



**Information technology in a global society**  
**Higher level**  
**Paper 3**

Wednesday 18 November 2015 (morning)

Candidate session number

1 hour 15 minutes

--	--	--	--	--	--	--	--	--	--

**Instructions to candidates**

- Write your session number in the boxes above.
- Do not open this examination paper until instructed to do so.
- Read the case study carefully.
- Answer all questions in the boxes provided.
- The maximum mark for this examination paper is **[30 marks]**.



Answer **all** the questions in the boxes provided.

Refer to the *Asociación de Supermercados Independientes: An investigation into Big Data case study* **and** to your own related research in responding to the following questions.

1. (a) Define “data mining”. [2]

.....  
.....  
.....  
.....

- (b) Identify **two** ways customer details on a database can be made anonymous. [2]

.....  
.....  
.....  
.....







A large rectangular area containing horizontal dotted lines for writing.



08EP05

Turn over





