

國立金門大學
102學年度
觀光管理學系碩士班考試試題

英文

—作答注意事項—

考試時間：90 分鐘

題型題數：

◎問答題共 3 題

配分：

◎第一題 40 分，第二題 20 分，第三題 40 分，總
分 100 分

作答方式：

◎以黑筆或藍筆於「答案紙」作答

祝考試順利

翻譯題，英翻中，共 100%

1. Herzberg's Motivation-Hygiene Theory (40%)

Professor Frederick Herzberg was a psychologist and later Professor of Management at the University of Utah. There has been little serious challenge to his ideas since they were published in 1959, and this theory is still useful for managers who want to motivate their employees.

Herzberg carried out a motivation study on 200 accountants and engineers who worked in companies in the USA. These subjects of the study were asked two questions: (1) When did you feel particularly good about your job? (2) When did you feel exceptionally bad about your job?

The responses that Herzberg obtained were interesting and fairly consistent. Reported good feelings were usually associated with job experiences and job content. One example of these was the head of an accounting department; he was given the job of installing new computer equipment. He took pride in his work and was pleased to know that the new equipment made a big difference in how his department functioned.

Herzberg concluded that job satisfiers are related to job content and that job dissatisfiers are related to job context. Herzberg labeled the satisfiers "motivators", and he called the dissatisfiers "hygiene factors". Together, the motivators and the hygiene factors have become known as Herzberg's two-factor theory of motivation. Management are often puzzled because they are paying high wages and salaries, have an excellent fringe-benefit package, and provide excellent working conditions, but their employees are still not motivated. Herzberg's theory offered an explanation for this problem.

(Source: Organizational Behavior by Fred Luthans)

2. The Introduction of Zhu Zi Shrine (20%)

Zhu Zi Shrine in Kinmen was established in 1780 (Qianlong 45 of the Qing Dynasty) and was proclaimed as a second class historic site commemorating the influential scholar-Zhu Zi in Ming Dynasty. Zhu Zi was employed as County officer in Tung-An County in 1153. Legend said he came to Kinmen, which was governed by Tung-An County, and set up "Yan-Nan Academy" near Gugu (a small village in Kinmen) to give lectures to the local people. Zhu Zi brought education and literature to Kinmen which greatly influenced the island's children. Until Ming Dynasty, many Kinmese scored high grades in imperial examinations due

to Zhu Zi's dedication to education of Kinmen. After Song Dynasty, Kinmen County Government built the Zhu Zi Shrine in Wu-Jian Academy to commemorate his accomplishment.

3. The Marketing Mix (40%)

The marketing mix (also known as the 4Ps) is used by business to help them to reach their objectives and to plan and visualize their strategy. These 4Ps are controllable variables, which have to be carefully managed and must meet the needs of the defined target group of customers.

Product: When placing a product within a market many factors and decisions have to be taken into account. These include product design, product quality, product features, and branding.

Price: Pricing is one of the most important elements of the marketing mix, as it is the only one of the 4Ps which generates a turnover for the organization.

Place: This refers to how an organization will distribute the product or service they are offering to the end user. The organization must distribute the product to the user the right place at the right time. There are two channels of distribution they can use: 1. indirect distribution involves distributing your product by the use of a "middleman"; 2. direct distribution involves distributing direct from a manufacturer to the consumer.

Promotion: A successful product or service means nothing unless the benefits are communicated in an effective message delivered on a channel that is seen or heard by the target market. Examples of channels include advertising, public relations, personal selling, direct mail, sports sponsorships, in-store promotions, etc. Companies with effective message strategies include: Nike *Just do it* and Toyota: *The car is front is a Toyota*. (Source: Article on the Learn Marketing website)