# IM Midterm

6/11/2021 下午3:19

16.75/20 . 13 questions wrong
[Top 5 Questions most of the people answered wrong]
Answered Wrong: 2, 9, 21,25, 30, 38, 61, 65,67
Not sure: 16, 18, 33, 35

## Question 1
0.25 pts

Which of the following statement is the most appropriate regarding "cashless society"?

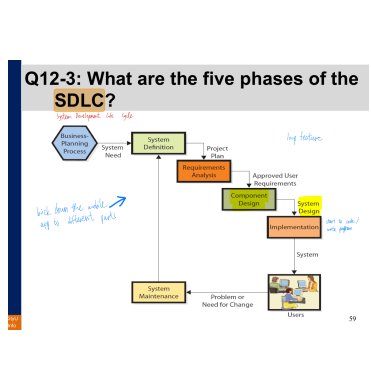
- ○ There is only benefit in a cashless society
- ○ Cashless society means that we no longer need money
- ○ Cashless society eliminates ALL the risks
- ● New forms of crime activities might emerge in cashless society

## Question 2
0.25 pts

System development life cycle

Which of the following items is necessary for component design in SDLC?

- ○ System design
- ○ Identified problems
- ● Approved user requirements
- ○ Project plan


Q12-3: What are the five phases of the SDLC?

## Question 3
0.25 pts

Thomas is responsible for creating backup copies of information in a system. He also works along with IT personnel to ensure that the backups are valid and that effective recovery procedures exist. Thomas is involved in establishing ________.

- ○ technical safeguards
- ● data safeguards
- ○ hardware safeguards
- ○ human safeguards

## Question 4
0.25 pts

Which of the following is the first step in developing a social media information system (SMIS)?

- ○ Identify metrics that will indicate whether an organization has achieved its goals.
- ● Define what the organization wants to achieve with social media.
- ○ Maximize metrics like conversion rate and bounce rate.
- ○ Identify the organization's target audience.

## Question 5
0.25 pts

What is the implication of Metcalfe's Law?

- ○ Network speed is increasing, which enables new products, platforms, and companies.
- ○ In every 10 years, a new industry is established due to the appearance of new information systems.
- ● When more digital devices are connected together, the value of digital and social networks is increasing exponentially.
- ○ Storage capacity is increasing exponentially and cost of storing data is approaching to zero.

## Question 6
0.25 pts

Among the many revenue models for social media, ______ offers users a basic service for free, then charges a premium for upgrades or advanced features.

- ○ Free trial
- ● Freemium
- ○ Subscription
- ○ VIP membership

## Question 7
0.25 pts

Which of the following is ***NOT*** a component of a database?

- ● A collection of business intelligence systems
- ○ Data descriptions
- ○ A collection of relationships that link tables
- ○ A collection of tables

## Question 8
0.25 pts

Marketing managers planning to use new social networking technologies to strengthen their market presence are portraying their ________ .

- ○ Ability to outsource work
- ○ Routine skills
- ● Ability to experiment
- ○ Collaboration skill

## Question 9
0.25 pts

Which of the following is true?

- ○ We should always use databases instead of spreadsheets.
- ○ DBMS is the hardware that implements databases.
- ○ We should always include primary and foreign keys in all tables.
- ● We should always use normalization when designing databases.

不一定，keep the duplicate tables for backup or due to less related information in same place

## Question 10
0.25 pts

To join two tables together, we rely on ______.

- ○ Entity
- ● Foreign key
- ○ ID
- ○ Metadata

## Question 11
0.25 pts

Platforms that enable the creation of social networks, or social relationships among people with common interests, are offered by ________.

- ○ users
- ○ sponsors
- ○ communities
- ● social media providers

## Question 12
0.25 pts

Which of the following criteria is the most important and relevant when you process a large volume of data in a data mart?

- ● Bare sufficiency
- ○ Timeliness
- ○ Cost worthiness
- ○ Accuracy

## Question 13
0.25 pts

Suppose you are running a business. You are conducting industry structure analysis using Porter's five forces model concerning your own business. Under which of the following situations, there is a relatively stronger competitive force against your own company?

- ○ When customers are not loyal to their current companies or brands (not yours)
- ● When switching costs are high for customers to switch from rival companies to yours
- ○ When it is difficult to find substitutes for your products
- ○ When the prices of rival products are relatively high

## Question 14
0.25 pts

Which of the following statements is true of business processes?

- ● The processes implementing a value chain must create sufficient value to cover their costs.
- ○ Each value chain is always supported by a single business process.
- ○ If a value chain's margin is negative, the costs of the value chain should be increased.
- ○ If a value chain's margin is negative, the value should be decreased.

## Question 15
0.25 pts

Which of the following statements is true of business intelligence (BI) systems?

- ○ The software component of a business intelligence system is called an intelligence database.
- ○ The four standard components of business intelligence systems are software, procedures, applications, and programs.
- ● Business intelligence systems analyze an organization's past performance to make predictions.
- ○ Business intelligence systems are primarily used for developing AI systems.

## Question 16
0.25 pts

Digital analytics can be applied ________

- ● to track, monitor, and measure visitors' behaviors on your e-commerce website.
- ○ to develop social capital.
- ○ to monetize from social media.
- ○ to perform SEO. search engine optimization

## Question 17
0.25 pts

Which of the following best describes the difference between primary and foreign key?

- ● Primary key can unique identifies a row in its own table, while foreign key is defined to link rows from two different tables (i.e., relationship)
- ○ Metadata are described by primary key but not foreign key
- ○ Primary key can only be defined by one column, while foreign key can be defined by multiple columns
- ○ Foreign key can only be defined by one column, while primary key can be defined by multiple columns

## Question 18
0.25 pts

YouTube uses ________ to determine how likely a user will watch a video based on his/her recent video watching history.

- ● Market basket analysis types & frequency
- ○ Information Management
- ○ Porter's five forces models
- ○ Multi-dimensional analysis

## Question 19
0.25 pts

______ is the international standard to communicate with relational databases.

- ○ SDLC
- ○ PMP
- ○ BPMN
- ● SQL

## Question 20
0.25 pts

What is an attribute in Entity Relationship Data Model?

to describe entities / relationship in more detail

- ○ Length
- ● Meta data
- ○ Size
- ○ Field

## Question 21
0.25 pts

The Finance Office of CityU uses accounting information systems to determine budget of all part-time helpers in the University Open Day. How do you describe the functional role of the information systems used by the Finance Office?

- ○ Manage IS [illegible]
- ○ Achieve strategies
- ● Use IS
- ○ Compliance of IS

## Question 22
0.25 pts

______ is a dynamic social media process of employing users to participate in product design or product redesign.

- ○ Flexible product development
- ● Crowdsourcing
- ○ Social capitalization
- ○ Collaborative product development

## Question 23
0.25 pts

Project scope is determined in which of the following stages of project management?

- ○ Closing a project
- ○ Initiating a project
- ● Planning a project
- ○ Executing a project

## Question 24
0.25 pts

The fact that Joe works nine hours per day is an example of ________.

- ○ Content
- ○ Sample
- ○ Information
- ● Data

## Question 25
0.25 pts

project management professional

Which of the following is a correct description of PMP?

- ○ It is a qualification required in the field of smart banking.
- ○ It requires domain knowledge in the area of initiating, planning, executing, monitoring, controlling, and closing a project.
- ○ Following accepted methodologies in PMC, a project is guaranteed to finish within time and budget.
- ● It is an industrial recognized certificate issued by PMC. PMI project management certificate

## Question 26
0.25 pts

A firm introduces a new range of laptops that concentrate on delivering good graphics performance. Which of the following competitive strategies has the firm adopted if these laptops have relatively low prices?

- ○ Industry-wide low cost
- ○ Focused differentiation
- ● Focused low cost
- ○ Industry-wide differentiation

## Question 27
0.25 pts

Which of the following is ***NOT*** a knowledge domain of project management?

- ○ Initiate the project
- ● Hire new project staff
- ○ Close the project
- ○ Plan the project

## Question 28
0.25 pts

Which of the following statements is true of Big Data?

- ● Big Data refer to data sets that are at least a petabyte in size.
- ○ Big Data cannot store graphics, audio, and video files.
- ○ Big Data have low velocity and are generated slowly.
- ○ Big Data contain only structured data.

## Question 29
0.25 pts

Which of the following competitive strategies does a company follow if it produces a uniquely formulated anti-ageing face cream targeted at women above the age of forty?

- ○ providing the lowest cost across the industry
- ○ providing a better product across the industry
- ● focusing on product differentiation within an industry-segment
- ○ focusing on lowering the cost within an industry-segment

## Question 30
0.25 pts

Which of the following is ***INCORRECT*** about components of social capital?

- ○ Entity resources are relevant.
- ○ Social capital is a summation of relationships, relationship strength, and entity resources. product
- ○ Frequent interactions strengthen relationships.
- ● Strength of a relationship determines the likelihood other entities will do something that benefits your organization.

## Question 31
0.25 pts

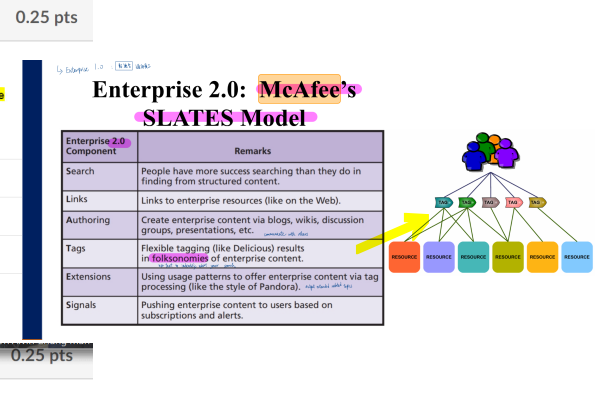
Which of the following statements is true of social capital?

- ○ Social capital can be gained by limiting the number of friends.
- ● The value of social capital is determined by the number of relationships in a social network
- ○ Being linked into social networks undermines a professional's image and position in an organization.
- ○ Social capital is an investment in human knowledge and skills for future profit.

## Question 32
0.25 pts

According to McAfee's SLATES model, which of the following results in folksonomies of enterprise content?

- ○ Search
- ○ Extension
- ○ Authoring
- ● Tag


Enterprise 2.0: McAfee's SLATES Model

| Enterprise 2.0 Component | Remarks |
|---|---|
| Search | People have more success searching than they do in finding from structured content. |
| Links | Links to enterprise resources (like on the Web). |
| Authoring | Create enterprise content via blogs, wikis, discussion groups, presentations, etc. |
| Tags | Flexible tagging (like Delicious) results in folksonomies of enterprise content. |
| Extensions | Using usage patterns to offer enterprise content via tag processing (like the style of Pandora). |
| Signals | Pushing enterprise content to users based on subscriptions and alerts. |

## Question 33
0.25 pts

Which of the following is true about retargeting of social media ads?

- ○ If you are not the target customer, social media helps to retarget another potential customer for the brand.
- ○ If you visited a branded site, even you have left the site and visit your Facebook, the ads of the branded site will be shown in Facebook during your visit.
- ● No matter of what branded sites you have visited, after you've logged in to Facebook, you will see the same ad by companies adopting retargeting of social media ads.
- ○ If you have purchased things on Facebook, ads will follow you even you have logged out from Facebook.

## Question 34
0.25 pts

Which of the following reasons is valid for a company to create a new information system?

- ● to help employees achieve the strategies of the business
- ○ to project a modern image
- ○ to show its social networking presence
- ○ to avoid falling behind the technology curve

## Question 35
0.25 pts

Which of the following is a kind of competitive advantage from the product implementation perspective?

related to supply chain bargaining power

- ● Toyota develops a new auto-painting system to reduce the operating expenses on car painting.
- ○ Park'n Shop introduces a new membership system to store virtual points. Members can use those points for shopping in Park'n Shop.
- ○ Walmart requests their suppliers to use the same brand of Enterprise Resources Planning systems to facilitate the process of procurement.
- ○ Apple introduces a new iPhone with rear dual camera and side features.

## Question 36
0.25 pts

A(n) ________ is a software platform that uses social media to facilitate cooperative work of people within an organization.

- ○ content management system
- ○ earned value management
- ○ expert system
- ● enterprise social network

## Question 37
0.25 pts

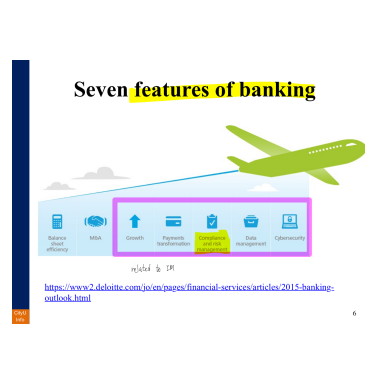
We cannot buy IS because ___________.

- ● IS involves people to execute procedures including training/managing, etc.
- ○ This is a false statement because we can buy IS/IT if we want to.
- ○ IS/IT changes very fast according to Moore's Law.
- ○ Businesses usually do not sell IS.

## Question 38
0.25 pts

Which of the following is ***NOT*** a trend of smart banking related to information management?

- ○ Data management
- ● Compliance and risk management
- ○ Business intelligence ← included in Extended ERP Components
- ○ Cybersecurity


Seven features of banking

## Question 39
0.25 pts

Regarding data vs. information, which of the following statements is true?

- ○ Data is information presented in a meaningful context.
- ● Information is knowledge derived from data.
- ○ None of the available options here.
- ○ Information is figure.

## Question 40
0.25 pts

Using student name as the primary key of the student table in an UReply system may not be a good choice because...

- ● Names may be duplicated
- ○ Names may be too long
- ○ Names may be in different format
- ○ Names may be in different language

## Question 41
0.25 pts

A ___________ is a series of complicated activities or a new business process that is performed by an actor.

- ○ Control flow
- ● Decision process
- ○ Repository
- ○ Subprocess

## Question 42
0.25 pts

What type of application software is Canvas used by CityU?

- ○ Off-the-shelf application software without customization
- ○ One-of-a-kind application software
- ○ Horizontal-market application software
- ● Vertical-market application software

## Question 43
0.25 pts

______ is/are the bridge(s) between the human side and the computer side.

- ○ Information systems managers
- ○ Procedure and software components
- ● Data
- ○ Hardware

## Question 44
0.25 pts

To measure user engagement in the context of social media, which of the following metric is appropriate? of the share content

- ○ The total number of Twitter followers of the focal company
- ○ The amount of web traffic to the company's sales websites.
- ○ Social capital value
- ● The number of reshares/retweets of the focal company's social media contents.

## Question 45
0.25 pts

COBIT is required for which of the following qualifications/disciplines?

- ○ PMP
- ● CISA ← ISACA ← CISA
- ○ BI
- ○ SDLC

## Question 46
0.25 pts

Which of the following is a result of Moore's law?

- ● The price to performance ratio of computers has fallen dramatically.
- ○ The risk of technology becoming obsolete has decreased.
- ○ The cost of data processing has increased considerably.
- ○ The outsourcing of nonroutine skills has increased drastically.

## Question 47
0.25 pts

The use of an organization's operational data as the source data for a business intelligence system is not usually recommended because it ________.

- ○ considers only the external data and not the internal data regarding the organization's
- ○ is not possible to perform business intelligence analyses on operational data
- ○ is not possible to create reports based on operational data
- ● requires considerable processing and can drastically reduce system performance

## Question 48
0.25 pts

Porter's five competitive forces can be grouped into two types: forces related to ________ and forces related to supply chain bargaining power.

- ○ consumer
- ○ pricing
- ○ labor
- ● competition

## Question 49
0.25 pts

Which of the following statements is true of the dimensions to measure process quality?

- ○ The most important dimension of process quality is costs.
- ○ Process effectiveness is determined by the ratio of benefits to costs.
- ● An effective business process enables an organization to accomplish its strategy.
- ○ Cost of infrastructure is not included under cost of business process.

## Question 50
0.25 pts

What is the main cause of data integrity problems?

- ○ Irrelevant attributes
- ○ Normalized tables
- ● Updating a table with duplicated data
- ○ Untimely data

## Question 51
0.25 pts

The bargaining power of a customer is weak if ________.

- ○ Competitors offer products with same benefits at lower prices
- ○ New entrants are offering a product that uses more recent technology
- ● The availability of a substitute is limited
- ○ The cost of switching to a substitute is low

## Question 52
0.25 pts

Maintaining two databases is costly. However, doing so can ensure that a company runs 24 hours a day even one database is corrupted. This strategy can help achieve ____________.

- ○ efficiency
- ○ governance
- ○ data integrity
- ● effectiveness

## Question 53
0.25 pts

The software and procedure components of the information systems framework are _______.

- ○ bridges between the human side and the computer side
- ● sets of instructions
- ○ the outermost components
- ○ actors

## Question 54
0.25 pts

Which of the following is a correct description of business continuity planning?

- ○ It helps prevent a potential disaster from happening.
- ● It involves rigorous planning and commitment of resources to handle immediate disasters. 嚴格
- ○ It is a plan developed by IS auditors.
- ○ It is one of the competitive strategies.

## Question 55
0.25 pts

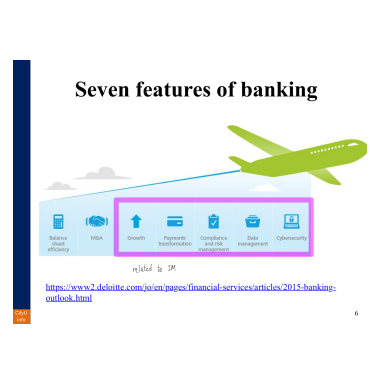
Which of the following is a function of the database management system (DBMS)?

- ○ Automating workflows in the databases of companies
- ○ Eliminating bottlenecks in business processes
- ● Processing a database by inserting or modifying data
- ○ Implementing lean systems in workstations

## Question 56
0.25 pts

Which of the following feature of banking is the least relevant to information management and information systems?

- ● Merger and acquisition
- ○ Data management
- ○ Payment transformation
- ○ Cybersecurity


Seven features of banking

## Question 57
0.25 pts

______ states that network connection speeds for high-end users will increase by 50% every year.

- ● Nielsen's Law
- ○ Kryder's Law
- ○ Bell's Law
- ○ Moore's Law

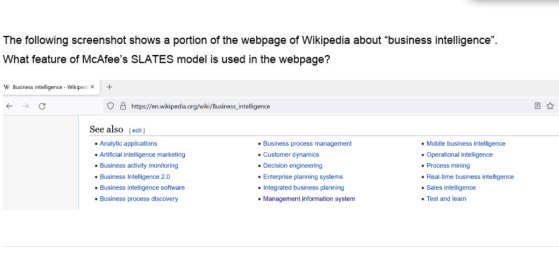
## Question 58
0.25 pts

Which of the following statements describes a scenario in which the bargaining power of a supplier is strong?

- ○ Competitors have decreased demand for raw materials.
- ● The availability of raw materials is limited.
- ○ The supplier has excess inventory.
- ○ There are many suppliers providing the same raw materials for comparable prices.

## Question 59
0.25 pts

The following screenshot shows a portion of the webpage of Wikipedia about "business intelligence". What feature of McAfee's SLATES model is used in the webpage?

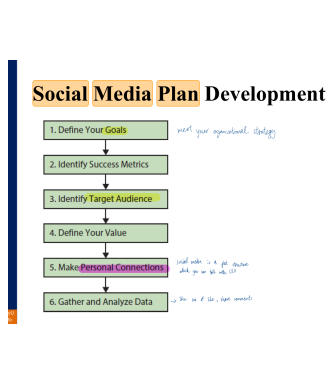


- ● Links
- ○ Tags
- ○ Extensions
- ○ Signals

## Question 60
0.25 pts

According to social media plan, which step should be conducted before identifying target audience?

- ○ Gather and analyze data.
- ● Identify success metrics. indicator
- ○ Make personal connections.
- ○ Define your value.


Social Media Plan Development
1. Define Your Goals
2. Identify Success Metrics
3. Identify Target Audience
4. Define Your Value
5. Make Personal Connections
6. Gather and Analyze Data

## Question 61
0.25 pts

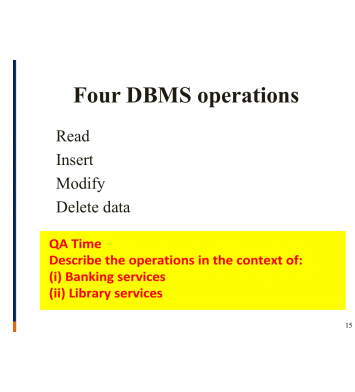
What is/are the main challenges of systems development?

- ○ Moore's Law of diseconomy of scale.
- ● System users do not have enough time to fully test the newly developed systems.
- ○ Technology evolves over time.
- ○ All available options.

## Question 62
0.25 pts

When you search, add, drop, and change a course on AIMS, the system performs which of the following DBMS operations? (i) Modify (ii) Insert (iii) Set (iv) Read (v) Delete (vi) Understand

- ○ (i), (iii), (iv), (v)
- ● (i), (ii), (iv), (v)
- ○ (i), (iii), (v), (vi)
- ○ (ii), (iii), (v), (vi)


Four DBMS operations

- Read
- Insert
- Modify
- Delete data

QA Time
Describe the operations in the context of:
(i) Banking services
(ii) Library services

## Question 63
0.25 pts

______ identifies groups of entities that have similar characteristics.

- ○ SAS Enterprise Miner
- ● Cluster analysis
- ○ Multidimensional analysis
- ○ Business intelligence

## Question 64
0.25 pts

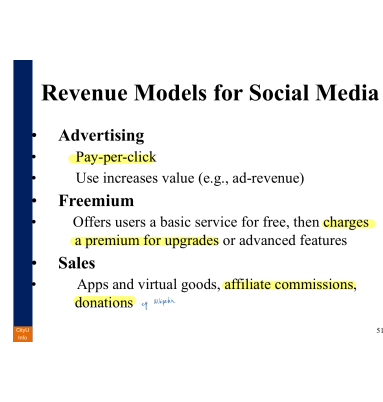
Which of the following statement on search engine marketing is true?

- ○ Pay-per-click (PPC) charges a company no matter whether its advertisements have been clicked or not.
- ○ If a company uses SEO for search engine marketing, it cannot use PPC at the same time.
- ○ Search engine optimization (SEO) is very expensive for companies.
- ● None of the available options here.

## Question 65
0.25 pts

Which of the following belongs to social media revenue model? (i) Selling apps or virtual goods. (ii) Donation and fundraising (iii) Social ads (iv) Selling social capital

- ○ (i), (ii), (iv)
- ○ (iii) only
- ● (i), (ii), (iii)
- ○ All available options


Revenue Models for Social Media

- Advertising
  - Pay-per-click
  - Use increases value (e.g., ad-revenue)
- Freemium
  - Offers users a basic service for free, then charges a premium for upgrades or advanced features
- Sales
  - Apps and virtual goods, affiliate commissions, donations

## Question 66
0.25 pts

Which of the following is ***NOT*** a primary activity of value chain?

- ● Procurement of production materials supportive
- ○ Marketing for company strategies
- ○ Logistics for product manufacturing
- ○ Manufacturing of company products

## Question 67
0.25 pts

Which of the following is the correct description of competitive strategy?

- ● Information systems determine competitive strategies and help firms to increase competitive advantages.
- ○ Competitive strategy is not determined by Porter's Five Forces Model.
- ○ Competitive strategy is a direct response to industry structure.
- ○ Competitive strategy is an important component of value chain structure.

## Question 68
0.25 pts

Which of the following statements is true about the management and use of information systems?

- ○ Organizations with dynamic business environments do not use information systems.
- ○ Information systems need not be maintained after development.
- ○ An employee must be a programmer to manage information systems.
- ● Information systems must be adapted to new requirements.

## Question 69
0.25 pts

Which of the following indicates a ***RISK*** of using social media in human resources?

- ● Making errors in forming conclusions about employees through social media
- ○ Probing employee personal and social life through social media
- ○ Recruiting employees for vacant jobs through social media is way too expensive.
- ○ Too much information is available on social media platforms

## Question 70
0.25 pts

BI tools create multidimensional view of data through common operations, including pivot, and ____________.

- ● slice and dice
- ○ normalization
- ○ filtering
- ○ ETL

## Question 71
0.25 pts

Which of the following is ***NOT*** a digital marketing strategy?

- ● Cost Leadership Advertising
- ○ Paid Search Advertising
- ○ Retargeting
- ○ Social Advertising

## Question 72
0.25 pts

In project management, which task is required when you plan a project?

- ○ Perform project assessment
- ○ Execute tasks defined
- ○ Transfer ownership
- ● Develop a budget plan

## Question 73
0.25 pts

______ refers to data and responses to data that are contributed by users and SM sponsors.

- ○ Connection data
- ○ Custom data
- ○ Capital data
- ● Content data

## Question 74
0.25 pts

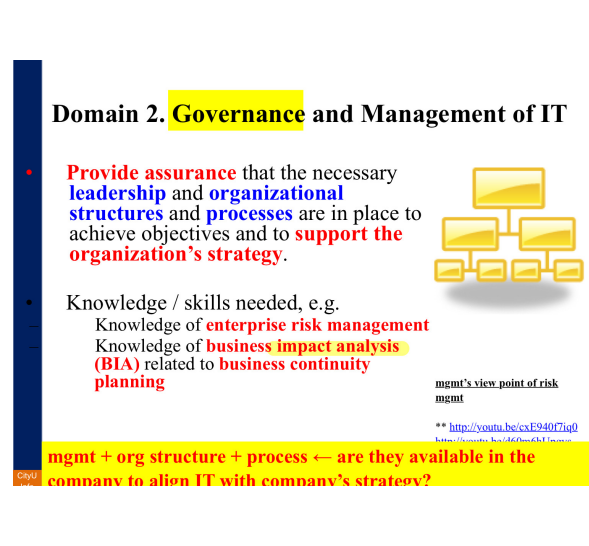
Which of the following is true about data characteristics for quality information?

- ○ They must be more than just barely sufficient.
- ○ They must be based on incomplete data.
- ● They must be contextually relevant.
- ○ They must be available in the cloud storage.

## Question 75
0.25 pts

A project manager may conduct impact analysis to tackle which of the following challenges in project management?

- ● Scheduling and budgeting
- ○ Changing requirements
- ○ Diseconomies of scale
- ○ Changing technology


Domain 2. Governance and Management of IT

- Provide assurance that the necessary leadership and organizational structures and processes are in place to achieve objectives and to support the organization's strategy.
- Knowledge / skills needed, e.g.
  - Knowledge of enterprise risk management
  - Knowledge of business impact analysis (BIA) related to business continuity planning

mgmt's view point of risk mgmt

** http://youtu.be/cxE940f7iq0

mgmt + org structure + process ← are they available in the company to align IT with company's strategy?

## Question 76
0.25 pts

There are usually two layers of firewalls: perimeter and internal. Internal firewalls are designed ___________.

- ○ To protect staff computers against attack from unknown visitors through the Internet.
- ○ To protect servers against attack from unknown visitors through the Internet.
- ○ To protect Internet users' computers against attack from staff.
- ● To protect servers against attack from uses of the local area network.

## Question 77
0.25 pts

Which of the following statement is ***NOT*** true about market basket analysis?

- ○ It is a typical business application of association detection.
- ○ It is to uncover the nature and frequency of the relationships between variables.
- ● It is an exploratory BI technique to sort different objects that are similar into groups.
- ○ It enhances store layout for traditional retailers and targeted marketing for online retailers.

## Question 78
0.25 pts

A ________ is a data collection, smaller than the data warehouse that addresses the needs of a particular department or functional area of a business.

- ● data mart
- ○ data space
- ○ data sheet
- ○ data room

## Question 79
0.25 pts

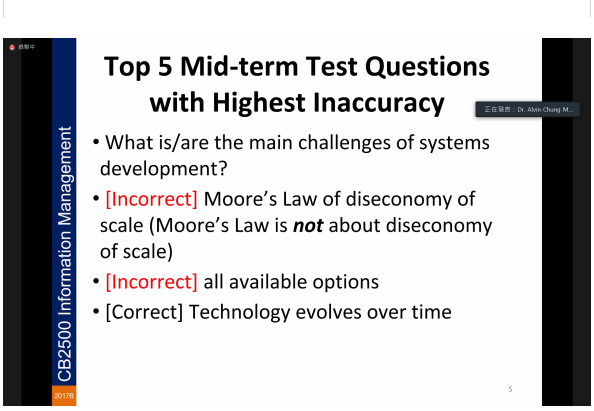
Which of the following is a limitation of normalization?

- ○ It cannot preserve data consistency.
- ● It is a slow process to join multiple tables together.
- ○ It may lead to data redundancy.
- ○ It produces many tables with the same theme.

## Question 80
0.25 pts

Which of the following statement is true regarding security safeguards?

- ● Data administration is one of the organizational units directly responsible for data safeguards.
- ○ Encryption always uses the same key for both encryption and decryption.
- ○ When hiring, there is no need to worry too much about securities.
- ○ Password is for identification and username is for authentication.


Top 5 Mid-term Test Questions with Highest Inaccuracy

- What is/are the main challenges of systems development?
- [Incorrect] Moore's Law of diseconomy of scale (Moore's Law is ***not*** about diseconomy of scale)
- [Incorrect] all available options
- [Correct] Technology evolves over time

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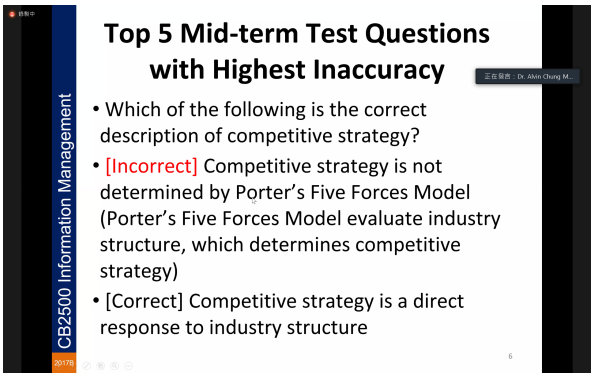
Top 5 Mid-term Test Questions with Highest Inaccuracy

- Which of the following is the correct description of competitive strategy?
- [Incorrect] Competitive strategy is not determined by Porter's Five Forces Model (Porter's Five Forces Model evaluate industry structure, which determines competitive strategy)
- [Correct] Competitive strategy is a direct response to industry structure

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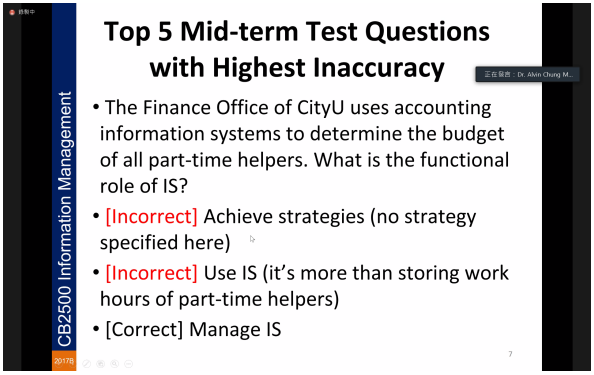
Top 5 Mid-term Test Questions with Highest Inaccuracy

- The Finance Office of CityU uses accounting information systems to determine the budget of all part-time helpers. What is the functional role of IS?
- [Incorrect] Achieve strategies (no strategy specified here)
- [Incorrect] Use IS (it's more than storing work hours of part-time helpers)
- [Correct] Manage IS

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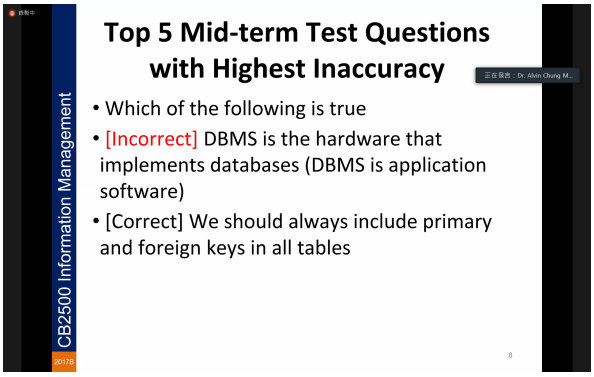
Top 5 Mid-term Test Questions with Highest Inaccuracy

- Which of the following is true
- [Incorrect] DBMS is the hardware that implements databases (DBMS is application software)
- [Correct] We should always include primary and foreign keys in all tables

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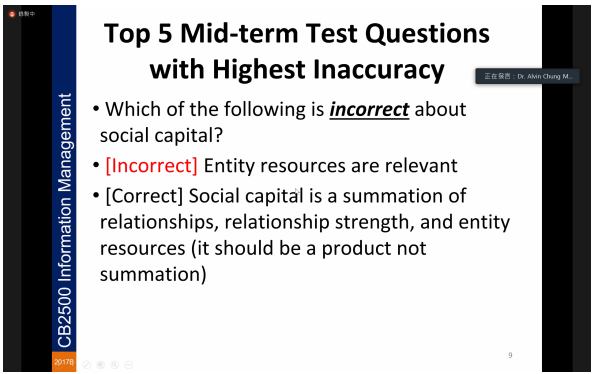
Top 5 Mid-term Test Questions with Highest Inaccuracy

- Which of the following is ***incorrect*** about social capital?
- [Incorrect] Entity resources are relevant
- [Correct] Social capital is a summation of relationships, relationship strength, and entity resources (it should be a product not summation)

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