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| |  |  | | --- | --- | | 1) | All of the processes used to identify, create, and maintain exchange relationships that satisfy individuals and organizations make up | |  | A) customer service. | |  | B) promotion. | |  | C) marketing. | |  | D) distribution. | |  |
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| |  |  | | --- | --- | | 2) | Consumer demand is influenced by all of the following**except** | |  | A) economy. | |  | B) weather. | |  | C) promotion. | |  | D) price. | |  |
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| |  |  | | --- | --- | | 3) | The marketing concept determines planning, production, pricing, distribution, and promotion of products and services based upon | |  | A) customers. | |  | B) forecasts. | |  | C) government. | |  | D) business. | |  |
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| |  |  | | --- | --- | | 4) | Marketing that targets consumers who underwent the same experiences and events while growing up is referred to as | |  | A) target marketing. | |  | B) cohort marketing. | |  | C) mass marketing. | |  | D) generational marketing. | |  |
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| |  |  | | --- | --- | | 5) | The final step in the sales process is | |  | A) follow up. | |  | B) closing the sale. | |  | C) presenting the product. | |  | D) overcoming objectives. | |  |
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| |  |  | | --- | --- | | 6) | The first contact that the salesperson makes with the customer is called the | |  | A) approach. | |  | B) preapproach. | |  | C) introduction. | |  | D) lead. | |  |
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| |  |  | | --- | --- | | 7) | Which of the following activities will **not** help improve sales performance? | |  | A) informing sales staff about new merchandise | |  | B) setting sales goals | |  | C) allowing salespeople to work without monitoring | |  | D) having sales staff meetings | |  |
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| |  |  | | --- | --- | | 8) | Since new small businesses do not have funds available for expensive forms of promotion, they count on | |  | A) endorsements. | |  | B) sales promotion. | |  | C) advertising. | |  | D) word-of-mouth promotion. | |  |
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| |  |  | | --- | --- | | 9) | All of the following are traditional types of advertising media **except** | |  | A) radio. | |  | B) newspaper. | |  | C) social media. | |  | D) television. | |  |
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| |  |  | | --- | --- | | 10) | One of biggest disadvantages associated with television advertising is the | |  | A) use of sight and sound. | |  | B) large, diverse audience. | |  | C) long lead time. | |  | D) low cost per viewer. | |  |
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| |  |  | | --- | --- | | 11) | The amount of time required to produce and place an advertisement is called | |  | A) production time. | |  | B) on air time. | |  | C) prime time. | |  | D) lead time. | |  |
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| |  |  | | --- | --- | | 12) | The number of times a person is exposed to an advertisement is called | |  | A) frequency. | |  | B) reach. | |  | C) span. | |  | D) gross impression. | |  |
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| |  |  | | --- | --- | | 13) | Advertisements that run in movie theaters before the start of movies is called | |  | A) a gross impression. | |  | B) cinema advertising. | |  | C) a trailer. | |  | D) product placement. | |  |
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| |  |  | | --- | --- | | 14) | Advertising on public buses and subways is called | |  | A) aerial advertising. | |  | B) transit advertising. | |  | C) an advertising wrap. | |  | D) mobile advertising. | |  |
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| |  |  | | --- | --- | | 15) | One of the fastest growing forms of online advertising is | |  | A) video advertising. | |  | B) aerial advertising. | |  | C) product placement advertising. | |  | D) directory advertising. | |  |
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| |  |  | | --- | --- | | 16) | An unwanted online communication that is sent out in mass is called | |  | A) spam. | |  | B) a pop-up ad. | |  | C) phishing. | |  | D) bait and switch. | |  |
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| |  |  | | --- | --- | | 17) | The combination of unique qualities of a company, product, or product line is called a(n) | |  | A) trademark. | |  | B) industry. | |  | C) product line. | |  | D) brand. | |  |
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| |  |  | | --- | --- | | 18) | The value that a company realizes from having a product with a recognizable name is called | |  | A) brand awareness. | |  | B) brand image. | |  | C) generic brand. | |  | D) brand equity. | |  |
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| |  |  | | --- | --- | | 19) | Changing consumers' perception about a brand is called | |  | A) branding. | |  | B) positioning. | |  | C) introducing. | |  | D) repositioning. | |  |
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| |  |  | | --- | --- | | 20) | Starbucks' image is largely based on providing a coffee experience and lifestyle for its consumers. Based on this, which positioning strategy should Starbucks' use? | |  | A) competitor positioning | |  | B) user positioning | |  | C) benefit positioning | |  | D) usage positioning | |  |
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| |  |  | | --- | --- | | 21) | An increase in the general level of prices for products and services resulting in a decrease in purchasing power is called | |  | A) recession. | |  | B) stagflation. | |  | C) inflation. | |  | D) prosperity. | |  |
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| |  |  | | --- | --- | | 22) | The amount of money remaining for spending and saving after taxes and other essential expenses are paid is called | |  | A) gross income. | |  | B) disposable income. | |  | C) discretionary income. | |  | D) net income. | |  |
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| |  |  | | --- | --- | | 23) | The total dollar value of all products and services produced by a country within a certain time period is called | |  | A) gross domestic product. | |  | B) net domestic product. | |  | C) net worth. | |  | D) gross assets. | |  |
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| |  |  | | --- | --- | | 24) | Advertising stimulates sales and the economy in all of the following ways **except** by | |  | A) growing the gross domestic product. | |  | B) decreasing competition. | |  | C) adding value to products and services. | |  | D) generating jobs. | |  |
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| |  |  | | --- | --- | | 25) | AIDA is an acronym that stands for all of the following **except** | |  | A) attention. | |  | B) action. | |  | C) demand. | |  | D) interest. | |  |
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| |  |  | | --- | --- | | 26) | All of the following are elements of the promotional mix **except** | |  | A) advertising. | |  | B) public relations. | |  | C) budget. | |  | D) personal selling. | |  |
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| |  |  | | --- | --- | | 27) | When a company is developing a promotional plan, the first step is to determine the | |  | A) target market. | |  | B) budget. | |  | C) promotional mix. | |  | D) promotional objectives. | |  |
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| |  |  | | --- | --- | | 28) | One of the biggest advantages of advertising is | |  | A) the emotional connection with the target market. | |  | B) credibility that consumers associate with the products and services being advertised. | |  | C) the low cost of reaching large audiences. | |  | D) guaranteed increase in sales. | |  |
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| |  |  | | --- | --- | | 29) | Companies use campaigns that help the public develop a better understanding of the company, its products, and its philosophies. Those campaigns are part of | |  | A) advertising. | |  | B) press releases. | |  | C) publicity. | |  | D) public relations. | |  |
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| |  |  | | --- | --- | | 30) | Which of the following is **not** an example of a public relations activity? | |  | A) sponsoring the local county fair | |  | B) volunteering to clean up the local park after a major storm | |  | C) advertising a new product | |  | D) donating computers to the elementary school | |  |
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| |  |  | | --- | --- | | 31) | Which of the following elements is **not** part of the SWOT Analysis? | |  | A) stakeholders | |  | B) threats | |  | C) opportunities | |  | D) weaknesses | |  |
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| |  |  | | --- | --- | | 32) | When it comes to advertising, businesses are highly interested in the amount earned from the action. This is referred to as | |  | A) return on investment (ROI). | |  | B) cost per click. | |  | C) net profit. | |  | D) net profit. | |  |
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| |  |  | | --- | --- | | 33) | A test that measures how much an audience remembers about an advertising message is called a | |  | A) recall test. | |  | B) recognition test. | |  | C) perception test. | |  | D) resonance test. | |  |
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| |  |  | | --- | --- | | 34) | If the advertising campaign for a national company cost $100,000 and it generated $250,000 in additional sales, what is the ROI? | |  | A) 1.5% | |  | B) 150% | |  | C) 15% | |  | D) 250% | |  |
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| |  |  | | --- | --- | | 35) | Kia uses hamsters to advertise their automobiles. This is a form of | |  | A) musical advertising. | |  | B) humorous advertising. | |  | C) image advertising. | |  | D) slice-of-life advertising. | |  |
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| |  |  | | --- | --- | | 36) | The main purpose of an advertising campaign is often to | |  | A) create favorable publicity. | |  | B) influence consumers' behavior. | |  | C) establish brand awareness. | |  | D) dominate the competition. | |  |
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| |  |  | | --- | --- | | 37) | Advertising that uses research or scientific evidence to promote a brand is | |  | A) scientific advertising. | |  | B) lifestyle advertising. | |  | C) product demonstration advertising. | |  | D) endorsement advertising. | |  |
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| |  |  | | --- | --- | | 38) | Social media websites are a popular way to deliver consumer-oriented advertising messages. Which of the following is **not** a good reason for social media websites? | |  | A) Social media websites are interactive. | |  | B) Advertisers can involve consumers in the advertising process. | |  | C) Social media websites have a low cost to maintain. | |  | D) Consumers who interact with advertisers online are more likely to try a product. | |  |
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| |  |  | | --- | --- | | 39) | Consumer-oriented sales promotions do **not** enable consumers to | |  | A) buy higher quality products for lower prices. | |  | B) identify ethical and unethical advertising. | |  | C) save money through the use of coupons, rebates, and price deals. | |  | D) try a product they otherwise would not have tried. | |  |
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| |  |  | | --- | --- | | 40) | Which of the following is **not** true about sponsorships? | |  | A) Sponsorships may involve local events or national events. | |  | B) Any type of sponsorship will be looked on favorably by consumers. | |  | C) Sponsorships can help companies stand out from competitors. | |  | D) Companies should align sponsorships with the target market's values. | |  |
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| |  |  | | --- | --- | | 41) | The formula for determining profit is | |  | A) Assets+Owner's Equity. | |  | B) Liabilities + Owner's Equity. | |  | C) Revenue-Expenses. | |  | D) Assets-Liabilities. | |  |
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| |  |  | | --- | --- | | 42) | An advertising budget based upon the amount of sales is called the | |  | A) percentage of sales method. | |  | B) objective and task method. | |  | C) market share method. | |  | D) response model. | |  |
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| |  |  | | --- | --- | | 43) | A financial obligation or amount owed by a company is called a(n) | |  | A) accounts receivable. | |  | B) liability. | |  | C) asset. | |  | D) tangible asset. | |  |
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| |  |  | | --- | --- | | 44) | Advertising budgets based upon the amount of money spent by competitors use the | |  | A) market response model. | |  | B) percentage of sales method. | |  | C) competition-matching method. | |  | D) objective and task method. | |  |
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| |  |  | | --- | --- | | 45) | Consumers have needs for food, sleep, water, and shelter. These needs are referred to as | |  | A) self-actualization needs. | |  | B) physiological needs. | |  | C) security needs. | |  | D) esteem needs. | |  |
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| |  |  | | --- | --- | | 46) | Businesses must realize that consumers have limited resources referred to as | |  | A) wants. | |  | B) assets. | |  | C) needs. | |  | D) scarcity. | |  |
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| |  |  | | --- | --- | | 47) | The first step of the "consumer decision-making process" is to | |  | A) recognize the problem. | |  | B) search for information. | |  | C) evaluate the purchase. | |  | D) evaluate alternatives. | |  |
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| |  |  | | --- | --- | | 48) | Purchasing a home for most consumers involves | |  | A) routine decision making | |  | B) extensive decision making. | |  | C) limited decision making. | |  | D) impulse buying. | |  |
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| |  |  | | --- | --- | | 49) | Riley has always owned a BMW automobile because he likes the performance, look, and service associated with the car. When it is time to purchase a new car, Riley does not consider the competition. He goes directly to the BMW dealership. This is an example of a(n) | |  | A) repeat purchase. | |  | B) unsought purchase. | |  | C) new purchase. | |  | D) modified purchase. | |  |
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| |  |  | | --- | --- | | 50) | Products that consumers purchase regularly without much planning are | |  | A) unsought products. | |  | B) specialty products. | |  | C) convenience products. | |  | D) shopping products. | |  |
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| |  |  | | --- | --- | | 51) | Life insurance and prepaid funeral plans are examples of | |  | A) unsought products. | |  | B) specialty products. | |  | C) convenience products. | |  | D) shopping products. | |  |
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| |  |  | | --- | --- | | 52) | Reasons to make a purchase based on feelings, beliefs, or attitudes are called | |  | A) emotional motives. | |  | B) rational motives. | |  | C) buying motives. | |  | D) patronage motives. | |  |
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| |  |  | | --- | --- | | 53) | An organization or group of people that an individual identifies with and admires is called a | |  | A) peer group. | |  | B) target market. | |  | C) reference group. | |  | D) lifestyle group. | |  |
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| |  |  | | --- | --- | | 54) | Consumer characteristics that include age, gender, race, marital status, income, education level, and occupation are classified as | |  | A) geographics. | |  | B) demographics. | |  | C) niche marketing. | |  | D) psychographics. | |  |
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| |  |  | | --- | --- | | 55) | A strategy used to plan, execute, and monitor all promotional messages about a product to ensure consistency among all those messages is called | |  | A) message monitoring. | |  | B) consistent messaging. | |  | C) communication consistency. | |  | D) integrated marketing communication. | |  |
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| |  |  | | --- | --- | | 56) | To identify the target market, a business creates | |  | A) a profile of the typical customer who is likely to purchase its products. | |  | B) a projected budget. | |  | C) company objectives. | |  | D) a strategic plan. | |  |
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| |  |  | | --- | --- | | 57) | The attempt by an advertising campaign to make a product appealing to a large group of consumers is the purpose of | |  | A) specialty marketing. | |  | B) personalized marketing. | |  | C) spam marketing. | |  | D) mass marketing. | |  |
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| |  |  | | --- | --- | | 58) | Which segmentation describes consumers based on their interests, attitudes, opinions, and lifestyles? | |  | A) generational segmentation | |  | B) demographic segmentation | |  | C) geographic segmentation | |  | D) psychographic segmentation | |  |
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| |  |  | | --- | --- | | 59) | The characteristics exhibited by an individual who is likely to buy a business's products or services is referred to as the | |  | A) demographic segmentation. | |  | B) psychographic segmentation. | |  | C) geographic segmentation. | |  | D) customer profile. | |  |
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| |  |  | | --- | --- | | 60) | The first stage of the product life cycle is the | |  | A) introduction. | |  | B) maturity. | |  | C) growth. | |  | D) decline. | |  |
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| |  |  | | --- | --- | | 61) | Since millennials prefer the latest technology, Apple phones are in the \_\_\_\_\_ stage of the product life cycle. | |  | A) introduction | |  | B) decline | |  | C) maturity | |  | D) growth | |  |
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| |  |  | | --- | --- | | 62) | When a product in the decline stage is out of date and no longer wanted, \_\_\_\_\_\_\_\_\_\_\_\_\_\_ occurs. | |  | A) obsolescence | |  | B) recharge | |  | C) renewal | |  | D) transfusion | |  |
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| |  |  | | --- | --- | | 63) | A business sets prices to maximize sales. The objective is to | |  | A) earn a return on investment. | |  | B) increase market share. | |  | C) maximize profits. | |  | D) create a price-quality image. | |  |
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| |  |  | | --- | --- | | 64) | Setting a high price when a new product enters the market to emphasize the uniqueness of a product and to recover the product development costs quickly is called | |  | A) penetration pricing. | |  | B) price skimming. | |  | C) price manipulation. | |  | D) price gauging. | |  |
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| |  |  | | --- | --- | | 65) | Emphasizing free oil changes the first 3 years for a new automobile is an example of | |  | A) price competition. | |  | B) nonprice competition. | |  | C) psychological pricing. | |  | D) price skimming. | |  |
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| |  |  | | --- | --- | | 66) | Which of the following is **not** a channel member? | |  | A) producers | |  | B) advertisers | |  | C) retailers | |  | D) wholesalers | |  |
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| |  |  | | --- | --- | | 67) | Which of the following channels of distribution is likely to be used in international markets? | |  | A) producer to wholesaler to retailer to consumer | |  | B) producer to consumer | |  | C) producer to retailer to consumer | |  | D) producer to agent to wholesaler to retailer to consumer | |  |
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| |  |  | | --- | --- | | 68) | Railroad and boats are good modes of transportation for | |  | A) large, bulky items. | |  | B) emergency medications. | |  | C) small parcels. | |  | D) perishable products. | |  |
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| |  |  | | --- | --- | | 69) | A farmer sells his or her vegetables at a roadside stand to consumers. This is an example of | |  | A) indirect retailing. | |  | B) direct retailing. | |  | C) multiple channels of distribution. | |  | D) informal distribution. | |  |
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| |  |  | | --- | --- | | 70) | All of the businesses involved in the flow of products, services, resources, and information from the producer to the consumer are called | |  | A) a product life cycle. | |  | B) a supply chain. | |  | C) direct marketing. | |  | D) indirect marketing. | |  |
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| |  |  | | --- | --- | | 71) | Packaging is designed to do all of the following **except** | |  | A) decrease the price for the consumer. | |  | B) promote products. | |  | C) protect products. | |  | D) maintain the product. | |  |
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| |  |  | | --- | --- | | 72) | The use of marketing activities that provide extra value and buying incentives for customers is called | |  | A) clearance sales. | |  | B) endorsements. | |  | C) inventory reduction. | |  | D) sales promotions. | |  |
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| |  |  | | --- | --- | | 73) | Product endorsements | |  | A) must state factual information. | |  | B) do not require the endorser to actually use the product. | |  | C) are an inexpensive form of promotion. | |  | D) are usually not effective with teenagers. | |  |
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| |  |  | | --- | --- | | 74) | Visual merchandising should make the product all of the following **except** | |  | A) easily accessible. | |  | B) interesting. | |  | C) special. | |  | D) more secure. | |  |
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| |  |  | | --- | --- | | 75) | The first step for marketing research is to | |  | A) identify and define the problem. | |  | B) analyze the data. | |  | C) develop the research design. | |  | D) collect the data. | |  |
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| |  |  | | --- | --- | | 76) | Which of the following is **not** true about marketing research? | |  | A) It helps companies track their progress. | |  | B) It helps a company identify threats and opportunities. | |  | C) It increases the risk of doing business. | |  | D) It guides a company's communication with consumers. | |  |
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| |  |  | | --- | --- | | 77) | Brand building sales promotions | |  | A) are frequently related to price. | |  | B) offer promotional rewards for repeat purchases. | |  | C) are offered for a limited time only. | |  | D) require minimal effort on the part of consumers. | |  |
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| |  |  | | --- | --- | | 78) | A premium given by a manufacturer to a retailer for ordering a certain quantity of a product is called a | |  | A) push money. | |  | B) trade allowance. | |  | C) POP opportunity. | |  | D) deal loader. | |  |
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| |  |  | | --- | --- | | 79) | \_\_\_\_\_ context is based on previous or similar experiences. | |  | A) Relational | |  | B) Historical | |  | C) Cultural | |  | D) Psychological | |  |
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| |  |  | | --- | --- | | 80) | Supermarkets frequently use \_\_\_\_\_ to make consumers aware of new food products. | |  | A) product contests | |  | B) sampling | |  | C) product rebates | |  | D) premiums | |  |
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| |  |  | | --- | --- | | 81) | \_\_\_\_\_ may include a spoken comment, a written message, a smile, or some other action, such as taking a survey, in response to a message. | |  | A) Decoding | |  | B) Feedback | |  | C) Encoding | |  | D) Context | |  |
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| |  |  | | --- | --- | | 82) | A(n) \_\_\_\_ claim in an advertisement is made indirectly or by inference. | |  | A) corrective | |  | B) express | |  | C) material | |  | D) implied | |  |
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| |  |  | | --- | --- | | 83) | The federal agency that regulates advertising is the | |  | A) CPSC. | |  | B) FDA. | |  | C) USDA. | |  | D) FTC. | |  |
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| |  |  | | --- | --- | | 84) | The \_\_\_ ensures that food, cosmetics, drugs, and medical devices are safe and effective and labeled properly. | |  | A) FCC | |  | B) FDA | |  | C) FTC | |  | D) SEC | |  |
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| |  |  | | --- | --- | | 85) | Which of the following acts regulates the use of trademarks? | |  | A) FTC Act | |  | B) Wheeler-Lea Act | |  | C) Fair Packaging and Labeling Act | |  | D) Lanham Act | |  |
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| |  |  | | --- | --- | | 86) | Which of the following restrictions is not part of the Cigarette Labeling and Advertising Act? | |  | A) Cigarette advertisements on radio and television are banned. | |  | B) Smoking inside public buildings is banned. | |  | C) Print advertisements for cigarettes must carry warnings. | |  | D) Cigarette packages must carry warning labels. | |  |
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| |  |  | | --- | --- | | 87) | Which of the following advertising practices is legal? | |  | A) defamation | |  | B) puffery | |  | C) deception | |  | D) endorsement | |  |
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| |  |  | | --- | --- | | 88) | Advertising that plays on people's fears and guilt has all of the following characteristics **except** | |  | A) it is often used for security systems and insurance products. | |  | B) it is ineffective. | |  | C) it highlights the negative consequences of not using a product. | |  | D) it targets vulnerable consumers. | |  |
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| |  |  | | --- | --- | | 89) | Cultures in which there is a high degree of separation between social classes would have a high score in which of the following categories? | |  | A) collectivism | |  | B) uncertainty avoidance | |  | C) power distance | |  | D) individualism | |  |
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| |  |  | | --- | --- | | 90) | \_\_\_\_ prevents marketers from seeing important cultural differences among markets. | |  | A) Globalization | |  | B) Visual diversity | |  | C) Ethnocentrism | |  | D) Infrastructure | |  |
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| |  |  | | --- | --- | | 91) | Cultures whose members are more self-centered would have a high score in which of the following categories? | |  | A) uncertainty avoidance | |  | B) individualism | |  | C) power distance | |  | D) collectivism | |  |
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| |  |  | | --- | --- | | 92) | The implicit communicator | |  | A) uses a communication style common in the United States. | |  | B) conveys information that is vague or has an implied meaning. | |  | C) bases decisions on logic and facts. | |  | D) conveys information in a concise, direct, and structured manner. | |  |
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| |  |  | | --- | --- | | 93) | Cultures whose members are more self-centered would have a high score in which of the following categories? | |  | A) individualism | |  | B) power distance | |  | C) collectivism | |  | D) masculinity | |  |
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| |  |  | | --- | --- | | 94) | Who was responsible for spurring the growth of outdoor advertising? | |  | A) Ben Franklin | |  | B) John Hardy | |  | C) T. Barnum | |  | D) Paul Harvey | |  |
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| |  |  | | --- | --- | | 95) | The use of advertising to support and improve the environment is known as | |  | A) ethical marketing. | |  | B) healthy marketing. | |  | C) social marketing. | |  | D) green marketing. | |  |
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| |  |  | | --- | --- | | 96) | Which of the following statements about workplace bullying is **false**? | |  | A) It can involve belittling or offensive remarks. | |  | B) It can have a negative effect on work performance. | |  | C) It refers to a single incident in the workplace. | |  | D) It is intended to intimidate or humiliate an employee. | |  |
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| |  |  | | --- | --- | | 97) | Which of the following is **not** a soft skill? | |  | A) problem-solving | |  | B) graphic design | |  | C) listening | |  | D) time management | |  |
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| |  |  | | --- | --- | | 98) | The ability to motivate and direct a group of people is called | |  | A) delegation. | |  | B) leadership. | |  | C) initiative. | |  | D) manipulation. | |  |
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| |  |  | | --- | --- | | 99) | Which of the following traits is **not** common among those working in the advertising industry? | |  | A) stays on top of trends | |  | B) is creative | |  | C) is persuasive | |  | D) avoids socializing with others | |  |
|  | |
| |  |  | | --- | --- | | 100) | Businesses track what's being said about them and their products and post self-promotional messages through the use of | |  | A) Blogs. | |  | B) Facebook. | |  | C) Twitter. | |  | D) You Tube. | |  |

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| 1) | C |
| 2) | B |
| 3) | A |
| 4) | D |
| 5) | A |
| 6) | A |
| 7) | C |
| 8) | D |
| 9) | C |
| 10) | C |
| 11) | D |
| 12) | A |
| 13) | B |
| 14) | B |
| 15) | A |
| 16) | A |
| 17) | D |
| 18) | D |
| 19) | D |
| 20) | B |
| 21) | C |
| 22) | C |
| 23) | A |
| 24) | B |
| 25) | C |
| 26) | C |
| 27) | A |
| 28) | A |
| 29) | D |
| 30) | C |
| 31) | A |
| 32) | A |
| 33) | A |
| 34) | B |
| 35) | B |
| 36) | B |
| 37) | A |
| 38) | C |
| 39) | B |
| 40) | B |
| 41) | C |
| 42) | A |
| 43) | B |
| 44) | C |
| 45) | B |
| 46) | D |
| 47) | A |
| 48) | B |
| 49) | A |
| 50) | C |
| 51) | A |
| 52) | A |
| 53) | C |
| 54) | B |
| 55) | D |
| 56) | A |
| 57) | D |
| 58) | D |
| 59) | D |
| 60) | A |
| 61) | C |
| 62) | A |
| 63) | B |
| 64) | B |
| 65) | A |
| 66) | B |
| 67) | D |
| 68) | A |
| 69) | B |
| 70) | B |
| 71) | A |
| 72) | D |
| 73) | A |
| 74) | D |
| 75) | A |
| 76) | C |
| 77) | B |
| 78) | D |
| 79) | B |
| 80) | B |
| 81) | B |
| 82) | D |
| 83) | D |
| 84) | B |
| 85) | D |
| 86) | B |
| 87) | D |
| 88) | B |
| 89) | C |
| 90) | C |
| 91) | B |
| 92) | B |
| 93) | A |
| 94) | C |
| 95) | D |
| 96) | C |
| 97) | B |
| 98) | B |
| 99) | D |
| 100) | C |