

Management Information Systems

This exam is designed to select those promising students who are working in a business in order to enter the Master Program of Information Management at The National Central University. The first part of the exam is composed of two short essay questions, while the second part is a long essay question. The students can choose Chinese or English to finish it.

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I. Short Essays (50%)

1. (a) Does ATM (Automatic Teller Machine) bring competitive advantages for commercial banks in Taiwan? (Yes/No) Briefly explain why. (15 points)
(b) Is ATM a strategic weapon to commercial banks in Taiwan? (Yes/No) Briefly explain why. (10 points)
2. (a) What are the four phases of IT (Information Technology) assimilation? Briefly describe the objectives and the potential risks of each phase. (16 points)
(b) Define briefly the following two terms, efficiency and effectiveness, in the context of IT assimilation. (4 points). In Phase 3, which of the two, efficiency and effectiveness, should NOT be used excessively as a means of control? Briefly explain why. (5 points)

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II. Long Essays (50%)

Since you are working in a company, the CEO (chief executive officer) in this company invites you to present company's five-year MIS plan to the board of directors tomorrow. In this written summary, you are required to put down the main points as follows:

1. Company Background.
2. Company Strength/Weakness Analysis.
3. IT's Potential Advantage to the company.
4. Current's IT's fit into the Organization.
5. Company's Five-year MIS plan.

You may add a few important points which are important to you. The legibility of writing, clarity of ideas, logic links, creative comments, and the validity of referred knowledge from various sources will all affect your grade. The professor will not simply value your grade by the number of words you write on the answer sheet.