

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

Wednesday 20 May 2015 (morning)

Candidate session number

1 hour 15 minutes

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**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) Identify **two** characteristics of a data warehouse. [2]

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- (b) Outline **one** reason why an extract, transform, load (ETL) process should be used when moving data from one computer system to another. [2]

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- [2]

[illegible]

- [4]

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- Discuss whether store managers should use this information to decide the hours the staff should work.

[8]





4. With reference to your independent research, to what extent do the benefits for ASI's customers of receiving targeted advertising outweigh the ethical concerns that these customers may have about the impacts on their privacy, security and anonymity (lines 108–117)?

[12]

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