Mark Scheme:

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| 1a | |  |  |  |  | | --- | --- | --- | --- | |  | **Optical** | **Magnetic** | **Solid-state** | | CD | ✓ |  |  | | USB Flash Drive |  |  | ✓ | | SD Card |  |  | ✓ | | Hard Drive |  | ✓ |  | | DVD | ✓ |  |  | |
| 1b | 1 mark for reason and 1 mark for expansion   * Low cost per GB (1)… * ……this will allow the supermarket to buy a device at a relatively low cost to store additional data * …….could allow supermarkets to buy additional devices due to it’s low cost. * It can perform well over a long period of time (reliability)…. * …..because it can perform a high number of read/write cycles * …..the supermarket would be able to invest in other areas secure in the knowledge this type of storage will last well over time. * Devices have greater capacity (1)…. * ….it will allow the supermarket to backup large volumes of data/add additional data when new products arrive at the supermarket. |