

**MNM1503**

( 469389)

May/June 2014

**INTRODUCTION TO MARKETING**

Duration 2 Hours

70 Marks

EXAMINERS  
FIRST  
SECONDMS MS MTJEKLO  
MS LE FOURIE**Closed book examination**

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This paper consists of twenty-five (25) pages plus instructions for the completion of a mark-reading sheet

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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]

**QUESTION 1**

Based on the needs of the market and the objectives of the organisation, the marketing process involves a number of issues that have to be addressed. What are the four primary variables about which the marketing management team has to take decisions?

- 1 the product, the place, the promotion and the staff
- 2 the product, the place, the promotion and the price
- 3 the product, the staff, the promotion and the price
- 4 the product, the price, the place and the staff

(1)

**QUESTION 2**

The \_\_\_\_\_ function maintains and cultivates a favourable and objective image of the organisation among those whose opinion is important for the achievement of the business objectives

- 1 financial
- 2 human resource
- 3 general management
- 4 public relations

(1)

**QUESTION 3**

Consumers show different behaviour patterns in the decision-making process. What decision-making process is used when Susan is waiting in the queue at Checkers to pay her monthly groceries and she decides to buy a magazine she saw on the display unit?

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

(1)

[TURN OVER]

**QUESTION 4**

Sufficient information must be provided to consumers to convince them to purchase the product. Collin has a Master's degree in Accounting and is employed by a well-known and international accounting firm. He has bought a R2.5 million home in a new developing area. He is considering opening his own practice, but he is afraid that he will fail. Which type of innovator is Collin?

- 1 laggard
- 2 early adopter
- 3 innovator
- 4 late majority

(1)

**QUESTION 5**

involves a series of successive calculations to a base quantity

- 1 The basic method
- 2 The chain ratio method
- 3 The market build-up method
- 4 The market index method

(1)

**QUESTION 6**

The two basic methods of internet research that are currently being used are

- 1 conventional website-based surveys and e-mail-based interviews
- 2 conventional website-based surveys and Skype interviews
- 3 conventional website-based surveys and e-mail-based questionnaires
- 4 Skype interviews and e-mail-based interviews

(1)

[TURN OVER]

**QUESTION 7**

The position chosen must reflect customer preferences and the positions of competitive brands. There are seven different positioning methods. 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 Benson & Hedges positions itself in terms of lightness and taste
- 4 Audi positions itself against BMW

(1)

**QUESTION 8**

\_\_\_\_\_ is where some products can best be positioned against competitive offerings

- 1 Product category positioning
- 2 User positioning
- 3 Benefit positioning
- 4 Competitor positioning

(1)

**QUESTION 9**

The \_\_\_\_\_ product life cycle is the product life cycle that results when a product sells well in successive periods

- 1 traditional
- 2 classic
- 3 seasonal pattern
- 4 revival

(1)

[TURN OVER]

**QUESTION 10**

People differ markedly in their readiness to try a new product. This generalisation about people's willingness to try a new product has given rise to a categorisation of individuals. Early majority 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 and opinion leaders in their communities
- 4 are tradition bound and suspicious of change

(1)

**QUESTION 11**

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 12**

\_\_\_\_\_ is where marketers will temporarily reduce their prices below the list price or sometimes below cost price

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

(1)

[TURN OVER]

**QUESTION 13**

What are the first two steps in the personal selling process?

- 1 making the approach and presentation
- 2 attaining knowledge and presentation
- 3 attaining knowledge and prospecting
- 4 prospecting and presentation

(1)

**QUESTION 14**

are aimed at making intermediaries buy and sell large quantities of your products

- 1 Trade promotions
- 2 Sales force promotions
- 3 Consumer sales promotions
- 4 Direct marketing promotions

(1)

**QUESTION 15**

involves conflict between members at the same level within the channel

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

(1)

**QUESTION 16**

There are three types of contractual VMS arrangements. These are

- 1 wholesaler, manufacturer and franchise organisations
- 2 manufacturer, retailer cooperatives and franchise organisations
- 3 wholesaler, retailer cooperatives and middlemen organisations
- 4 wholesaler, retailer cooperatives and franchise organisations

(1)

[TURN OVER]

**QUESTION 17**

Marketing communication is the process of communicating with customers and consumers. The marketing communication mix consists of seven tools. Which one of the following marketing communication mix tools is a method of supplying a direct message by using a variety of communication channels?

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

(1)

**QUESTION 18**

The strong theory of advertising holds that advertising is capable of effecting change in the knowledge, attitudes, beliefs or behaviour of target audiences. Which one of the following is not true for advertising?

- 1 It can fight off better competitors
- 2 It can increase sales
- 3 It can position a brand
- 4 It can create brand awareness

(1)

**QUESTION 19**

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

- 1 buying decision process
- 2 consumer behaviour
- 3 purchase decision
- 4 problem recognition

(1)

[TURN OVER]

**QUESTION 20**

A marketer must be aware of what the customer thinks, what influences his decisions and how to get the customer to purchase a specific brand. A need can be defined as which one of the following?

- 1 A market that is ready to buy the products or make use of the services
- 2 The number one goal of marketing
- 3 It helps direct the customer achieving a goal
- 4 It is an imbalance between the consumer's actual and desired states

(1)

**QUESTION 21**

Which one of the following conditions is not required for an exchange to take place?

- 1 There must be at least two parties
- 2 Each party must have something that the other party values
- 3 Each party must want to deal with the other party
- 4 Both parties must present their financial reports

(1)

**QUESTION 22**

\_\_\_\_\_ in the marketing process exist(s) because the place where a product is produced is not necessarily the place it is consumed

- 1 Core marketing aspects
- 2 Consumer orientation
- 3 Gaps
- 4 Consumer needs

(1)

[TURN OVER]



**QUESTION 23**

Which one of the following may be regarded as an example of information gap?

- 1 Consumers being knowledgeable enough to know which medicine to use for every ailment
- 2 Bananas are viewed as tropical fruit that can only be grown and harvested in summer
- 3 ABI is a large bottling company that distributes various soft drinks and other products in South Africa
- 4 When a new house is purchased, the consumer becomes the owner only when the property is registered in his or her name

(1)

**QUESTION 24**

is/are not directly involved in transfer of title but provide support services to facilitate the selling process

- 1 Sales intermediaries
- 2 Middlemen
- 3 Auxiliary enterprises
- 4 The sales force

(1)

**QUESTION 25**

is/are enterprises directly involved in taking title of the products which are later sold to others

- 1 Middlemen
- 2 Auxiliary enterprises
- 3 Sales intermediaries
- 4 The sales force

(1)

[TURN OVER]

**QUESTION 26**

Which one of the following does not form part of the auxiliary marketing activities?

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

(1)

**QUESTION 27**

The \_\_\_\_\_ concept holds that achieving organisational goals depends on determining the needs and wants of the target market and delivering the desired products or services more effectively and efficiently than competitors

- 1 production
- 2 marketing
- 3 customer
- 4 profitability

(1)

**QUESTION 28**

The essence of the marketing concept lies in four principles, namely

- 1 sales orientation, profit orientation, systems orientation and advertising
- 2 customer orientation, profit orientation, systems orientation and sales orientation
- 3 customer orientation, profit orientation, systems orientation and social responsibility
- 4 sales orientation, profit orientation, systems orientation and social responsibility

(1)

[TURN OVER]

**QUESTION 29**

Organisations are adapting to micro-segmentation because of three important changes that have rendered traditional segment-based marketing inappropriate. Which one of the following can therefore not be considered as one of the changes?

- 1 Technology has changed dramatically
- 2 Innovation has affected organisational profitability
- 3 Competition between vendors and products is increasing
- 4 Consumers are more sophisticated and knowledgeable, which means that they have high expectations

(1)

**QUESTION 30**

The \_\_\_\_\_ function includes the acquisition, utilisation and control of the funds necessary for running the business. This includes the acquisition and application of funds for the profitability, liquidity, solvency and continuity of the organisation.

- 1 marketing
- 2 purchasing
- 3 financial
- 4 human resources

(1)

**QUESTION 31**

\_\_\_\_\_ research is designed to provide answers to the questions such as "who, what, when, where and how" of a topic.

- 1 quantitative
- 2 descriptive
- 3 qualitative
- 4 exploratory

(1)

[TURN OVER]

**QUESTION 32**

The \_\_\_\_\_ function involves the acquisition, training, utilisation and retention of a sufficient number of competent personnel

- 1 purchasing
- 2 financial
- 3 human resources
- 4 public relations

(1)

**QUESTION 33**

\_\_\_\_\_ involves a wide range of tasks, such as staffing, communicating and motivating

- 1 Leading
- 2 Organising
- 3 Planning
- 4 Controlling

(1)

**QUESTION 34**

\_\_\_\_\_ calls for the creation of an organisational structure best suited to the implementation of the marketing decisions to achieve marketing objectives

- 1 Planning
- 2 Controlling
- 3 Organising
- 4 Leading

(1)

[TURN OVER]

**QUESTION 35**

Over time, a few contemporary leadership styles have emerged. Which one of the following may not be regarded as one of the contemporary leadership styles?

- 1 laissez faire leadership
- 2 contingent reward leadership
- 3 coercive power leadership
- 4 transformational leadership

(1)

**QUESTION 36**

The \_\_\_\_\_ environment includes all those internal variables that can be controlled by management, such as the staff to be appointed, funds to be used, and the mission and marketing objectives of the organisation

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

(1)

**QUESTION 37**

Which **one** of the following may be regarded as one of the components of the market environment?

- 1 socio-cultural
- 2 competitors
- 3 physical
- 4 international

(1)

**QUESTION 38**

The \_\_\_\_\_ provides a concise statement of the current product market position (products offered and markets served) of the business. It also gives guidelines on where the resources of the business should be applied to achieve the organisation's intention.

- 1 objectives
- 2 goals
- 3 mission
- 4 vision

(1)

**QUESTION 39**

Which **one** of the following may be regarded as a business or long-term objective?

- 1 market standing
- 2 customer orientation
- 3 survival and growth
- 4 efficiency motive

(1)

**QUESTION 40**

Which **one** of the following is the best combination of the traditional marketing instruments?

- 1 price, product, place and profit
- 2 price, product, profit and promotion
- 3 price, product, place and promotion
- 4 price, profit, place and promotion

(1)

[TURN OVER]

**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 extra 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)

**QUESTION 43**

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

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

(1)

[TURN OVER]

**QUESTION 44**

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 and analyse the brand's current position
- 2 determine consumers' perception and select positioning strategies
- 3 identify a relevant set of competitive brands and select positioning strategies
- 4 determine consumers' perception and analyse the brand's current position

(1)

**QUESTION 45**

research is conducted to forecast future values, for example sales income, market shares and retail orders

- 1 Casual
- 2 Predictive
- 3 Longitudinal
- 4 Post hoc

(1)

**QUESTION 46**

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

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

(1)

[TURN OVER]



**QUESTION 47**

Which option represents the fifth step of the positioning process?

- 1 Determining consumer perceptions
- 2 Analysing the brand's current position
- 3 Selecting positioning strategies
- 4 Determining consumers' most preferred combination of attributes

(1)

**QUESTION 48**

Which option represents the fourth step of the positioning process?

- 1 Determining consumer perceptions
- 2 Analysing the brand's current position
- 3 Analysing the intensity of a brand's current position
- 4 Determining 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 a consumer market?

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

(1)

[TURN OVER]

**QUESTION 50**

Apple segments the market for computer products based on how frequently buyers buy its 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)

**QUESTION 51**

A/an \_\_\_\_\_ exists when there are relatively few businesses marketing a particular product, and it controls much of its supply. Products in this sort of competition may be homogeneous such as coal or steel.

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

(1)

**QUESTION 52**

Which one of the following may be regarded as an example of a monopolistic competition?

- 1 computer companies
- 2 Telkom
- 3 farmer's market
- 4 Mercedes-Benz

(1)

[TURN OVER]

**QUESTION 53**

A SWOT analysis is a useful instrument for helping managers identify the internal strengths and weaknesses of a business, and the external opportunities and threats facing it. A/an \_\_\_\_\_ is a favourable element in a business environment that can be exploited by management.

- 1 strength
- 2 weakness
- 3 opportunity
- 4 threat

(1)

**QUESTION 54**

With regards to Maslow's hierarchy of motives, the need for food, water, sleep and sex, is an example of \_\_\_\_\_ motives.

- 1 esteem
- 2 self-actualisation
- 3 belongingness
- 4 physiological

(1)

**QUESTION 55**

Which of these needs are reflected in the desire for love, friendship and group acceptance? Many products, such as cosmetics and deodorants, are purchased because of these motives.

- 1 Social
- 2 Safety
- 3 Physiological
- 4 Esteem

(1)

[TURN OVER]

**QUESTION 56**

refers to the process by which people select, organise and interpret information to form a meaningful picture of the world through the five senses – sight, hearing, smell, touch and taste

- 1 Learning
- 2 Attitude
- 3 Personality
- 4 Perception

(1)

**QUESTION 57**

Which **one** of the following is the correct order of the perception process?

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

(1)

**QUESTION 58**

All individuals learn, although they do not learn the same things. Which **one** of the following cannot be regarded as one of the elements found in all learning?

- 1 stimulus
- 2 attention
- 3 response
- 4 repetition

(1)

[TURN OVER]

**QUESTION 59**

The family plays a major influence on the consumer behaviour of its members. Which **one** of the following does not form part of the distinct roles in the family decision-making?

- 1 the initiator
- 2 the influencer
- 3 the purchaser
- 4 the supplier

(1)

**QUESTION 60**

The quality and value dimension is a function with different criteria such as accurate, timely, adequate and relevant information. Having sufficient qualitative and quantitative information to enable better decisions refers to \_\_\_\_\_ information.

- 1 accurate
- 2 timely
- 3 adequate
- 4 relevant

(1)

**QUESTION 61**

Specialised activities are performed by intermediaries to move the products from the manufacturer to the users. Which **one** of the following statements best describes the physical activities?

- 1 Advise customers on the product use and maintenance
- 2 Promote the product to customer in various ways
- 3 Sort and transport the products
- 4 Grade the product quality and label accordingly

(1)

[TURN OVER]

**QUESTION 62**

"It is the physical, financial and information networks that involve the movement of materials, funds and related information through the full logistics process " This is the correct definition for which one of the following concepts?

- 1 supply chain
- 2 distribution channel
- 3 logistic organiser
- 4 planning

(1)

**QUESTION 63**

"Non-personal presentation and promotion of ideas, products and services by a sponsor that can be identified, and for which the sponsor has paid " This is the correct definition for which one of the following concepts?

- 1 advertising
- 2 promotion
- 3 sponsorship
- 4 public relations

(1)

**QUESTION 64**

If the sales force is ineffective all marketing efforts can fail Which **one** of the following is a great advantage of personal selling?

- 1 A flexible, tailored message can be communicated
- 2 The sales people do not have to receive training
- 3 All expenses are paid by the company, therefore the expenses for a salesperson is not high
- 4 Sales people can contact their number of contact regularly

(1)

[TURN OVER]

**QUESTION 65**

are expenses to the business that remain constant regardless of the quantity of goods or the service that is manufactured and sold

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

(1)

**QUESTION 66**

is where marketers will temporarily reduce their prices below the list price or sometimes below cost price

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

(1)

**QUESTION 67**

The primary function of packaging is to protect the product. Which **one** 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 68**

The implementation of the new product development process depends on the type of organisation and its markets. Which of the following options are the last three steps in the new product development process?

- 1 idea generation, idea screening and concept testing
- 2 product development, test marketing and commercialisation
- 3 concept testing, business analysis and product development
- 4 test marketing, commercialisation and idea generation

(1)

**QUESTION 69**

The marketing research process can be described as a sequence of steps in the systematic collection and analysis of marketing data. Which **one** of the following options are the first four steps in this process?

- 1 reporting research results, fieldwork, processing data and preparing the research design
- 2 fieldwork, tabulation of data, preparing research design and reporting research results
- 3 description of the research problem and objectives, decide on suitable research design, fieldwork and preparing research design
- 4 description of the research problem and objectives, decide on suitable research design, preparing research design and fieldwork

(1)

[TURN OVER]



**QUESTION 70**

The purpose of monitoring and evaluating information systems for key stakeholders includes three factors. Which **one** of the following is not part of them?

- 1 ensuring project performance
- 2 demonstrating accountability
- 3 promoting organisational learning
- 4 monitoring employees

(1)

**TOTAL: [70]**

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PART 2 (ANSWERS/ANTWOORDE) DEEL 2

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Specimen only