

# 國立彰化師範大學106學年度碩士班招生考試試題

系所： 人力資源管理研究所

組別： 乙組

科目： 心理學

☆☆請在答案紙上作答☆☆

共3頁，第1頁

## 一、選擇題 (20%，每題2%)

1. When Joan first moved to the city, she couldn't sleep because of the traffic noise. Now she hardly hears the traffic at all. This is an example of  
(A) sensitization. (B) habituation.  
(C) consistency. (D) classical conditioning.
2. In Pavlov's experiments, \_\_\_\_\_ served as the unconditioned stimulus.  
(A) salivation (B) food power  
(C) the sight of the assistant (D) tones
3. Mark looks a number up in a phone book, but he forgets it before he has a chance to make the call. It sounds like Mark should have spent more effort on  
(A) rehearsal. (B) chunking.  
(C) memory span. (D) iconic memory.
4. After Meghan meets a group of people, she can only remember the name of the last person she met. This is an example of a(n) \_\_\_\_\_ effect.  
(A) primacy (B) contextual distinctiveness  
(C) encoding specificity (D) recency
5. Lauren can juggle and talk at the same time. Warren cannot. It sounds as if juggling is more of a(n) \_\_\_\_\_ process for Lauren than for Warren.  
(A) controlled (B) automatic  
(C) parallel (D) serial

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6. Because Paul is a satisfier, you would expect him to
- (A) watch the first TV channel that catches his interest.
  - (B) be unhappy even though he recently obtained a high-paying job.
  - (C) test drive dozens of new cars before making a purchase.
  - (D) try every flavor of coffee at the new corner market.
7. Martin filled out a test to measure his happiness. He got a score of 72. To interpret that score, Martin needs to consult the \_\_\_\_\_ the test.
- (A) norms for
  - (B) split-half reliability for
  - (C) standardization of
  - (D) predictive validity of
8. A test of \_\_\_\_\_ might include a question like, “Name all the things you can think of that are round.”
- (A) analytic intelligence
  - (B) crystallized intelligence
  - (C) convergent thinking
  - (D) divergent thinking
9. Carol Gilligan criticized Kohlberg’s theory by arguing that women are more focused on the standard of \_\_\_\_\_, whereas men are more focused on the standard of \_\_\_\_\_.
- (A) caring for others; avoiding pain
  - (B) caring for others; justice
  - (C) justice; caring for others
  - (D) avoiding self-condemnation; justice
10. Which of these statements is *not* true for individuals high in need for achievement?
- (A) They always complete their tasks.
  - (B) They like work to go efficiently.
  - (C) They like to attain their goals.
  - (D) They spend time on planning.

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## 二、配合題 (30%，每題3%)

- |                                      |                              |
|--------------------------------------|------------------------------|
| A. Prosocial behavior                | B. Authoritarian personality |
| C. Self-disclosure                   | D. Positive psychology       |
| E. Narcissistic personality disorder | F. In-group favoritism       |
| G. Client-centered therapy           | H. Deindividuation           |
| I. Personal identity                 | J. Schema                    |

1. Excessive concerns with obedience and respect for peoples in high positions.
2. The study of human virtues and assets.
3. Let the person feel safe to explore her innermost feelings and become accepting of her true selves.
4. Revealing personal information when meeting new people.
5. Behavior that benefits others.
6. Our sense of ourselves as unique individuals.
7. A mental framework for understanding or acting on the environment.
8. Excessive needs for admiration.
9. The loss of self-awareness that may occur when one acts in concert with the actions of a crowd.
10. The predisposition to attribute more positive characteristics to one's own people.

## 三、申論題 (50%，每題25%)

1. (1) 何謂應用心理學(applied psychology) ?  
(2) 請論述心理學在人力資源管理與組織行為的應用價值(例如研究內容、研究觀點、研究貢獻...等) ?
2. (1) 何謂態度(attitude) ?  
(2) 請至少以兩個態度理論(例如一致論、認知失調論...等) 申論態度與行為的關係?