## 銘傳大學八十八學年度管理科學研究所碩士班招生考試 (甲組)第二節

## 心理學 試題

_	、 選擇題: (20%)	
1.	Enmeshed worker values and organizational goals are the definir	າຍ
	qualities of organizations.	
	A. Theory X B. Theory Y	
	C. Theory V D. Theory Z	
2.	A learned association between two paired stimuli prior to any pairir	19
	stimuli prior to any pairing with an unconditioned stimulus is called:	
	A. blacking B. cue reliance	
	C. valueless connecting D. sensory preconditioning	
3.	Blindsight occurs when an individual is not aware of seeing a stimulus b	ut
	behaves in a manner indicating identification of the objects:	
	A. location B. shape	
	C. color D. size	
4.	In the social-learning theory of aggression, aversive experiences play the	he
	role of producing?	
	A. automatic aggressive actions B. frustration	
	C. a general state of emotional arousal D. modeling inhibition	
5.	Creativity includes all of the following facets except?	
	A. synthesis B. convergent thinking	
	C. internal representations ability D. heightened sensitivity	
6.	When a stimulus following another of a similar kind erases the precedir	18
	one in sensory memory processing, it is called:	
	A. backward masking B. enhanced decay	
	C. echoic replacement D. sensory register loss	
7.	The person variables in Mischel's cognitive social-learning theory	of
	personality include all of the following except?	
	A. self-regulatory systems and plans B. encoding strategies	
	C. personal constructs D. competencies	
8.	Some of the effects of physical attractiveness on liking are related to the	ne
	"what is beautiful is good" belief. This belief is an example of a(n)?	
	A. attribution B. prototype	
	C. persuasion D. stereotype	
9	An internal control orientation that leads to setting goals and developing	าด

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