1. The application of information technology has been well indicated as having strategic potential in impacting a firm's competitive performance. It is basically defined in an external focus and may narrowly be termed as strategic information systems. Please discuss how the procedure can be properly executed for indicating its strategic use with a simple real example in terms of analyzing external environment, corporate strategy, and a firm's value chain activities (as discussed in Porter's book for value chain).　　20%

2. Please discuss knowledge of an organization, knowledge management, and the strategies for implementing knowledge management systems (KMS). Moreover, please indicate how the role of IT can be played in supporting the strategies of KMS implementation and how KMS can provide support for increasing workers' learning and growth and eventually building a learning organization. Please also give a simple real example to illustrate it.　　20%

3. Customer relationship management (CRM) is a new marketing practice in the digital age. Please define it in terms of its fundamental discipline and also compare it with traditional marketing practice in terms of the perspectives of organizational strategy, marketing activities, and performance measurement. Please also define an IT infrastructure for CRM with various analytical and IT-supported functions with a simple real example.　　20%

4. Please discuss the adoption of e-commerce in B2C context for increasing additional sale online without affecting original sale of physical stores. Please also discuss the important issues of de-intermediation and re-intermediation associated with e-commerce in terms of different real examples.　　20%

5. You suppose to be the owner of e-communities or blogs (Blogger) for the purpose of discussing or communicating some special or popular events between your users or members, such as travelling or political issues. Please first discuss whether there is a difference between e-communities and blogs and further discuss how you plan to run them successfully with some business models. You may illustrate this with some real examples.　　20%