

本試題是否可以使用計算機：可使用，不可使用（請命題老師勾選）

1. Describe the importance of leadership management, cultural adaptation, communication quality, and trust in a team project.

Please provide an example. (25%)

2. Supply Chain Management is essential for strengthening competitiveness, partner/customer satisfaction, management performance, and achieving continued success. How does a company develop effective measures of Supply Chain Management performance? (25%)

3. In competitive consumer markets, building and maintaining a good relationship with customers is essential to long-term business survival. Currently, enterprises are applying Customer Relationship Management to facilitate the maintenance of this relationship. Give some examples of contexts in which Customer Relationship Management has been applied. (25%)

4. The relationship between information systems and general management has been "traditionally" viewed as fraught, even hostile. According to this view, information technology staff considers general managers as penny pinching and lacking in technological awareness or interest, while corporate managers think information technology staff produce systems which, if delivered at all, are late, over budget, and often fail to meet business needs. Discuss. (25%)