

106 博士班資格考

科目：研究方法

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

Part I (50%)

1. In reference book “Irwin Co. Donald R. Cooper & C., Business Research Methods, William Emory (12ed)”, there are several questions to be answered in securing a sample. Each requires unique information. Please answer the following problems: 20%
 - (a) What is the target population?
 - (b) What are the parameters of interest?
 - (c) What is the sampling frame?
 - (d) What is the appropriate sampling method?
 - (e) What size sample is needed?
2. What is research design? Please give the essentials of research design. 10%
3. What is focus groups? Please write how to implement focus groups? 10%
4. Please distinguish qualitative and quantitative research, at least write out 10 differences, such as sample, design... etc. 10%

Part II (50%)

5. Please read the journal paper, title “Gender-based differences in culture in the Indian IT workplace”, and answer the following questions.
 - (a) What research method is employed in this paper? In addition, write out their important results. 10%
 - (b) Write out their advantages and disadvantages of this paper. 10%
 - (c) What is operation and use of the index formula for the 5 dimensions in this paper? Moreover, how to get the index formula for the 5 dimensions. 10%
 - (d) In future work, how to improve the paper for you. 10%
 - (e) After reading the paper, what's topics and issue for you want to do the related research? 10%