



**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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08EP03



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08EP05

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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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08EP07

Turn over

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