



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

Tuesday 20 May 2008 (morning)

1 hour

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 *La Vianda* case study and to your own related research in responding to the following questions.

1. (a) Describe how the UPC/barcode on a product is used at the checkout to produce the product description and price on the bill. *[4 marks]*

(b) State **two** ways *La Vianda* can target its advertising to customers, using information gained from the customer loyalty programme. *[2 marks]*

 2. (a) Describe **two** possible payment options available to customers at the checkout other than giving the operator cash or a credit card. *[4 marks]*

(b) Explain how *La Vianda* and the proposed new store can use IT to exchange information. *[8 marks]*

 3. With reference to the case study and using your own research, evaluate the use of new technologies to:
 - attract more local and global customers
 - make shopping more efficient for customers
 - assist managers in decision making.*[12 marks]*
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