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**INFORMATION TECHNOLOGY IN A GLOBAL SOCIETY  
HIGHER LEVEL  
PAPER 3**

Friday 6 May 2011 (morning)

1 hour

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**INSTRUCTIONS TO CANDIDATES**

- Do not turn over this examination paper until instructed to do so.
- Read the case study carefully.
- Answer all the questions.

Answer **all** the questions.

Refer to the *Developing and Running an Online Business* case study and to your own related research in responding to the following questions.

1. Describe **two** characteristics of open source software. [4 marks]
  
  2. (a) Carmen’s web site makes use of the MySQL database management system (DBMS). Explain how a DBMS protects underlying data (*lines 76–77*) in the database from unintended alterations. [6 marks]  
  
(b) With reference to *lines 99–100*, examine **two** of the methods of payment that could be provided on Carmen’s improved web site. [8 marks]
  
  3. Discuss the use of site traffic analysis (*line 69*) **and** search engine optimization (*line 102*) as e-marketing tools.  
  
Use information from the case study and give examples of services offered by the companies that you have investigated. [12 marks]
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