



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 30 horizontal dotted lines for writing.



08EP07

Turn over

Dotted writing area consisting of multiple horizontal rows of dots for text entry.



08EP08