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(24)

2) ~~parity check~~ ~~byte~~ errors could be detected by using the following methods:

~~Parity Check~~ **Parity Check** - the data transmitted could be verified by adding a parity bit to the data packet. A parity can be odd, even, or mark

Eg. 10 1001 1
↑
parity bit

This is an example of an even parity bit, the total number of 1's in the data including the parity bit is even.

Same case for odd.

When the data arrives at its destination, the parity bit is checked against the original, if there's a mismatch, then an error has been detected.

CRC - Cyclic Redundancy Check

This occurs when a data packet is divided into sections. Some of these sections are transmitted. And then the remainder sections are transmitted. At the receiving end, ~~if~~ the sections are ~~joined~~

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joined together each year. If there's a mis match then there's an error.

① ~~Parsing & Chasing~~.

b) Data mining is an effective method of finding interesting relationships between the data.

Eg: There must be a ~~correlation~~ connection ~~between~~ between the age of the customer and the items they purchase. Madison could use this link to provide categorise their products in a way appealing to their target customer. They could also use this link and use the method of "free bies" to attract more customers. Eg: When a pair of sunglasses is purchased, receive a free head scarf. This ~~connection~~ is done by looking at what people purchase and compare them with other similar items on sale.

② The Data could also be used if Madison decides to open a second branch. By looking at the address of the customer and what they purchase, Madison could consider

"specialised" stores for a particular area.

c) This is an example of unpointless & unethical gossiping. This will create and deeper employee tension and ~~relationships~~ jeopardise relationships among workers. Also John could somehow gain access to the email system, as (or anybody else) and if they read this message, there could be enormous complications. This is also a violation of privacy of the employ Tension between employees could lead to a lack of ~~motivation~~, therefore a lack of ~~productivity~~ productivity. The actual process of emailing each

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employees could be seen as wasting time. Employees could be using their working time to email.

The fact that Pat and Sam both have their own internal email accounts and John doesn't can be seen as a disadvantage for John. This is unfair (although we do not know the reason for this.)