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INFORMATION TECHNOLOGY IN A GLOBAL SOCIETY
HIGHER LEVEL
PAPER 3

Thursday 8 November 2012 (morning)

1 hour 15 minutes

Candidate session number

0	0								

Examination code

8	8	1	2	–	5	5	1	5

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.
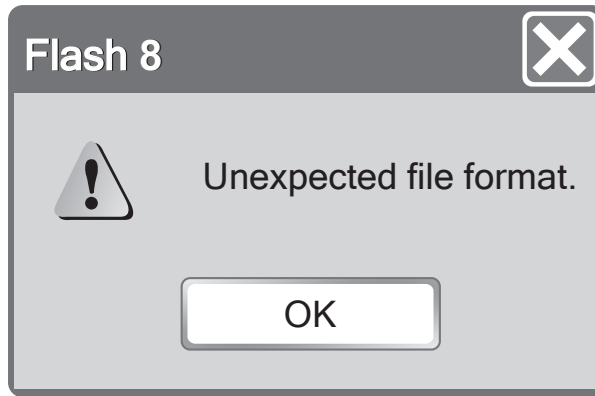- The maximum mark for this examination paper is *[30 marks]*.

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

*Refer to the Theatre Booking System case study **and** to your own related research in responding to the following questions.*

1. The management of the Piedmonte Theatre Consortium (PTC) wants its website to be able to show short video clips of forthcoming productions. When a user tried to view one of these, the video failed to play and the following error message appeared.

Flash 8 ✖

⚠ Unexpected file format.

OK

[Redrawn by the IB from an Adobe screenshot.]

(a) Outline why the video failed to play. *[2]*

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. . . .
. . . .
. . . .

(b) Describe **one** possible solution. *[2]*

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. . . .

2. Both theatre companies have substantial amounts of data saved in various formats in their existing systems. This data includes information such as customer and member details and records of previous performances. All of this data has to be copied to the new system.

Explain why the developers might encounter problems when transferring existing data to the new system.   *[6]*

3. The PTC website needs to offer a range of functions which are easy to use, informative and enjoyable. It is also intended that it should function in a number of languages.

To what extent is there a conflict between the site's functionality and providing the site in many languages? You should make references to suitable sites that you have investigated. *[8]*

Your response to question 4 must include evidence of independent research linked to the Theatre Booking System case study.

4. Two prospective suppliers of the new system for the PTC have different approaches for developing the new system.
- One has already supplied a ticketing system to a theatre company in Germany which it says can be modified to suit the needs of the two companies.
- The other proposes to start from the beginning and develop a new system.

With explicit references to systems that you have studied, evaluate the merits of these two approaches. *[12]*