



generally successful means of attaining them is known as?

- A. self-efficacy
- B. intrinsic motivation
- C. failure avoidance focus
- D. success attainment focus

10. Some self-fulfilling prophecies yield failure when the person ascribes a basic personal inability to himself or herself. In such cases, the attribution bias that is being overridden is the :

- A. fundamental attribution error
- B. actor-observer bias
- C. positivity bias
- D. central unit focus

二、 何謂「古典制約」(classical conditioning)、「操作制約」(operant conditioning)? 並請舉例說明其在管理上之應用(20%)

三、 試說明「壓力」(stress)之意義、來源、影響、以及因應壓力的模式。(20%)

四、 試說明「性格」(personality)的五大理論模式。並請進一步說明其在管理上之意義。(20%)

五、 解釋名詞:(20%)

- (一) 防衛作用 (defense mechanism)
- (二) 認知失調論 (cognitive dissonance theory)
- (三) 雙代碼假說 (dual-code hypothesis)
- (四) 自主塑造 (autoshaping)

試題完