國立中央大學94學年度碩士班考試入學試題卷 共\_\_ 頁 第 \_ \_ 頁 所別:企業管理學系碩士班一般類組(己組)科目:心理學

## 請用中文作答

## 簡答題(15 points for each question):

- 1. What are "perception" and "perception bias"? Please discuss how perception bias develops and can be avoided.
- 2. Please explain what the "Hawthorne Effect" refers to. Please briefly state how its finding contributes to I/O psychology?
- 3. What are vicarious learning and observational learning? How can they be applied to employees' training and development program.
- 4. What are the similarities and differences of aptitude test, personality test and achievement test?
- 5. Please discuss the "equity theory" and elaborate on its contents, application and the critiques.

## 名詞解釋(25 points; 5 points for each terminology):

- 1. Reliability
- 2. In-group favoritism
- 3. Attribution
- 4. Self-efficacy
- 5. Delay of reinforcement