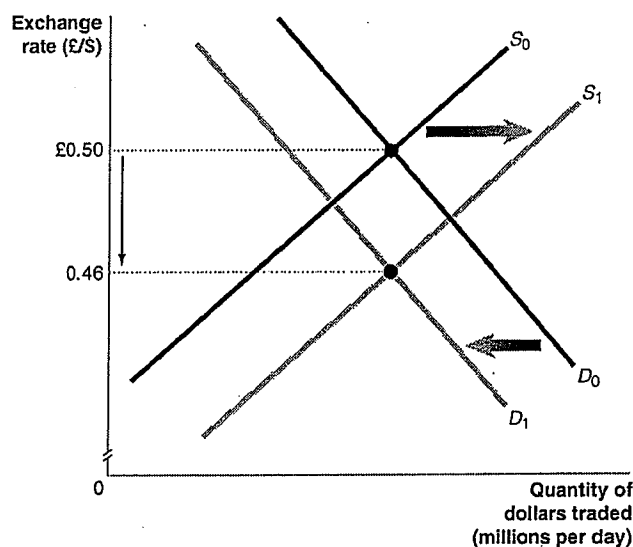
| Product | 2006 | | 2009 | |
|----------------|----------|-------|----------|-------|
| | Quantity | Price | Quantity | Price |
| Camera | 100 | \$10 | 120 | \$12 |
| Legal Services | 50 | \$15 | 45 | \$20 |
| Books | 200 | \$40 | 210 | \$45 |

What is the GDP deflator in 2006 if 2009 is the base year?

- A) 187 B) 0.87 C) 87 D) 8.7

3. If your nominal wage rises faster than the price level then we can say your real wage has _____ and the purchasing power of your income has _____.
- A) risen; risen B) risen; fallen C) fallen; risen D) fallen; fallen
4. If planned aggregate expenditures are below potential GDP, and planned aggregate expenditures equal GDP then
- A) the economy is at full employment.
 B) actual inventory investment will be less than planned inventory investment.
 C) the economy is in a recession.
 D) actual inventory investment will be greater than planned inventory investment.
5. If the economy is currently in equilibrium at a level of GDP that is below potential GDP, which of the following would move the economy back to potential GDP?
- A) an increase in interest rates
 B) an increase in the value of the dollar relative to other currencies
 C) a decrease in business confidence
 D) an increase in wealth
6. If households in the economy decide to take money out of checking account deposits and hold it as currency this will initially
- A) not change M1 and increase M2. B) decrease M1 and not change M2.
 C) decrease M1 and decrease M2. D) not change M1 and not change M2.
7. An increase in the purchasing power of money would not, on average, result in an increase in the purchasing power of peoples' income; because a _____ price level would likely mean _____ wages and salaries.
- A) rising; rising B) falling; falling C) rising; falling D) falling; rising

8. When you open a checking account at Bank of America, Bank of America
- has more reserves, but excess reserves remain unchanged
 - has more deposits, but excess reserves remain unchanged.
 - has more deposits and less in excess reserves.
 - has more reserves and more excess reserves.
9. Suppose the Fed decreases the money supply. In response households and firms will _____ short term assets and this will drive _____ interest rates.
- sell; up
 - sell; down
 - buy; up
 - buy; down
10. Consider a tax cut which affects not only consumer disposable income, but also after tax earnings from labor supplied to labor markets and from financial assets acquired through saving. In the long run we would expect this tax cut to:
- increase the level of real GDP.
 - increase the price level.
 - increase both the price level and the level of real GDP.
 - decrease both the price level and increase real GDP.
11. In which of the following situations might you expect expansionary monetary policy to reduce the unemployment rate?
- if changes in monetary policy are unexpected
 - if actual inflation is higher than expected
 - if expectations are adaptive
 - All of the above are correct.
12. If the government finances an increase in government purchases with an increase in taxes, which of the following would you not expect to see?
- an increase in the exchange rate
 - a decrease in the interest rate
 - a decrease in net exports
 - an increase in aggregate demand
13. Which of the events below cause the shifts in supply and demand shown in the market for dollars against the British pound shown in the graph below?
- interest rates rise in England
 - real income rises in the United States
 - interest rates rise in the United States
 - real income falls in England



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14. Consider the hypothetical information in the table below for potential real GDP, real GDP and the price level in 2011 and in 2012 if the Congress and the president do not use fiscal policy. If the Congress and the president want to keep real GDP at its potential level in 2012, it should
- A) conduct expansionary fiscal policy. B) decrease government purchases.
C) decrease the discount rate. D) buy Treasury securities.

| Year | Potential Real GDP | Real GDP | Price Level |
|------|--------------------|---------------|-------------|
| 2011 | \$14 trillion | \$14 trillion | 150 |
| 2012 | 14.5 trillion | 14.8 trillion | 154 |

15. In Macroland there is \$2,000,000 in currency. The public holds half of the currency and banks hold the rest as reserves. If banks' desired reserve/deposit ratio is 5%, deposits in Macroland equal _____ and the money supply equals _____.
- A) 2,000,000; 2,100,000 B) 20,000,000; 21,000,000
C) 20,000,000; 22,000,000 D) 40,000,000; 40,000,000
16. Holding all else constant, an increase in U.S. real GDP will _____ the supply of dollars in the foreign exchange market and _____ the equilibrium Mexican peso/U.S. dollar exchange rate.
- A) increase; increase B) increase; decrease C) decrease; increase D) decrease; decrease
17. Suppose that the market for newspaper is initially in equilibrium. Further suppose that there is both an increase in the price of ink and a decrease in the price of magazines. Which of the following accurately describes the new equilibrium?
- A) The equilibrium price will rise; the equilibrium quantity is ambiguous.
B) The equilibrium price is ambiguous; the equilibrium quantity will fall.
C) The equilibrium price will fall; the equilibrium quantity is ambiguous.
D) The equilibrium price is ambiguous; the equilibrium quantity will rise.
18. Consider the following three market baskets.

| Basket | Good x | Good y |
|--------|--------|--------|
| A | 2 | 6 |
| B | 6 | 4 |
| C | 4 | 5 |

- If Basket A and Basket B are on the same indifference curve, preferences satisfy the usual assumptions, and the indifference curves have a diminishing marginal rate of substitution,
- A) Basket C is preferred to Basket A
B) Basket A is preferred to Basket C
C) The consumer is indifferent between Basket A and Basket C
D) There is not enough information to determine how the consumer would rank Basket A relative to Basket C.
19. Suppose that the ratio of marginal utility to price for good A is 10, and the ratio of marginal utility to price for good B is 5. Assume that for her current consumption of goods A and B the consumer is experiencing diminishing marginal utility for each good. In order for this consumer to be at her utility maximizing point, she should
- A) consume less A and more B.
B) consume more A and less B.
C) consume more A and more B.
D) do nothing – the consumer is already in equilibrium.

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20. The production function $Q = KL$ exhibits
- A) increasing returns to scale.
 - B) constant returns to scale.
 - C) decreasing returns to scale.
 - D) undefined returns to scale.
21. Which of the following is NOT a real-world example of third-degree price discrimination?
- A) A railroad charges more to haul 100 tons of coal than it does to haul 100 tons of grain.
 - B) An airline charges a lower price for a coach ticket purchased four weeks in advance than for the same type of ticket purchased three days in advance.
 - C) A movie theater charges senior citizens a cheaper price for movie tickets than it charges non-senior citizens for the same movie ticket.
 - D) Sam's Club® warehouses sell bulk quantities of macaroni and cheese for a cheaper per unit price than a grocery store, but the boxes are packaged together so that the customer must buy six boxes at a time.
22. Suppose in a Cournot duopoly that two firms, Firm 1 and Firm 2, face market demand $P = 50 - Q$ and both have marginal cost, $MC = \$20$. Firm 1's reaction function, identifying its best response to output choice Q_2 of Firm 2, is
- A) $Q_1 = 45 - 0.5Q_2$
 - B) $Q_1 = 25 - 0.5Q_2$
 - C) $Q_1 = 15 - 0.5Q_2$
 - D) $Q_1 = 10 - 0.5Q_2$
23. Suppose $MRS_{x,y} = 3$ for all levels of x and y . Goods x and y are
- A) perfect substitutes.
 - B) perfect complements.
 - C) normal goods.
 - D) inferior goods.
24. Suppose that a consumer's demand curve for chocolate can be expressed as $P = 10 - 2Q^d$, and suppose that the market is initially in equilibrium at a price of \$4. Now suppose that the price rises to \$6. What is the change in consumer surplus?
- A) An increase of 5.
 - B) A decrease of 2.
 - C) A decrease of 4.
 - D) A decrease of 5.

第二部份：計算題，只須列答案，不必列計算過程。答對每題 4 分，答錯不倒扣，共 28 分。

1. The market for sweet potatoes consists of 1,000 identical firms. The market demand curve is given by $Q^d = 402 - P$. Each firm has a short-run total cost curve of $STC = 0.5 + 100Q^2$. What is the market-clearing price?
2. Consider a perfectly competitive market with inverse market supply $P = 5 + 3Q^s$ and inverse market demand $P = 50 - 2Q^d$. Suppose the government subsidizes this market with a subsidy of \$5 per unit. What is the deadweight loss resulting from the subsidy?

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3. Suppose demand for a monopolist's product is given by $P = 300 - 6Q$ while the monopolist's marginal cost is given by $MC = 3Q$. What is the profit-maximizing price for this monopolist?
4. Refer to the following table, if the firm bundles the products, what price should the firm charge for the bundle to maximize profit?

| Customer | Product A Reservation Price | Product B Reservation Price |
|---------------|--------------------------------|--------------------------------|
| 1 | 1,000 | 200 |
| 2 | 800 | 400 |
| Marginal Cost | 500 | 100 |

5. Consider a lottery with four possible outcomes, A, B, C, and D. The associated payoffs are: A -- \$10, B -- \$30, C -- \$70, and D -- \$150. The probabilities are $P(A) = 0.40$, $P(B) = 0.20$, $P(C) = 0.30$, and $P(D) = 0.10$. What is the variance of this lottery?
6. Suppose in a market with $Q^d = 200 - 10P$ and $Q^s = 10P$ the government imposes a price floor of \$15. If the government is required to purchase any surplus at the price floor, how much will the government have to pay to purchase the surplus in this market?
7. Consider a perfectly competitive market with market supply $Q^s = -2 + P$ and market demand $Q^d = 30 - P$. Suppose the government imposes an excise tax of \$4 per unit on this market. What is the deadweight loss from this tax?

一：單選題 (每題3分，共20題，佔總分60%)

Please select one most appropriate answer in the following questions.

1. A job applicant calls a professor who taught him in college and asks him to write a letter to her prospective employer commenting on her classroom performance. This is an example of:
 - A) reference-checking
 - B) recruiting
 - C) training
 - D) development
 - E) none of the above

2. A _____ defines a business in terms of satisfying basic customer needs.
 - A) market-oriented mission statement
 - B) product-oriented mission statement
 - C) technology-oriented mission statement
 - D) environment-oriented mission statement
 - E) strategic plan

3. According to path-goal theory, when leading creative workers, a manager should be:
 - A) supportive and critical
 - B) supportive and uncritical
 - C) hands-off and critical
 - D) hands-off and uncritical
 - E) directive

4. The component of an HRM system that focuses on attempting to attract and to hire employees who have the abilities and experiences to help the organization to achieve its goals is known as:
 - A) training.
 - B) development.
 - C) recruitment and selection.
 - D) performance appraisal.
 - E) feedback.

5. An organization's culture is most like its:
 - A) structure
 - B) strategy
 - C) reward systems
 - D) personality
 - E) vision

6. A manager's characteristic way of speaking in terms of his tone of voice, use of questions, and choice of words is an example of this manager's:
 - A) noise.
 - B) linguistic style.
 - C) nonverbal communication.
 - D) information richness.
 - E) information distortion.

7. A church targeting different demographic groups to increase attendance is an example of _____.
- A) for-profit marketing
 - B) not-for-profit marketing
 - C) mindless marketing
 - D) ethics in marketing
 - E) societal marketing
8. In XYZ Company, each product line is managed within a division. In each of these divisions, the division manager is responsible for creating the business-level strategy for the product line. What type of structure is the organization using?
- A) geographic structure
 - B) market structure
 - C) product structure
 - D) functional structure
 - E) none of the above
9. The managers of an organization feel that the advertising message of one of their major competitors is false and misleading. This is an example of:
- A) intragroup conflict.
 - B) intrapersonal conflict.
 - C) intergroup conflict.
 - D) interorganizational conflict.
 - E) all of the above.
10. A sales manager for a Ford Motor Co. dealer evaluates each one of his sales staff monthly on the basis of the number of new cars sold during the past month. This is an example of:
- A) a subjective appraisal.
 - B) situational testing.
 - C) personality testing.
 - D) ability testing.
 - E) an objective appraisal.
11. The sharing of information between two or more people within the organization in order to reach a common understanding is known as:
- A) noise.
 - B) encoding.
 - C) communication.
 - D) filtering.
 - E) jargon.
12. _____ can be a company division, a product line within a division, or sometimes a single product or brand.
- A) a market
 - B) the BCG
 - C) an SBU
 - D) a PLC
 - E) a value delivery network

13. Two managers both claim authority for same tasks. This is known as:
- A) task interdependence.
 - B) incompatible goals.
 - C) scarce resources.
 - D) overlapping authority.
 - E) incompatible time horizons.
14. Which of the following is an example of a tangible reward that a manager can give to a subordinate?
- A) an attractive job assignment
 - B) a cash bonus
 - C) a pay raise
 - D) stock options
 - E) all of the above
15. When conflict is resolved by compromise between the parties in conflict, this is known as:
- A) functional conflict resolution
 - B) top-down change
 - C) bottom-up change
 - D) distributive negotiation
 - E) organizational politics
16. In which step of SWOT analysis would "slower market growth" be most likely to arise?
- A) S
 - B) W
 - C) O
 - D) T
 - E) either S or W
17. Which plan of the organization contains top management's decisions about the organization's mission, goals, strategy, and structure?
- A) corporate-level plan
 - B) divisional-level plan
 - C) functional-level plan
 - D) business-level plan
 - E) departmental-level plan
18. According to management guru Peter Drucker, "The aim of marketing is to _____."
- A) create customer value
 - B) identify customer demands
 - C) make selling unnecessary
 - D) set realistic customer expectations
 - E) sell products
19. The first step in strategic planning is to _____.
- A) set objectives and goals
 - B) develop the business portfolio
 - C) define the company mission
 - D) plan marketing strategies
 - E) identify a problem

20. In attempting to promote innovation in a work group, the supervisor of this work group should do all of the following EXCEPT:

- A) provide guidance to the group.
- B) provide coaching to the group.
- C) provide detailed procedures to the group.
- D) provide the resources the group needs.
- E) provide assistance to the group.

二：簡答題 (每題10分，共2題，佔總分20%)

請解釋以下專有名詞並闡述其在管理上的應用，每題字數不得超過 250 字，違者扣分。

1. Reference group

2. Societal marketing concept

三：申論題 (佔總分20%)

Fritz Heider 所提出的歸因理論(attribution theory)被廣泛應用在管理上。(1)何謂歸因理論？請詳細說明之。(2)請舉一實例說明歸因理論在管理上的應用。