國立嘉義大學 99 學年度

觀光休閒管理研究所碩士班(一般生)招生考試試題

科目：統計學

一、選擇題：（每小題 3 分，共計 30 分）

1. 求 14, 16, 14, 15, 14, 14, 18, 13, 12, 16, 15 之 mode 眾數 (A) 14 (B) 15 (C) 16 (D) 17。

2. Z 分數之平均數為 (A) 0 (B) 50 (C) 1 (D) 10

3. Z 分數之標準差為 (A) 0 (B) 50 (C) 1 (D) 10

4. $P[\mu-\sigma < X < \mu+\sigma] =$ (A) 0.683 (B) 0.954 (C) 0.997 (D) 1.00

5. 母體非為常態分配可採用 (A)相關法 (B) ANOVA (C) t 檢定 (D)無母數統計法

6. χ^2 為 (A)交叉分析 (B)卡方檢定 (C)常態分配檢定 (D) 以上皆是

7. Y=a+bX 若 b 之信賴區間為(−1, 1), 則 X 與 Y (A)顯著相關 (B)顯著不相關 (C)無法判斷 (D)以上皆非

8. $Y=a+bX_1+cX_2$ 若 X_1 與 X_2 互為相關, 則 a, b, c 值 (A)更準確 (B)不準確 (C)不受影響 (D) 以上皆非

9. 若 X 與 Y 相互獨立（Independent），則 COV(X,Y)=? (A) 0 (B) 0.5 (C) 1 (D) –1

10. 可做預測用的統計為 (A)迴歸 (B)變異數分析 (C)獨立樣本 T 檢定 (D) 以上皆可。

二、解釋名詞：（每小題 4 分，共計 20 分）

1. Paired-samples T Test

2. Factor Analysis

3. Analysis of Variance (ANOVA)

4. Structural Equation Models (SEM)

5. Cluster Analysis

三、請研讀下列論文，針對統計結果回答各問題。（50 分）

PAPER 1

There is a widespread recognition that small service oriented firms, such as those in the hospitality sector, are reluctant to invest in training initiatives (e.g., Lashley and Rowson, 2003; Beeton and Graetz, 2001). Despite calls for better approaches to improving small firm management generally (e.g., Down, 1999), there remains a general lack of understanding of the limited uptake of business improvement activities by owner–managers (Jameson, 2000; Johnson, 2002). This is the case even though, as Massey (2004) suggests, training in the small to medium enterprise sector is a huge investment in training by governments around the world. Thomson and Gray (1999) report that participation rates in government sponsored business initiatives still remains very low. Furthermore, Morrisson and Bergin-Seers (2002) argue that there is, worldwide, a market failure in the inability of small firm owner–managers to be engaged in business improvement initiatives. Consequently, researchers have argued for a more sophisticated understanding of the owner–manager's disposition, means and organization of learning (Morrisson and Bergin-Seers, 2002).

Determining firm behaviours and attitudes toward business improvement in general, and customer service improvement activities in particular is the first step toward developing more suitable customer service improvement tools for the sector. This project aimed to provide insights into the attitudes of owner–managers of hospitality firms toward training, business orientation and organizational factors that might lead to greater training activity. In particular, we explore how these three sets of variables relate to customer service training outcomes. We first outline, in a brief literature review, some of the previous research into training within small hospitality firms. This discussion is followed by the results of an empirical study that explored the drivers of customer service training/information within small hospitality firms.

Result:

Predictors of likelihood of customer service training

Independent variables	Beta	t	Sig.
Attitudes toward training			
Training importance	0.29	3.59	0.000
Low confidence in available training	-.17	-2.46	0.015
Business orientation			
Service orientation	-0.06	-0.84	0.405
Contentment with business performance	-0.02	-0.27	0.789
Profit motive	0.06	0.88	0.379
Growth objective	0.01	0.15	0.877
Organisational factors			
Number of full time staff	0.08	0.90	0.372
Number of part time staff	0.01	0.13	0.899
Mission statement	-.03	-.44	0.661
Human resource plan	0.07	0.94	0.346
Personnel role	0.02	0.28	0.779
Peer networks	0.05	0.70	0.482
Length of industry experience	0.16	2.41	0.017
Prior seminar experience	0.19	2.68	0.008

F value 6.34. Significance 0.000. Adjusted R^2 0.27.

1. 請根據前表列出可能的研究假設為何？(10 分)

2. 根據前表請說明該作者所使用的統計工具為何？並說明使用時機以及各個統計量所代表的意義為何？(10 分)

3. 根據前表結果，請說明其發現以及所對應的研究假設是否成立？(5 分)

PAPER 2

　　Among challenges in the hospitality industry is the need to provide the best service quality possible with fewer and fewer resources. Increasingly, the primary method leaders have for improving service performance is developing a quality relationship with service employees. Given the increase in globalization and diversity over the past decade, it is likely that managers will supervise groups of employees which maintain very different cultural backgrounds, beliefs and attitudes than themselves (Maxwell et al., 2000). This may pose some difficulty for line managers seeking to build such relationships and improve employee performance and ultimately customer satisfaction. A key component in the relationship between leaders and subordinates is the perception subordinates maintain regarding their supervisor and their leadership style (Shaw, 1990). To what extent do differences in national culture in such a multi-cultural environment impact the relationship between leaders and subordinates, and subsequent subordinate outcomes? Cross-cultural leadership has been largely investigated in management studies looking at national culture and managerial practices. Perhaps the most heavily cited work has been conducted by Hofstede (1991) who set out to determine if American management theories applied abroad. Hofstede's seminal work has provided the foundation for many cross-cultural studies, most often seeking to determine how differences on cultural dimensions (i.e., power distance, individualism, uncertainty avoidance, and masculinity) impacted work related outcomes. From a leadership standpoint several empirical approaches have been taken such as evaluating the effects of leadership style on subordinates with different cultural characteristics (Jung and Avolio, 1999), comparing actual leadership behaviors to cultural characteristics (Offermann and Hellmann, 1997), and identifying leadership differences and preferences between workgroups from different nations (Kuchinke, 1999). In spite of these in depth investigations, a dearth exists looking at the extent to which cultural differences exist between a leader and subordinate, and the subordinate's perception of, and response to their leader. While much has been done on leadership at the dyadic level (i.e., leader–member exchange (LMX), see Graen and Uhl-Bien, 1995; Gerstner and Day, 1997; Borchgrevink and Boster, 1997 for reviews), and how differences between supervisors and subordinates might impact the relationship (Allinson et al., 2001), little has looked at how cultural congruence (leaders and subordinates originating from the same national culture) impactssubsequent employee outcomes.

　　The study investigated the impact cultural congruence of leaders and subordinates (i.e., coming from the same or different culture) had on perceived leadership style, trust, commitment and satisfaction with supervisor. Using a sample of 367members of congruent and incongruent leadership dyads from a large cruise organization, the researcher found that subordinates within congruent dyads reported higher levels of consideration behaviors, where subordinates within incongruent dyads reported higher levels of initiating structure behaviors on the part of their supervisor. Further, members of congruent dyads reported greater levels of trust and satisfaction with their supervisor than their incongruent counter parts.

Result:

	Mean		F	Sig.
	Congruent group	Incongruent group		
1.Consideration	3.62	3.53	5.27	.022
2.Initiating structure	3.85	3.87	.339	.56
3.LMX	3.91	3.60	12.22	.001
4.Citizenship behaviors	5.3	5.09	4.39	.037

4. 請根據上表列出可能的研究假設為何？(10 分)

5. 根據上表請說明該作者所使用的統計工具為何？並說明使用時機以及各個統計量所代表的意義為何？(10 分)

6. 根據上表結果，請說明其發現以及所對應的研究假設是否成立？(5 分)