



(a) Cyclic redundancy Check - most efficient form of error check ~~or~~ using a division process to ensure data is free from errors. 99.99% accurate.

Parity Check - by adding a parity bit to the digital bits and bytes of data being transmitted a determination can be made regarding errors. However errors can occur if odd or even parity is determined however an extra error in transmission occurs, transmission will appear 'correct'

(b) A data mining technique in organisations and storing requires relationships and patterns in the data stored to be identified. Could be applied to Made in determining trends in consumer behaviour, better identify a demographic or developing a niche market for particular products.

online
Develop an ~~online~~ relational database of information and data collected ~~to~~ to create a more comprehensive ability to access, process and analyse this information. By querying and searching this stored information better research can be done into the Strengths, Weaknesses, Opportunities and Threats of the business determine which stores are doing best- etc.

(c) Ethical and social issues are raised not only in the ~~anonymous~~ ~~anonymous~~ slanderous nature of this mail but in the fact that it can not be accessed by John, however risks interception by others at Madison with internal mail access.

Message can also be subject to misinterpretation without body language and facial expression.