國立台灣大學商學研究所博士班入學考試試卷(97學年度)
科目 消費者行為文獻評析 (考試時間3小時) 第1頁/共8頁

## 考生注意:

- 本科目共有兩大題,每題各佔50分。
- ■用中文或英文回答皆可。但若題目有特別指明作答之語言,則從其規定。
- 1. Please read the following article and answer the questions:
  - (a) Write an 100-150 word English abstract for this article.
  - (b) Please discuss the theoretical implications or contributions of this article.

- 2
- (a) Please read the following paper and then write down the experiment procedure (including independent measures and dependent measures) which can best test the hypotheses described in the paper.
- (b) Please write down the expected results.