30 What is the decay constant of a radioactive substance?

A   the constant of proportionality in the equation relating the rate of decay of nuclei in the substance to the number of undecayed nuclei

B   the number of disintegrations of nuclei in the substance occurring in one half-life of the substance

C   the number of disintegrations of nuclei in the substance occurring per unit time

D   the average time taken for half the nuclei initially present in the substance to decay