

# Week 5: Feedback to Students

## CB2500 Information Management

Smart Banking (BI)  
Smart e-Services (ISSN)

Smart IS Auditing (ISA)  
Smart Global Business (GBSM)

# (Quiz 5) In what situation, the competitive force is low?

- (A) “Switching cost is high” is correct
- Why options (B) and (D) are wrong?
- (B) Price of rivalry is high
  - If quality of product is the same, the competitive force is low. However, it is unknown here
- (D) Rival product is difficult to find
  - Bargaining power of customers is low
  - p.91 of textbook “the strength of these forces [suppliers and customers] depends on the availability of substitutes and the relative size of the firm.”

# Week 5 Tutorial Discussion

0 score for following answers:

- “because explaining and finding out the cause of outcomes is more important than only predicting the outcomes” **Irrelevant**
- “Because deep data can provide more useful information than big data.”  
**You don't explain anything at all.**

Acceptable but insufficient answers:

- “big data reveal relationship among data without explanation. however, deep data can complement big data” **How?**
- “It is because deep data can create more useful and detailed information. But big data may have many unrelated data and those data are not useful” **Not entirely correct. Big data can be related and useful.**

Best answer:

- “We need deep data rather than big data because deep data can explain the meaning of many consumer behavior such as the consumption frequencies and distributions and consumer experiences ,also the expectations of customers. These deep data can help companies provide better services and products.”