

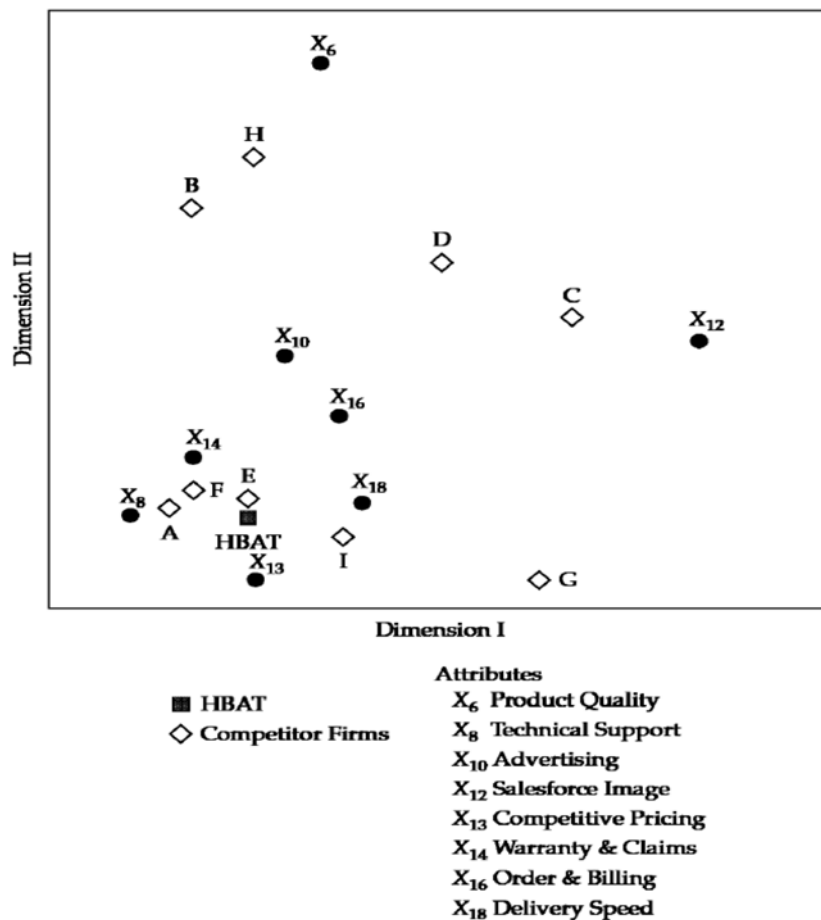
105 博士班資格考

科目：管理計量方法

時間：4 小時 (Closed book)

作答時，請注意各題之比例配分，並清楚標示題號

1. Multidimensional Scaling problem 20%
 - (a) Please draw a Figure to explain what Multidimensional Scaling is,
 - (b) What is the purpose of Multidimensional Scaling?
 - (c) Take an example and list the basic steps for performing a multidimensional scaling analysis.
2. The following Figure 1 is the visual map of Correspondence Analysis: 10%
 - (a) Please give some Interpretation of the results,
 - (b) What is HBAT market position?



3. The following is an estimated structural equation model of job search: 20%

(a) Please write out the equation of job search, and list the equation of job satisfaction

(b) List the direct path and all indirect paths for job satisfaction, and calculate their coefficients, respectively

4. What is the primary objective of cluster analysis? 20%

For obtaining objective of cluster analysis, Please answer the following questions:

(a) How do you measure similarity?

(b) How do you form clusters?

(c) How to determine the number of clusters?



5. Please read the attached partial journal paper (Title: A model of emotion and computer abuse) and answer questions. 30%

(a) Please explain the results of structural model in detailed (included hypothesis supported or unsupported)

(b) Does the research model have explanatory power? Please write out your viewpoint.

(c) Utilize you have learned to explain the results of Table 3