Q	Answer	Mark	Guidance
1	TEXT: - Use lossless compression - … The compression must be able to retain all characters and spacing - … if data is lost it would make the file unreadable IMAGES: - Use Lossy compression - … it will greatly reduce the file size without a noticeable loss in quality -	4	
2	- The amplitude of the sound is measured using a mic - … and is converted to binary - … at regular intervals	2	
3	▢ Reduces file **size** ▢ Takes less time to transmit // faster to upload // faster to download ▢ Requires less **storage** space (on the server/device) ▢ May otherwise exceed **email** storage ▢ Uses less bandwidth to transmit ▢ Uses less data to send (e.g. mobile data)	2	
4	10000000	1	
5	79	2	1 mark per correct number
6	- True - … ASCII use 7/8 bits to store characters - … Unicode uses 16/32 bits to store characters	2	
7	- Converts 122 into binary 01111010 - Converts the binary into hexadecimal 7a	2	
8	- Hex numbers are easier to remember // shorter numbers - They are able to expand the number of characters to include more alphabets characters or symbols.	2	
9	<table><tr><td>Hexadecimal</td><td>1</td><td>F</td><td>3</td><td>4</td><td>9</td></tr><tr><td>Binary</td><td>0001</td><td>1111</td><td>0011</td><td>0100</td><td>1001</td></tr></table>	3	