

國立雲林科技大學資訊管理系 102 學年度第 1 學期博士班資格考

考試科目：研究方法

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時數與方式：4 小時, Close book

Part I. (70%)

1. You have received a research report done by a consultant for your firm. The study is a survey of your customers' satisfaction and loyalty. You are asked to comment on the quality of the report. Suggest appropriate criteria for the evaluation. (12%)
2. Using yourself as the subject, give an example of each of the following asymmetrical relationships: (1) stimulus-response, (2) property-disposition, (3) disposition-behavior, and (4) property-behavior. Describe and distinguish among moderating variables (MV), extraneous variables, and intervening variables (IVV) and elaborate them to above examples. (15%)
3. Comment on the following statements; give rationales to support your viewpoints. (15%)
 - (1) Validity is more critical to measurement than is reliability.
 - (2) Content validity is the most difficult type of validity to determine.
 - (3) A valid measurement is the reliable, but a reliable measurement may not be valid.
 - (4) Stability and equivalence are essentially the same thing.
 - (5) Practicality emphasizes scientific requirement of measurement.
4. In terms of multivariate analysis, give examples to describe and distinguish between dependence techniques and independence techniques. Propose when to apply each kind of technique. Be as specific as possible. (15%)
5. The objectives of exploration relies more heavily on qualitative techniques. Introduce and explain four exploratory techniques with wide applicability for the business researchers. (13%)

Part II. (30%)

Please read the attached article, then summarize and comment on its research methodology and data analysis techniques. Suggest ways to enhance quality on related research.