Q24. a) i) Parity Check - this form of error checking uses an additional bit called a parity bit. The additional bit keeps a secure understanding of whether the binary data comes out odd or even.

b) 1) From the information he receives from the data he can use the item purchased and location of store to analyse which items most customers buy and find a way to get them to spread around all his stores.

2) He can also use item purchased and location of store to see which store most customers go to and expand from there. Make the store bigger.

c) From the information given about John's e-mail situation and the message from Pat to Sam, it sounds like John may have complained about not having his own e-mail account in the company. Since John doesn't have one, it will be more difficult for him to keep in touch with the latest news about the company situation.