

考試科目	管理資訊系統	所別	資管系/資管組	考試時間	2月23日(天) 第 3 節
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1. Present a case of strategic information systems and analyze its impact on business performance. (15%)
2. Should all major retailing and manufacturing companies switch to RFID? Why or why not? (15%)
3. How can organizations take advantage of social networks? What are the costs and benefits of the investment of social networks? Please give case examples to support your answer. (20%)
4. If you were setting up the Web site for an **organic** food store, what management, organization, and technology issues might you encounter? And, how are you going to implement this project? (20%)
5. Draw a flowchart depicting the information flow and cash flow of purchasing a high speed rail tickets on the MMK (Multi Media Kiosk) with POS (point of sales) in a convenience store. (15%) Analyze the applications and impacts of the MMK in retail industry. (15%) The MMK is called as ibon in 7/11, FamiPort in Family Mart and Life-ET in Hi-Life.