

UNIVERSITY EXAMINATIONS

UNIVERSITEITSEKSAMENS

**MNM1503**

(499417)

October/November 2013

INTRODUCTION TO MARKETING

Duration 2 Hours

70 Marks

EXAMINERS
FIRST
SECONDMS MS MTJEKLO
MR DP THERON**Closed book examination**

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This paper consists of nineteen (19) pages plus instructions for the completion of a mark-reading sheet

This is a **closed-book examination** You may not consult notes of any kind, or any person except the invigilator, during the examination session

This paper consists of one (1) section, SECTION A Section A is compulsory and should be answered on the mark-reading sheet provided.

This paper counts a total of 70 marks **This paper consists solely of multiple-choice questions.** The marks obtained (out of 70) will be converted to a percentage (a mark out of 100).

[TURN OVER]

QUESTION 1

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

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

(1)

QUESTION 2

Gaps in the marketing process developed because the place at which a product is produced is not necessarily the place where it is consumed. The five gaps can be identified as the . .

- 1 space gap, time gap, knowledge gap, ownership gap and price gap
- 2 social gap, time gap, knowledge gap, ownership gap and value gap.
- 3 space gap, time gap, knowledge gap, empowerment gap and value gap
- 4 space gap, time gap, information gap, ownership gap and value gap.

(1)

QUESTION 3

Which statement regarding the evolution of marketing thought is correct?

- 1 Societal orientation comes 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 comes 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 comes from the idea that employees prefer cheaper products that are always available

(1)

QUESTION 4

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

- 1 Space gap
- 2 Knowledge gap
- 3 Time gap
- 4 Information gap

[TURN OVER]

QUESTION 5

Which of the following is **NOT** a core marketing aspect?

- 1 Needs and wants
- 2 Value dissatisfaction and quality
- 3 Products and services
- 4 Exchange transaction and relationships

(1)

QUESTION 6

.. are agents who do not take title of products that they sell

- 1 Middlemen
- 2 Auxiliary enterprises
- 3 Retailers
- 4 Sales intermediaries

(1)

QUESTION 7

Marketing activities include primary, auxiliary and exchange activities. Auxiliary activities include

- 1 storage, risk-taking, financing and transport
- 2 sourcing and supplying information, buying and selling
- 3 standardisation and grading, storage and risk-taking
- 4 transport, storage, risk-taking, buying and selling

(1)

QUESTION 8

Which of the following marketing activities closes the time gap?

- 1 grading
- 2 storage
- 3 financing
- 4 risk-taking

(1)

QUESTION 9

In South Africa, corn is harvested in winter but eaten throughout the year. This is an example of the .. gap that marketing has to overcome

- 1 time
- 2 quantity
- 3 value
- 4 assortment

(1)

[TURN OVER]

QUESTION 10

According to the marketing concept, which orientation refers to a group of units that work together to achieve a joint objective?

- 1 Customer orientation
- 2 Profit orientation
- 3 System orientation
- 4 Marketing orientation

(1)

QUESTION 11

Which one of the following describes the macro-environment the best?

- 1 It consists of internal variables that can be controlled by management
- 2 It includes outside forces such as consumers, competitors and suppliers.
- 3 It includes external forces that are influenced by individual businesses.
- 4 It includes external forces such as the international and technological environment.

(1)

QUESTION 12

Consumers, competitors and suppliers form part of the environment.

- 1 micro-
- 2 market
- 3 external
- 4 macro-

(1)

QUESTION 13

A .. defines the fundamental, unique purpose of a business and identifies its customers and products or services.

- 1 target market
- 2 mission statement
- 3 marketing objective
- 4 vision statement

(1)

QUESTION 14

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 have developed 30% more new products than last year

(1)

QUESTION 15

Which of the following options refer to the market environment?

- 1 consumers, suppliers and competitors
- 2 consumers, economic environment and international environment
- 3 suppliers, socio-cultural environment and consumers
- 4 physical environment, suppliers and consumers

(1)

QUESTION 16

Which of the following describes a monopoly structure the best?

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

(1)

QUESTION 17

Which of the following describes an oligopoly structure the best?

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

(1)

[TURN OVER]

QUESTION 18

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

- 1 Oligopoly competition
- 2 Monopoly competition
- 3 Monopolistic competition
- 4 Perfect competition

(1)

QUESTION 19

The political and legal environment, the international environment and the physical environment form part of the

- 1 market environment
- 2 macro-environment
- 3 micro-environment
- 4 global environment.

(1)

QUESTION 20

In the economic environment, . has 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 21

A customer's buying decision is influenced by individual and group factors. The study of these factors is called .

- 1 the buying decision process.
- 2 consumer behaviour
- 3 the purchase decision
- 4 the selling process

(1)

QUESTION 22

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

- 1 Safety needs, self-actualisation needs; physiological needs, social needs, esteem needs
- 2 Self-actualisation needs, safety needs, physiological needs, social needs; esteem needs
- 3 Physiological needs, safety needs; social needs; esteem needs; self-actualisation needs
- 4 Safety needs; physiological needs, social needs; self-actualisation needs; esteem needs

(1)

QUESTION 23

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)

QUESTION 24

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 25

The . component of attitudes has to do with the consumer's feelings and emotions

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

(1)

[TURN OVER]

QUESTION 26

A person's .. are the inner psychological characteristics that distinguish one individual from another

- 1 emotions
- 2 attitudes
- 3 personality
- 4 instincts

(1)

QUESTION 27

The Nell family recently bought a new home. Mrs Nell suggests to her family that they need more security around the house and states that she has gathered more information about alarm systems. What family role would best describe Mrs Nell's research on alarm systems?

- 1 Influencer
- 2 Initiator
- 3 Decision-maker
- 4 User

(1)

QUESTION 28

Of what type of reference group does an insurance company make use when using a sports celebrity in its advert?

- 1 Membership groups
- 2 Associative groups
- 3 Automatic groups
- 4 Negative groups

(1)

QUESTION 29

Consumers show different behaviour patterns in the decision-making process. Which type of decision-making occurs when Mpho is waiting in a queue at Checkers to buy her monthly groceries, and she decides to buy a magazine she has seen on the display unit?

- 1 habitual decision making
- 2 impulse decision making
- 3 real decision making
- 4 routine decision making

(1)

QUESTION 30

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 is fairly inconsistent over time

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

(1)

QUESTION 31

The marketing research process can be described as a sequence of steps in the systematic collection and analysis of marketing data. Which option below refers to the first four steps in this process?

- 1 Report the research results; conduct fieldwork; process data, prepare the research design.
- 2 Conduct fieldwork, tabulate data; prepare the research design; report the research results
- 3 Describe the research problem and objectives, decide on a suitable research design, conduct fieldwork; prepare the research design.
- 4 Describe the research problem and objectives, decide on a suitable research design; prepare the research design, conduct fieldwork.

(1)

QUESTION 32

Which of the following research designs can be used when a marketing manager is investigating ideas and insights about broad and vague research problems?

- 1 Exploratory research
- 2 Descriptive research
- 3 Predictive research
- 4 Quantitative research

(1)

QUESTION 33

Which one of the following approaches entails a researcher wanting to prove that one variable causes a change in another variable?

- 1 The observation approach
- 2 The questionnaire approach
- 3 The survey approach
- 4 The experimentation approach

(1)

QUESTION 34

Which option represents the second step in the sampling plan?

- 1 Determine the sample size.
- 2 Choose a sampling frame
- 3 Choose a data collection method.
- 4 Select a sampling method

(1)

QUESTION 35

Which one of the following statements regarding marketing research is **INCORRECT**?

- 1 Marketing research is used to explore marketing opportunities
- 2 Primary research is research that other researchers have performed before for another purpose
- 3 Predictive research is conducted to forecast future values such as sales volumes
- 4 Survey research can also be conducted over the telephone

(1)

QUESTION 36

The marketing research process involves various steps to be followed. Which step includes the activity that determines data collection methods?

- 1 Describe the research problem and objectives
- 2 Prepare the research design
- 3 Process, tabulate and analyse
- 4 Conduct fieldwork

(1)

QUESTION 37

. . . refers to a sequence of steps in the systematic collection and analysis of data

- 1 A marketing audit
- 2 Marketing research
- 3 Marketing information systems
- 4 Decision support systems

(1)

[TURN OVER]

QUESTION 38

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 39

Exploratory research attempts to

- 1 provide answers to the "who, what, when, where and how" of a topic
- 2 persuade respondents to speak freely about a chosen subject.
- 3 investigate areas about which little information exists.
- 4 obtain information over prolonged periods of time

(1)

QUESTION 40

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 involves grouping into clusters and only selecting some of the groups.

(1)

QUESTION 41

Marketers should divide the consumer market into different groups with similar needs and wants
Which one of the following best describes this process?

- 1 Mass customisation
- 2 Market segmentation
- 3 Market aggregation
- 4 Product positioning

(1)

QUESTION 42

Which marketing approach involves additional production costs, increased advertising costs, increased administrative costs and increased inventory costs?

- 1 Niche segment strategies
- 2 Undifferentiated marketing
- 3 Differentiated marketing
- 4 Concentrated marketing

(1)

[TURN OVER]

QUESTION 43

. refers to the way consumers perceive a product in terms of its characteristics, advantages and competitive positioning

- 1 Product positioning
- 2 Competitor positioning
- 3 Market positioning
- 4 Consumer positioning

(1)

QUESTION 44

A seven-step approach can be followed when products are positioned Which of the following steps are the first and the 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 45

There are seven different positioning methods An example of attribute positioning can be explained by the following:

- 1 Graca wine is positioned as a wine to be enjoyed
- 2 The Apartheid museum positions itself as a tourist attraction
- 3 Marlborrow Light cigarettes position themselves in terms of lightness and taste.
- 4 Audi positions itself against BMW.

(1)

QUESTION 46

. is the process of dividing the heterogeneous market into fairly homogeneous subsets of customers in order to better focus on the marketing strategy

- 1 Market targeting
- 2 Positioning
- 3 Market segmentation
- 4 Market measurement

(1)

QUESTION 47

Which option represents the fifth step of the positioning process?

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

(1)

QUESTION 48

Which option represents the fourth step of the positioning process?

- 1 Determine consumers' perceptions
- 2 Analyse the brand's current position.
- 3 Analyse the intensity of a brand's current position
- 4 Determine consumers' most preferred combination of attributes

(1)

QUESTION 49

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 basis
- 2 Demographic basis
- 3 Psychographic basis
- 4 Behavioural basis

(1)

QUESTION 50

Apple segments the market for computer products based on how frequently buyers buy their products. This is an example of which one of the following behavioural segmentation variables?

- 1 Benefit sought
- 2 User status
- 3 Buyer readiness stage
- 4 Usage rate

(1)

[TURN OVER]

QUESTION 51

. can be defined as a tangible item, an idea, or a combination of both.

- 1 Price
- 2 Promotion
- 3 Product
- 4 Place

(1)

QUESTION 52

Which one the following categories describe when a product, for example food, is used over a short period?

- 1 non-durable products
- 2 durable products
- 3 speciality products
- 4 shopping products

(1)

QUESTION 53

Which option describes impulse products the best?

- 1 Products that are bought on a regular basis, such as milk and bread
- 2 When a customer buys a product without much preplanning, such as 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 54

Which of the following types of packaging deals with the implementation of details in the packaging?

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

(1)

[TURN OVER]

QUESTION 55

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)

QUESTION 56

Which of the following options are the last three steps in the new product development process?

- 1 Generate ideas, screen ideas, test the concept
- 2 Develop the product, test the marketing of the product, commercialise the product
- 3 Test the concept, do a business analysis; develop the product
- 4 Test the marketing of the product, commercialise the product, generate ideas

(1)

QUESTION 57

Indicate the sequence of stages in the product life cycle.

- 1 Introductory phase, maturity phase, growth phase, decline phase
- 2 Introductory phase, decline phase, growth phase, maturity phase
- 3 Introductory phase, growth phase, maturity phase, decline phase
- 4 Introductory phase, maturity phase, decline phase, growth phase

(1)

QUESTION 58

When referring to people's willingness to try a new product, the 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 will 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 59

In the . phase, competitors with similar products enter the market, and the impact of their marketing communication gives further momentum to the demand of the product

- 1 introduction
- 2 growth
- 3 maturity
- 4 decline

(1)

QUESTION 60

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 61

The price-setting process is a step-by-step procedure. What are the last three steps of the price-setting process?

- 1 Select an appropriate price level, estimate potential demand, consider price adjustments factors
- 2 Select an appropriate price level, establish a pricing objective; set the list or quoted price.
- 3 Select an appropriate price level, set the list or quoted price, consider price adjustments factors.
- 4 Select an appropriate price level; establish a pricing objective, consider price adjustments factors

(1)

QUESTION 62

are expenses to the business, which remain constant regardless of the quantity of goods or the service that is produced and sold.

- 1 Variable costs
- 2 Fixed costs
- 3 Total costs
- 4 Value costs

(1)

QUESTION 63

.. occurs when a relatively high price for a product or service is set, and the price is then lowered over time.

- 1 Multiple pricing
- 2 Odd-even pricing
- 3 Penetration pricing
- 4 Skimming pricing

(1)

QUESTION 64

A break-even point is

- 1 the number of units of production where the income from sales equals the total costs.
- 2 when sellers use prices of competing products as a benchmark instead of their own.
- 3 when the setting of a price of one unit of product is equal to the unit's total cost.
- 4 the strategy of consistently pricing at the high end of the possible price range.

(1)

QUESTION 65

discounts are offered to the buyer for purchasing a greater than usual amount of goods over time

- 1 Cash
- 2 Cumulative quantity
- 3 Trade
- 4 Credit

(1)

QUESTION 66

The list price refers to the

- 1 price offered to customers for buying products or services well in advance
- 2 price adjustment based on quantity that is offered at the time of purchase and delivery
- 3 price at which the product or service will be sold to the intermediary or the final consumer
- 4 price that is used as the basis for competition when deciding on a price for a product.

(1)

QUESTION 67

... 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 68

Which of the following statements best represents the correct sequence of the price setting process?

- 1 Estimate potential demand and the price elasticities of demand, select an appropriate price level, determine all costs involved and their relationships to volume of sales
- 2 Make price adjustments, establish a pricing objective, estimate potential demand and the price elasticities of demand
- 3 Make price adjustments, establish a pricing objective, select an appropriate price level
- 4 Estimate potential demand and the price elasticities of demand, select an appropriate price level, set the quoted price

(1)

QUESTION 69

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 70

When are buyers less sensitive to price changes?

- A When they perceive a product as something that provides special or 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 any other product that is in the same price range

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

(1)

TOTAL: [70]

PART 1 (GENERAL/ALGEMEEN) DEEL 1

STUDY UNIT e.g. PSY100-X STUDIE-EENHEID by PSY100-X		INITIALS AND SURNAME VOORLETTERS EN VAN	
PAPER NUMBER VRAESTELNOMMER		DATE OF EXAMINATION DATUM VAN EKSAMEN	
STUDENT NUMBER STUDENTENOMMER		EXAMINATION CENTRE (E.G. PRETORIA) EKSAMENSENTRUM (BY PRETORIA)	
UNIQUE PAPER NO UNIEKE VRAESTEL NR			

For use by examination invigilator
Vir gebruik deur eksamenopsiener

IMPORTANT

- 1 USE ONLY AN HB PENCIL TO COMPLETE THIS SHEET
- 2 MARK LIKE THIS
- 3 CHECK THAT YOUR INITIALS AND SURNAME HAS BEEN FILLED IN CORRECTLY
- 4 ENTER YOUR STUDENT NUMBER FROM LEFT TO RIGHT
- 5 CHECK THAT YOUR STUDENT NUMBER HAS BEEN FILLED IN CORRECTLY
- 6 CHECK THAT THE UNIQUE NUMBER HAS BEEN FILLED IN CORRECTLY
- 7 CHECK THAT ONLY ONE ANSWER PER QUESTION HAS BEEN MARKED
- 8 DO NOT FOLD

BELANGRIK

- 1 GEBUIK SLEGS N HB POTLOOD OM HIERDIE BLAD TE VOLTOOI
- 2 MERK AS VOLG
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- 4 VUL U STUDENTENOMMER VAN LINKS NA REGS IN
- 5 KONTROLEER DAT U DIE KORREKTE STUDENTENOMMER VERSTREK HET
- 6 KONTROLEER DAT DIE UNIEKE NOMMER REG INGEVUL IS
- 7 MAAK SEKER DAT NET EEN ALTERNATIEF PER VRAAG GEMERK IS
- 8 MOENIE VOU NIE

PART 2 (ANSWERS/ANTWOORDE) DEEL 2

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26	c1) c2) c3) c4) c5)	61	c1) c2) c3) c4) c5)	96	c1) c2) c3) c4) c5)	131	c1) c2) c3) c4) c5)
27	c1) c2) c3) c4) c5)	62	c1) c2) c3) c4) c5)	97	c1) c2) c3) c4) c5)	132	c1) c2) c3) c4) c5)
28	c1) c2) c3) c4) c5)	63	c1) c2) c3) c4) c5)	98	c1) c2) c3) c4) c5)	133	c1) c2) c3) c4) c5)
29	c1) c2) c3) c4) c5)	64	c1) c2) c3) c4) c5)	99	c1) c2) c3) c4) c5)	134	c1) c2) c3) c4) c5)
30	c1) c2) c3) c4) c5)	65	c1) c2) c3) c4) c5)	100	c1) c2) c3) c4) c5)	135	c1) c2) c3) c4) c5)
31	c1) c2) c3) c4) c5)	66	c1) c2) c3) c4) c5)	101	c1) c2) c3) c4) c5)	136	c1) c2) c3) c4) c5)
32	c1) c2) c3) c4) c5)	67	c1) c2) c3) c4) c5)	102	c1) c2) c3) c4) c5)	137	c1) c2) c3) c4) c5)
33	c1) c2) c3) c4) c5)	68	c1) c2) c3) c4) c5)	103	c1) c2) c3) c4) c5)	138	c1) c2) c3) c4) c5)
34	c1) c2) c3) c4) c5)	69	c1) c2) c3) c4) c5)	104	c1) c2) c3) c4) c5)	139	c1) c2) c3) c4) c5)
35	c1) c2) c3) c4) c5)	70	c1) c2) c3) c4) c5)	105	c1) c2) c3) c4) c5)	140	c1) c2) c3) c4) c5)

Specimen only