

**MNM1503**

( 468619)

May/June 2013

**INTRODUCTION TO MARKETING**

Duration 2 Hours

70 Marks

**EXAMINERS**

FIRST

SECOND

MS AAA MEYER

MR MN DU TOIT

Closed book examination

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This paper consists of eighteen (18) pages plus instructions for the completion of a mark-reading sheet

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**Please complete the attendance register on the back page, tear off and hand to the invigilator.**

This paper consists of one [1] section Section A is compulsory and should be answered on the mark-reading sheet provided. Answer all the questions

This paper counts a total of 70 marks The marks obtained (out of 70) will be converted to a percentage (out of 100)

[TURN OVER]

Note that there is only one (1) correct answer for each question. If you give more than one answer per question, you will automatically be given zero (0) for that question.

**QUESTION 1**

Which **ONE** of the following conditions is required for exchange to take place?

- 1 Three or more parties must be involved
- 2 All the parties involved are obligated to accept the offer
- 3 The trader needs to make the necessary arrangements to deliver the products or services
- 4 Two or more parties must be involved

[1]

**QUESTION 2**

Mangoes are tropical fruit that can be grown and harvested only in summer. This is an example of which marketing gap?

- 1 space
- 2 knowledge
- 3 time
- 4 information

[1]

**QUESTION 3**

According to the marketing concept, in \_\_\_\_\_ orientation, the activities of the business should be coordinated to satisfy customer needs and wants

- 1 customer
- 2 profit
- 3 system
- 4 marketing

[1]

**QUESTION 4**

\_\_\_\_\_ is the opposite of contingent-reward leadership in that management leaves personnel to manage their own activities and tasks

- 1 Laissez faire leadership
- 2 Management-by-exception leadership
- 3 Transformational leadership
- 4 Group-reward leadership

[1]

[TURN OVER]

**QUESTION 5**

A company that produces wool products is based in Durban while its customers are found in all the provinces in South Africa. This is an example of the \_\_\_\_\_ gap.

- 1 space
- 2 time
- 3 assortments
- 4 quantities

[1]

**QUESTION 6**

Auxiliary marketing activities include the following:

- 1 standardisation and storage
- 2 buying and selling
- 3 transportation and motorising
- 4 exchange and transportation

[1]

**QUESTION 7**

When a consumer buys a new house, it can take weeks, sometimes months before it is registered in his or her name. Marketing fills the \_\_\_\_\_ in this purchase transaction.

- 1 time gap
- 2 ownership gap
- 3 space gap
- 4 information gap

[1]

**QUESTION 8**

Nashua claims to save their customers time and money and to put their customers first. This is indicative of a \_\_\_\_\_ orientation.

- 1 production
- 2 sales
- 3 marketing
- 4 societal

[1]

[TURN OVER]

**QUESTION 9**

Objectives need to meet certain requirements. According to these requirements, which **ONE** of the following options is adequate?

- 1 All of the sales personnel must reach their targets with a 60% increase
- 2 The sales must increase with another 20% in the next quarter in all areas of the business
- 3 We will sell 30% more fax machines to primary schools in Gauteng by the end of this financial year
- 4 By 2013 we should develop 30% more new products than the previous year

[1]

**QUESTION 10**

Which of the following describes a monopoly structure the **BEST**?

- 1 There are relatively few businesses marketing a particular product
- 2 A large number of businesses are marketing the same or similar products
- 3 A business is marketing a product with no real substitutes
- 4 The ideal situation is where the market with an unlimited number of sellers influences the price of the products

[1]

**QUESTION 11**

Which **ONE** of the following is the **BEST** description of an oligopoly structure?

- 1 There are relatively few businesses marketing a particular product
- 2 A large number of businesses are marketing the same product or similar products
- 3 A business is marketing a product with no real substitutes
- 4 The ideal situation is where the market with an unlimited number of sellers influences the price of the products

[1]

**QUESTION 12**

In South Africa, many types of instant coffees are available, including Jacobs, Nescafe and Ricoffy. Which type of competitive structure is illustrated here?

- 1 oligopoly competition
- 2 monopoly competition
- 3 monopolistic competition
- 4 perfect competition

[1]

[TURN OVER]

**QUESTION 13**

In the economic environment, \_\_\_\_\_ have a direct influence on consumer prices and spending patterns  
The ideal is to keep it between 3% and 6%

- 1 inflation rates
- 2 interest rates
- 3 exchange rates
- 4 international rates

{1}

**QUESTION 14**

A SWOT analysis is a useful instrument for managers to identify internal (i) \_\_\_\_\_ and weaknesses of a business and external (ii) \_\_\_\_\_ and threats facing it

- 1 (i) opportunities, (ii) strengths
- 2 (i) strengths, (ii) opportunities
- 3 (i) services, (ii) opportunities
- 4 (i) strengths, (ii) obstructions

[1]

**QUESTION 15**

Which option is **NOT** a variable of the micro environment?

- 1 mission of the business
- 2 selection of the target market
- 3 marketing objectives
- 4 supplier orientation

[1]

**QUESTION 16**

Which **ONE** of the following options illustrates the correct sequence of Maslow's hierarchy of needs from lowest-level to highest-level needs?

- 1 safety needs, self-actualisation needs, physiological needs, social needs and esteem needs
- 2 self-actualisation needs, safety needs, physiological needs, social needs and esteem needs
- 3 physiological needs, safety needs, social needs, esteem needs, and self-actualisation needs
- 4 safety needs, physiological needs, social needs, self-actualisation needs, and esteem needs

[1]

**QUESTION 17**

Which **ONE** of the following options refers to a desire for status, superiority, self-respect and prestige?

- 1 social needs
- 2 esteem needs
- 3 self-actualisation needs
- 4 physiological needs

[1]

[TURN OVER]

**QUESTION 18**

The five senses, namely, vision, hearing, taste, smell and touch, are active in the \_\_\_\_\_ step of the perceptual process

- 1 exposure
- 2 attention
- 3 interpretation
- 4 recall

[1]

**QUESTION 19**

The \_\_\_\_\_ component of attitudes is concerned with the consumer's feelings and emotions

- 1 cognitive
- 2 behavioural
- 3 affective
- 4 loyalty

[1]

**QUESTION 20**

The Nell family recently bought a new home Mrs Nell suggests to her family that they need more security around the house, therefore, she undertakes to gather some information on alarm systems What family role would **BEST** describe Mrs Nell's research into alarm systems?

- 1 influencer
- 2 initiator
- 3 decision-maker
- 4 user

[1]

**QUESTION 21**

Which **TWO** of the following statements regarding the characteristics of personality are **incorrect**?

- a Personality reflects individual differences
- b Personality is the same within families
- c Personality is conceived of as a whole actualising itself in an environment
- d Personality can change under certain circumstances
- e Personality could be fairly inconsistent over time

- 1 a c
- 2 c d
- 3 a d
- 4 b e

[1]

[TURN OVER]

**QUESTION 22**

Which **ONE** of the following statements about social class is **incorrect**?

- 1 Individual consumer behaviour is influenced by social class
- 2 The gap between rich and poor in South Africa is one of the largest in the world
- 3 Lower social-class groups appear to collect more information than higher social- class groups
- 4 Marketers know that most consumers aspire to membership of a higher social class

[1]

**QUESTION 23**

Which **ONE** of the following statements regarding culture is **correct**?

- 1 A consumer's culture determines his/her overall priorities in terms of activities and products
- 2 Products that are not in line with a cultural group's priorities will be accepted more easily
- 3 There is no difference in the ways in which cultural groups interpret advertisements
- 4 A norm is a type of symbolic activity consisting of a series of steps that occur in no particular sequence

[1]

**QUESTION 24**

Which **ONE** of the following groups describes the roles in the family decision-making process?

- 1 initiator, user, buyer, and adjudicator
- 2 initiator, adjudicator, user, and decider
- 3 purchaser, decider, user and influencer
- 4 buyer, user, identifier and decider

[1]

**QUESTION 25**

Which **ONE** of the following is **NOT** a component of a marketing information system?

- 1 marketing research
- 2 marketing models
- 3 decision support systems
- 4 relationship marketing

[1]

**QUESTION 26**

Simple random sampling

- 1 is used where a population is divided into distinct, exclusive groups
- 2 involves the same principle as taking numbers from a hat
- 3 is known to deliver the most representative samples of all sampling methods
- 4 means grouping into clusters and only selecting some of the groups

[1]

[TURN OVER]

**QUESTION 27**

Stratified random sampling

- 1 is used where a population is divided into distinct, exclusive groups
- 2 involves the same principle as taking numbers from a hat
- 3 is known to deliver the most representative samples of all sampling methods
- 4 means grouping into clusters and only selecting some of the groups

[1]

**QUESTION 28**

Indicate the correct sequence of steps in a sampling plan

- 1 Develop an operational plan for selecting sample elements, select a sampling frame, and define the population of interest
- 2 Choose a data collection method, determine the sample size, and execute an operational sampling plan
- 3 Choose a sampling frame, choose a data collection method, and execute operational sampling
- 4 Choose a sampling frame, develop an operational plan for selecting sample elements, and choose a data collection method

[1]

**QUESTION 29**

Which **ONE** of the following options is **NOT** a type of nonprobability sampling?

- 1 convenience sampling
- 2 judgment sampling
- 3 snowball sampling
- 4 cluster sampling

[1]

**QUESTION 30**

Which option regarding nonprobability sampling is **TRUE**?

- 1 Judgement of the research cannot be based on factors such as judgement of recommendations received from experts
- 2 It gives every member of the population a known and equal chance to be included in the sample
- 3 It does not give every member of the population a known and equal chance to be included in the sample
- 4 It is representative of the population

[1]



**QUESTION 31**

Which **ONE** of the following statements **BEST** describes secondary research?

- 1 Secondary research is when the first hypothesis is proven to be false after one sequence of testing, and is then retested by another researcher
- 2 Secondary research is unique research that is done for the first time
- 3 Secondary research is when a survey is conducted simultaneously by two research teams
- 4 Secondary research is when data are revisited by a researcher for a different purpose than that for which the data was originally collected

[1]

**QUESTION 32**

A seven-step approach can be followed when products are positioned. Which of the following steps are the first and last steps of this process?

- 1 Identify determinant variables Analyse the brand's current position
- 2 Determine consumers' perception Select positioning strategies
- 3 Identify a relevant set of competitive brands Select positioning strategies
- 4 Determine consumers' perception Analyse the brand's current position

[1]

**QUESTION 33**

Which option represents the fifth step of the positioning process?

- 1 Determine consumer perceptions
- 2 Analyse the brand's current position
- 3 Select positioning strategies
- 4 Determine consumers' most preferred combination of attributes

[1]

**QUESTION 34**

Which **ONE** of the following is **NOT** a step in the product positioning process?

- 1 Select positioning strategies
- 2 Determine consumer's perceptions
- 3 Identify determinant variables
- 4 Determine employees' perceptions

[1]

**QUESTION 35**

Which option refers to an example of attribute positioning?

- 1 Pep Stores is known for unbeatable prices on its Back-to-School range
- 2 The Woolworths quality-assurance scheme involves more than 2 000 suppliers that must adhere to extensive and rigorous auditing in order to ensure quality produce
- 3 Colgate toothpaste offers benefits of preventing cavities and ensuring fresh breath
- 4 Avis, a car rental company, states, "We try harder", as a basis for setting it apart from its competitors

[1]

**QUESTION 36**

Toyota Company is examining how a person thinks, feels and behaves, using personality, lifestyle and values as segmenting variables. This is an example of which **ONE** of the following bases for segmenting the consumer market?

- 1 geographic segmentation
- 2 demographic segmentation
- 3 psychographic segmentation
- 4 behavioural segmentation

[1]

**QUESTION 37**

Which option describes impulse products the **BEST**?

- 1 These products are bought on a regular basis, such as milk and bread
- 2 This is when a customer buys a product without much preplanning, such as a chocolate
- 3 These products are available everywhere and are basic necessities, such as toothpaste and deodorant
- 4 These products are bought when the need arises, such as plasters

[1]

**QUESTION 38**

Which type of packaging can be found during the Soccer World Cup when each Coca-Cola can has a different country's flag on it?

- 1 multiple packaging
- 2 kaleidoscopic packaging
- 3 special packaging
- 4 family packaging

[1]

[TURN OVER]

**QUESTION 39**

When referring to people's willingness to try a new product, early majority category refers to the people who

- 1 are very deliberate and adopt new ideas before the average person
- 2 tend to be sceptical and adopt an innovation only after the majority of people
- 3 are guided by respect for opinion leaders in their communities
- 4 are tradition bound and suspicious of change

[1]

**QUESTION 40**

Which **ONE** of the following terms refers to the number of versions offered of each product in the product line?

- 1 product consistency
- 2 product width
- 3 product breadth
- 4 product depth

[1]

**QUESTION 41**

A/n \_\_\_\_\_ is defined as a name, term, design, symbol or any other feature that identifies your product as different from those of the competitor

- 1 logo
- 2 emblem
- 3 trademark
- 4 brand

[1]

**QUESTION 42**

When buying \_\_\_\_\_ product, substitute products are avoided and considerable time and effort is put into the purchase decision

- 1 a speciality
- 2 a convenience
- 3 a durable
- 4 an intangible

[1]

**QUESTION 43**

Uniform products are a classification of \_\_\_\_\_ products

- 1 convenience
- 2 speciality
- 3 shopping
- 4 staple

[1]

**QUESTION 44**

Which statement regarding the evolution of marketing thought is correct?

- 1 Societal orientation stems from the idea that consumers prefer cheaper products that are always available
- 2 Sales orientation comes from the idea that small-scale selling and marketing efforts are important to attract customers
- 3 Marketing orientation arises from the idea that a firm can only achieve goals by determining and satisfying the demands of its target market more adequately than its rivals can
- 4 Production orientation stems from the idea that employees prefer cheaper products that are always available

[1]

**QUESTION 45**

Dennis purchased a DSTV satellite dish and decoder. With the purchase, he received free installation for the dish and decoder at his home. The installation makes up which level of the product concept?

- 1 core product
- 2 tangible product
- 3 augmented product
- 4 product image

[1]

**QUESTION 46**

\_\_\_\_\_ refers to when marketers temporarily reduce their prices below the list price or below cost price.

- 1 Bundle pricing
- 2 Leader pricing
- 3 Geographic pricing
- 4 Promotional pricing

[1]

**QUESTION 47**

A high sales volume at a lower price may be more profitable in the long run than a lower sales volume at a(n) \_\_\_\_\_.

- 1 lower price
- 2 higher price
- 3 equal price
- 4 marginal price

[1]

[TURN OVER]

**QUESTION 48**

When are buyers less sensitive to price changes?

- a when customers perceive a product as something special or as having unique benefits
- b when they regard a product as one of high quality, prestige and exclusiveness
- c when they regard the product as value for money
- d when they regard the product as being just like any other product in the same price range

- 1 a b d
- 2 a b c
- 3 b c d
- 4 a b c d

[1]

**QUESTION 49**

How can an organisation illustrate the reactions of potential buyers to different prices for the same product?

- 1 by means of a demand and supply curve
- 2 by means of a price curve
- 3 by means of a supply graph
- 4 by means of a demand curve

[1]

**QUESTION 50**

Price policies that involve the setting of relatively low prices are called

- 1 demand-based pricing
- 2 odd-even pricing
- 3 multiple pricing
- 4 penetration pricing

[1]

**QUESTION 51**

How is a mark-up on a product calculated?

- 1 It is calculated by means of the difference between the cost of the product and the list price of the product
- 2 It is calculated by means of the difference between the list price of the product and the capital outlay of the company
- 3 It is calculated by means of a formula  $\text{price} = \text{direct costs} + \text{overheads} + \text{percentage profit}$
- 4 It is calculated by means of determining the profit a firm wishes to make

[1]

[TURN OVER]

**QUESTION 52**

discounts are reductions on the prices offered to buyers in exchange for certain functions that they will perform in the marketing process

- 1 Quality
- 2 Quantity
- 3 Trade
- 4 Leadership

[1]

**QUESTION 53**

Clicks have sent Mrs Ferreira a free sample of shampoo based on her previous purchases at Clicks This is an example of

- 1 digital media marketing
- 2 direct marketing
- 3 personal selling
- 4 sales promotion

[1]

**QUESTION 54**

can be defined as the non-personal presentation and promotion of ideas, products and services by a sponsor that can be identified or which the sponsor has paid

- 1 Advertising
- 2 Promotion
- 3 Sponsorship
- 4 Public relations

[1]

**QUESTION 55**

Print media allow advertisers to explain their message in a way that most other media cannot Examples of print media include

- 1 outdoor advertising and radio
- 2 newspapers and radio
- 3 newspapers and bill boards
- 4 television and direct mail

[1]

**QUESTION 56**

The evolution of marketing thought started with (a) and ended with (b)

- |   |                            |                            |
|---|----------------------------|----------------------------|
| 1 | (a) the marketing concept  | (b) green marketing        |
| 2 | (a) the marketing concept  | (b) relationship marketing |
| 3 | (a) relationship marketing | (b) quality management     |
| 4 | (a) the production concept | (b) quality management     |

[1]

**QUESTION 57**

Which **ONE** of the following is **NOT** a requirement for an encoded message?

- 1 The message should attract and hold the attention of the target audience
- 2 The message should be so complex as to draw the target audience into wanting to find out more
- 3 The message should convey the benefits to the audience
- 4 The message should enable the audience to react positively

[1]

**QUESTION 58**

Which **ONE** of the following is **NOT** a type of disturbance that occurs during the communication process?

- 1 internal disturbance
- 2 external disturbance
- 3 competitive disturbance
- 4 organisational disturbance

[1]

**QUESTION 59**

The communication process aims to achieve three objectives, namely

- a inform, persuade and sell
- b inform, sell and remind
- c inform, create favourable publicity and remind
- d inform, persuade and remind

- 1 a
- 2 b
- 3 c
- 4 d

[1]

**QUESTION 60**

There are two basic communication channels through which the transmission of a message can take place. These are

- 1 personal and social
- 2 intrapersonal and personal
- 3 non-personal and social
- 4 personal and non-personal

[1]

**QUESTION 61**

In the communication process, noise means that a message has been distorted because of disturbances. There are three types of disturbances, namely

- 1 internal, external and competitive
- 2 internal, transmission and encoding
- 3 external, transmission and decoding
- 4 competitive, transmission and encoding

[1]

**QUESTION 62**

Bonuses and vacations form part of which of the following sales promotions?

- 1 consumer sales promotions
- 2 sales force promotions
- 3 trade promotions
- 4 direct sales promotions

[1]

**QUESTION 63**

Publicity is part of the marketing communication function and can be described as

- 1 the personal influencing of consumers by means of media
- 2 the personal influencing of consumers by means of products and services
- 3 the non-personal influencing of consumers by means of products and services
- 4 the non-personal influencing of consumers by means of media

[1]

**QUESTION 64**

Which one of the following is an advantage of franchising to the franchisor?

- 1 Government tries to limit the channel power of franchisors
- 2 Trade secrets, marketing strategies and strategic plans are revealed
- 3 It facilitates the flow of critical market information between the franchisee and franchisor
- 4 It often resists expansion by the franchisor

[1]

[TURN OVER]



**QUESTION 65**

Koo is in conflict with the suppliers of their cans This is an example of

- 1 diagonal channel conflict
- 2 vertical channel conflict
- 3 horizontal channel conflict
- 4 multi-channel conflict

[1]

**QUESTION 66**

distribution is required for convenience products such as soft drinks, in order for them to be available wherever consumers want to drink

- 1 Exclusive
- 2 Selective
- 3 Inclusive
- 4 Intensive

[1]

**QUESTION 67**

is a mathematical determined purchase order size that yields the lowest total order-processing and inventory holding costs

- 1 Economic order quantity
- 2 Finance order quantity
- 3 Economic order quality
- 4 Finance order quality

[1]

**QUESTION 68**

refers to the entire process of moving raw materials and component parts into the firm

- 1 Physical distribution
- 2 Supply chain
- 3 Selective distribution
- 4 Intensive distribution

[1]

**QUESTION 69**

involves conflict between members at the same level within a distribution channel

- 1 Diagonal channel conflict
- 2 Vertical channel conflict
- 3 Horizontal channel conflict
- 4 Multi-channel conflict

[1]

[TURN OVER]

**QUESTION 70**

Distribution management concentrates on two major activities, namely managing the

- 1 distribution channel and the physical activities involved
- 2 distribution channel and advertising involved
- 3 physical activities and advertising involved
- 4 procurement process and promotion involved

[1]

<b>TOTAL: 70</b>
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**PART 1 (GENERAL/ALGEMEEN) DEEL 1**

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INITIALS AND SURNAME  
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3

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- ENTER YOUR STUDENT NUMBER FROM LEFT TO RIGHT
- CHECK THAT YOUR STUDENT NUMBER HAS BEEN FILLED IN CORRECTLY
- CHECK THAT THE UNIQUE NUMBER HAS BEEN FILLED IN CORRECTLY
- CHECK THAT ONLY ONE ANSWER PER QUESTION HAS BEEN MARKED
- DO NOT FOLD

**BELANGRIK**

- GEBUIK SLEGS N HB POTLOOD OM HIERDIE BLAD TE VOLTOOI
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- KONTROLEER DAT U VOORLETTERS EN VAN REG INGEVUL IS
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**PART 2 (ANSWERS/ANTWOORDE) DEEL 2**

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71	0	0	0	0	0	0	0
72	1	1	1	1	1	1	1
73	2	2	2	2	2	2	2
74	3	3	3	3	3	3	3
75	4	4	4	4	4	4	4
76	5	5	5	5	5	5	5
77	6	6	6	6	6	6	6
78	7	7	7	7	7	7	7
79	8	8	8	8	8	8	8
80	9	9	9	9	9	9	9
81	0	0	0	0	0	0	0
82	1	1	1	1	1	1	1
83	2	2	2	2	2	2	2
84	3	3	3	3	3	3	3
85	4	4	4	4	4	4	4
86	5	5	5	5	5	5	5
87	6	6	6	6	6	6	6
88	7	7	7	7	7	7	7
89	8	8	8	8	8	8	8
90	9	9	9	9	9	9	9
91	0	0	0	0	0	0	0
92	1	1	1	1	1	1	1
93	2	2	2	2	2	2	2
94	3	3	3	3	3	3	3
95	4	4	4	4	4	4	4
96	5	5	5	5	5	5	5
97	6	6	6	6	6	6	6
98	7	7	7	7	7	7	7
99	8	8	8	8	8	8	8
100	9	9	9	9	9	9	9
101	0	0	0	0	0	0	0
102	1	1	1	1	1	1	1
103	2	2	2	2	2	2	2
104	3	3	3	3	3	3	3
105	4	4	4	4	4	4	4

106	0	0	0	0	0	0	0
107	1	1	1	1	1	1	1
108	2	2	2	2	2	2	2
109	3	3	3	3	3	3	3
110	4	4	4	4	4	4	4
111	5	5	5	5	5	5	5
112	6	6	6	6	6	6	6
113	7	7	7	7	7	7	7
114	8	8	8	8	8	8	8
115	9	9	9	9	9	9	9
116	0	0	0	0	0	0	0
117	1	1	1	1	1	1	1
118	2	2	2	2	2	2	2
119	3	3	3	3	3	3	3
120	4	4	4	4	4	4	4
121	5	5	5	5	5	5	5
122	6	6	6	6	6	6	6
123	7	7	7	7	7	7	7
124	8	8	8	8	8	8	8
125	9	9	9	9	9	9	9
126	0	0	0	0	0	0	0
127	1	1	1	1	1	1	1
128	2	2	2	2	2	2	2
129	3	3	3	3	3	3	3
130	4	4	4	4	4	4	4
131	5	5	5	5	5	5	5
132	6	6	6	6	6	6	6
133	7	7	7	7	7	7	7
134	8	8	8	8	8	8	8
135	9	9	9	9	9	9	9
136	0	0	0	0	0	0	0
137	1	1	1	1	1	1	1
138	2	2	2	2	2	2	2
139	3	3	3	3	3	3	3
140	4	4	4	4	4	4	4

**Specimen only**