

a) Parity bit checking. (odd or even)

As a series of 0's and 1's are sent, a 0 or 1 is added to the end to make an odd or even parity.

~~Example~~ (e.g. 010110, becomes 0101101 (even parity))

The protocol specifies whether an even or odd parity is to be used.

Stop-start bits.

As each bit of data is sent, an acknowledgement of receiving the bit is sent back before the next bit is sent.

b) Data mining-

Although unethical, data mining can be very effective.

By determining the items bought by a particular person at a particular store, trends in product consumption can be established.

- Stores could be modified to specifically target known customers with a large income bracket, with items related to ones they have bought before, or other high price, luxury items.



Details such as Customer name, age, address and income bracket could be sold (very unethical) to other companies. This is known as data sharing.

Although unethical it can produce large economic benefits for companies involved by targeting high income earners with specific goods & services.

Madison could use this data to modify store inventories to target specific areas of sale.

(eg. metal detectors sell better in one store while chia pets sell better in another, so the store is resupplied around these items.)



C If this is an internal message, it is quite likely that Madison's has copied the memo, who sent it, when, and where from.

As it is not strictly business related, Pat & Sam could be reprimanded for personal use of office equipment during business hours.

However it raises the issue of whether Madison should be allowed to view internal, ~~business~~ employee memos.

So, they shouldn't be allowed to read ~~business~~ ^{personal} messages during business hours, and Madison shouldn't be allowed to check.

Also, the subject of John's being reprimanded seems to imply fore-knowledge of this event being passed around without John's knowledge.

Maybe John would have known if he had an internal e-mail account.