

HSC 2001 - Information Processes and Technology Band 4/5 - Sample 3 Question 24

Was Checksum? The man of data bits are added up and salestes obtain a number, by the transmitter, and it sends data with that number attached to it. The receiver gets the data and adds up the data bits again and obtain a number. If that number doesn't match with The number sent, an error is detected Cyclic redundancy check: A data portet The data bits In a data packet are added up, and the number 2s divided by a fixed divesor. The remainder is sent with the data. The receiver gets the data packet, adds up the data bits and divides it with the same dress thedivisor. If the remainder doesn't match with the one sent, an error detected



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b) And Madison can use data ware honsing and data of automers in credit cards. Me mining with the data, collected, wing credit. Me Madison can collect the data of customers from credit cards eg. por what stores they purchase frequently, their age and their purchase, and store the data in a data warchouse. Then the data in the data ware hous is organised and retrieved, and can be sold to other companies for a profit, as those companies need to know the purchasing habits of assomets and base their marketing decisions on that data The data stored in the data warehouse can also be processed analysed to give patterns and relationships between customers and their purchasing habits, for example to add do people young people spend more or old people spend more, So Madison can prove adjust propose new marketing strategies like providing discounts or lower interest rates



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() Messages can be misinterpretted because the communication also relles on body language and Voice Sam may not know if Pat's negative attitude to Som John is just a Joke or if serious matter. The c I The manager manager managing meenails i may read the message, invading the privacy of Pat. If the manager reads the email, helshe may tell John about it and affect the working relationship between colleagues and hence performance of organisation.