



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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2. (a) Explain **one** way that data visualization can be beneficial for store managers. [2]

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(b) Distinguish between clustering analysis and hypothesis testing of data. [4]

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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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08EP05

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08EP07

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