

88145515

INFORMATION TECHNOLOGY IN A GLOBAL SOCIETY
HIGHER LEVEL
PAPER 3

Candidate session number

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Tuesday 18 November 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. (a) Identify **two** advantages of using digital rights management (DRM). [2]

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- (b) Identify **two** disadvantages of using digital rights management (DRM). [2]

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- 3. When a customer (end-user) purchases an e-book from *Cobb Publishing*, they have to agree to the terms and conditions by ticking the box, see Figure 1 below.

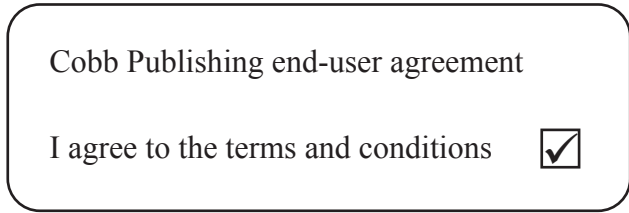


Figure 1: Example of *Cobb Publishing* end-user agreement

Cobb Publishing is aware that enforcing the end-user agreement through digital rights management (DRM) may be difficult.

Discuss whether it is possible for *Cobb Publishing* to enforce the terms and conditions in the end-user agreement through DRM.

[8]

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08EP05

Turn over

Your response to question 4 **must** include evidence of independent research linked to the *Cobb Publishing and e-books case study*.

4. *Cobb Publishing* is considering developing a department within the company for self-publishing e-books. Discuss whether *Cobb Publishing* should follow this plan. [12]

A large rectangular box containing 25 horizontal dotted lines for writing the answer to question 4.



A large rectangular area containing horizontal dotted lines, intended for handwritten notes or answers.

