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

Friday 4 November 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** multimedia features that could be included on Carmen’s web site. [4 marks]
  
  2. (a) Explain how SSL (Secure Socket Layer) **and** encryption (*line 58*) are used to ensure that confidential data can be sent across the Internet when a customer purchases a product from the *Foto Creativa* web site. [6 marks]  
  
(b) Sergio has recommended to Carmen that she use open source software instead of a commercial web content management system (Web CMS) to develop the web site. Analyse the possible consequences of this recommendation (*lines 60–61, 98*). [8 marks]
  
  3. Discuss how e-marketing techniques can be used to promote *Foto Creativa*’s web site and its products (*lines 62–73*).  
  
Use information from the case study and give examples of techniques used by the companies that you have investigated. [12 marks]
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