

1. Define e-business, e-commerce and digital firm. (10%)
2. What are the four principal systems that help define the digital firm? (5%)
3. (a) Many companies implement customer relationship management (CRM) systems that integrate all customer events and transactions. What are the benefits of implementing a CRM system? (5%)
(b) Why data mining is a core competency in CRM related business? (5%).
4. Depict and explain a knowledge discovery in database (KDD) process model using data mining techniques. (10%)
5. Explain how a business intelligence system (BI), a balanced scorecard (BSC) management system, and an on-line analytical processing system (OLAP) can enhance the effectiveness of an enterprise system. (15%)

(背面仍有題目,請繼續作答)

6. In general organizations, employees retire, business values change, and process are redefined. While information flow is an intangible part of the value chain, its presence is a major factor in adding value to the organization and its partners. Without an efficient knowledge management model in place, information that is critical to the current, ongoing, and future success of the value chain may be jeopardized. In short, knowledge management is retrieving the right information, for the right people, at the right time. Please illustrate how organizations conduct knowledge management with state of the art information technology. (15%)
7. Information strategy executives observed some significant transitions over the last quarter of the twentieth century: information technology (IT) as a lever of competitive advantage; the IT outsourcing bandwagon effect characterized by consideration of information as a 'utility'; and more recently the e-everything phenomena with the emergence of Internet and electronic commerce as key factors in business and IT strategy. While some researchers suggested that same investments in information systems would yield different benefits in competitive advantage, others concluded that there is no relationship whatsoever between computer expenditures and company performance. As a MIS professional, please address the potential reasons regarding IT expenditures possess no direct impact to the organizational performance. (15%)
8. Supply chain management (SCM) deals with the planning and execution issues, which includes the following crucial components such as: Demand Planning, Availability to Promise (ATP), Supplier Relationship Management, Scheduling, and Optimization. One notable supply chain management methodology promoted by the Supply Chain Council is SCOR. Based on the SCOR model presented, please identify how the above mentioned components affect the operation of supply chain. (20%)