Name: Class: Mark:

1. A restaurant provides discount vouchers for new users who register. Users register simply by entering an email address. The restaurant is experiencing difficulties with an excessive number of registrations that use fake email accounts.

(a) Describe how verification of emails can be used to help reduce this problem. [2]

(b) Part of the registration process requires users to enter their mobile phone number. This is important as it is used later if there is a problem with a booking for a table.

Unfortunately, many users leave this blank.

Explain **one** validation method that could be used to solve this problem. [2]

(c) The data collected by the app is used in conjunction with sales data at the restaurant. This can then be used to track the behaviours of users.  
  
Explain **two** ways in which the business could use this data. [4]

2. A survey company has just carried out a questionnaire on the hobbies of teenagers in the UK.  
  
A large amount of data has been produced, including the particular hobbies each person likes, how long they spend on them and where each person lives.

(a) Explain **two** ways in which the data can be verified for accuracy. [4]

(b) Explain why it is important that the data collected by the questionnaire is accurate. [2]

(c) When the company have completed their survey and any verification, they have   
a large amount of raw data.

Discuss how the data can be presented. [6]

[Total 20 marks]