



Information technology in a global society
Higher level
Paper 3

Wednesday 18 November 2015 (morning)

Candidate session number

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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]

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

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- 3. The *Asociación de Supermercados Independientes* (ASI) will collect additional data such as the brand of the product or personal information about the customer every time they make a purchase.

This additional data is not on the receipt and customers will not know it is being collected. Discuss whether this is acceptable.

[8]

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08EP04

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08EP05

Turn over

Your response to question 4 **must** include evidence of independent research linked to the *Asociación de Supermercados Independientes*: An investigation into Big Data case study.

- 4. The ASI is concerned that the benefits to customers of being involved in the loyalty card scheme may be outweighed by their desire for privacy and anonymity.

To what extent do you agree with this statement?

[12]

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