

大同大學 104 學年度研究所碩士班甄試複試考試試題

考試科目：英文

所別：事業經營研究所

全一頁

註：本次考試 不可以參考自己的書籍及筆記； 不可以使用字典； 不可以使用計算器。

I. Translate the following passages into Chinese. (50%)

Other things equal, higher intelligence leads to better job performance on all jobs. Intelligence is the major determinant of job performance, and therefore hiring people based on intelligence leads to marked improvements in job performance—improvements that have high economic value to the firm.

This principle is very broad: it applies to all types of jobs at all levels. Until a couple of decades ago, most people believed that general principles of this sort were impossible in personnel selection and other social science areas. It was believed that each organization, work setting, and job was unique and that it was not possible to know which selection methods would work on any job without conducting a study on that job in that organization. This belief was based on the fact that different validity studies in different organizations appeared to give different results. However, we now know that these “conflicting findings” were mostly due to statistical and measurement artifacts and that some selection procedures have high validity for predicting performance on all jobs (e.g. intelligence) and others do a poor job of predicting performance on any job (e.g. graphology 筆跡學).

II. Translate the following passages into English. (50%)

過去許多以理性行動理論 (Theory of Reasoned Action) 為基礎的研究已證實消費者對某一行為結果的信念會影響其從事該行為的態度與意圖。當消費者認為某一行為將產生正面的結果時，其從事該行為的意圖也會愈強烈。

消費者的購買意圖取決於其對產品的價值認知，當消費者認知到產品的價值愈高時，其購買該產品的意圖也會愈強烈。過去研究已證實認知價值是購買意圖的前因。此外，當消費者知覺到其所獲得的利益愈多或所付出的成本愈少時，會提升其價值感受，由於認知產品有用性可被視為是一種外在的利益，因此當消費者認知到產品的有用性愈高時，會認為其所獲得的利益愈大，因而提高其價值感受。