

22145515

INFORMATION TECHNOLOGY IN A GLOBAL SOCIETY
HIGHER LEVEL
PAPER 3

Candidate session number

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Monday 19 May 2014 (morning)

Examination code

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].



08EP01

Answer **all** the questions in the boxes provided.

Refer to the *Cobb Publishing and e-books case study* **and** to your own related research in responding to the following questions.

1. *Cobb Publishing* is considering collecting data about the reading of e-books in order to analyse readers' habits.

(a) Identify **two** data items that can be recorded about the reading habits of users. [2]

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(b) E-books have many additional features that are intended to give a better reading experience than a printed book.

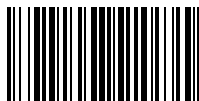
Identify **two** features that may be included to make this possible. [2]

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- 2. *Cobb Publishing* hopes to sell more e-books by offering a synchronization service to its customers.

Explain how the synchronization of the reading of an e-book across various platforms could be achieved.

[6]

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08EP03

Turn over

3. *Cobb Publishing* wants to use DRM with its e-books. There is a choice between:
- active methods that prevent any content from being read or copied to unauthorized devices
 - passive methods that allow reading of e-books on a variety of devices with no technical blockages to sharing the books openly; in the case of a copyright infringement the origin of the e-book can be traced to enable prosecution.

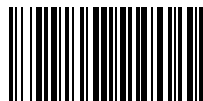
Evaluate these methods from the perspectives of *Cobb Publishing*, and the readers of the e-books.

[8]

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A large rectangular area containing horizontal dotted lines for writing.



08EP05

Turn over

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