

QP CODE: 24900052

SERIES: A



Reg No:.....

Name:.....

MAHATMA GANDHI UNIVERSITY, KOTTAYAM
FIRST SEMESTER MGU-UGP (HONOURS) REGULAR
EXAMINATION NOVEMBER 2024

First Semester

Discipline Specific Core Course - MG1DSCBST100 - MARKETING MANAGEMENT

(2024 ADMISSION ONWARDS)

Duration: 1 Hours

Maximum Marks: 70

**Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Interest (I),
Appreciation (Ap), and Skill (S)**

*Students should attempt atleast one question from each course outcome to enhance their overall
outcome attainability.*

[Learning Domain][CO No(s)]

Part A

Multiple Choice Questions

Attempt any 20 questions.

Each question carries 1 mark

- | | | |
|---|---|------------|
| 1 | According to Philip Kotler, marketing management involves which of the following processes? | [U] [1] |
| | a) Manufacturing and distribution only | |
| | b) Planning, pricing, promotion, and distribution | |
| | c) Only pricing and promotion | |
| | d) Customer service management | |
| 2 | What are micro environmental factors? | [K] [2] |
| | a) Factors that are only related to external market trends | |
| | b) Factors that directly impact the marketing operations of a firm | |
| | c) Global factors affecting all businesses | |
| | d) Historical factors that influence market changes | |
| 3 | Who is considered the father of modern marketing? | [K] [2, 6] |

- 11 What is the focus of Niche marketing? [U] [3]
- a) Serving broad audience b) Catering to a very specific market segment
- c) Offering a single product for everyone d) Maximising mass appeal
- 12 Which of the following is an example of a personal factor that influences consumer behavior? [U] [3]
- a) Culture b) Status
- c) Lifestyle d) Reference Groups
- 13 The person who creates the idea of buying a product is [K] [3]
- a) Initiator b) Influencer
- c) Buyer d) User
- 14 Microsoft Excel, Microsoft Word, Microsoft Network are examples of [A] [4, 5]
- a) Family branding b) Individual branding
- c) Combination branding d) Corporate branding
- 15 Consumers who are loyal to two or more brands at the same time is known as [K] [4, 5]
- a) Hard-core loyals b) Split loyals
- c) Shifting loyals d) Switchers
- 16 The _____ role of advertising aims to remind consumers about products or services they may have forgotten. [A] [5]
- a) Psychological b) Recollection
- c) Transformational d) Social
- 17 Flat 50% off is an example for [A] [5]
- a) Sales Promotion b) Advertisement
- c) Direct sale d) Personal selling
- 18 Which of the following is a key objective of logistics? [U] [5]
- a) Increasing cost b) Minimizing transportation time
- c) Enhancing supplier relations d) Reducing production efficiency

- | | | | |
|----|--|---|--------|
| 19 | Who defined pricing as the function of determining the product values in monetary terms? | [K] | [5] |
| | a) W. J. Stanton | b) W. G. Leader | |
| | c) Philip Kotler | d) Cundiff and Still | |
| 20 | How does technology help companies in terms of product offerings? | [A] | [2, 6] |
| | a) By standardizing products for all customers | b) By reducing product variety | |
| | c) By eliminating the need for product development | d) By customizing products and services to the target market | |
| 21 | Which of the following companies is considered one of the pioneers of e-commerce in India? | [U] | [5, 6] |
| | a) Flipkart | b) Reliance | |
| | c) Haldiram's | d) Shoppers Stop | |
| 22 | What is the primary purpose of remarketing? | [U] | [6] |
| | a) To attract new customers | b) To re-engage users who have previously interacted with a brand | |
| | c) To increase the price of products | d) To reduce the product line | |

- 25 What is the significance of understanding cultural factors in marketing? [U] [2]
- a) They help in establishing supplier relationships b) They influence the creation of marketing strategies that resonate with consumers
- c) They determine the pricing of products d) They are irrelevant to marketing success
- 26 What does Marketing 4.0 transition from? [U] [2, 6]
- a) Digital marketing to offline marketing b) Traditional retail to e-commerce
- c) Brand marketing to influencer marketing d) Conventional marketing models to advanced digital marketing models
- 27 Consider the following Assertion (A) and Reasoning (R). Choose the correct answer from the alternatives: [A] [2]
 Assertion (A): Cause-related marketing helps companies improve their reputation.
 Reason (R): By supporting social or environmental causes, companies can gain positive recognition and build stronger connections with customers.
- a) Both A and R are true, and R is the correct explanation of A. b) Both A and R are true, but R is not the correct explanation of A.
- c) A is true, but R is false d) A is false, but R is true.
- 28 Consider the following statements and choose the most appropriate answer: [U] [1, 2]
 Statement I - The value chain concept is used to identify areas of inefficiency within an organization.
 Statement II - Inbound logistics refer to activities related to bringing raw materials into the production process.
- a) Both Statements are TRUE b) Statement I is TRUE and Statement II is FALSE
- c) Statement I is FALSE and Statement II is TRUE d) Both Statements are FALSE
- 29 Consider the following Assertion (A) and Reasoning (R). Choose the correct answer from the alternatives: [U] [1, 2]
 Assertion (A): The 'Price' element of the marketing mix is the most important factor in determining consumer demand.
 Reason (R): Price is the only factor in the marketing mix that generates revenue for the business.
- a) Both A and R are true, and R is the correct explanation of A. b) Both A and R are true, but R is not the correct explanation of A.

- c) A is true, but R is false d) A is false, but R is true.
- 30 Consider the following statements and choose the most appropriate answer: [U] [1, 2]
 Statement I - Brand reputation has no impact on the pricing element of the marketing mix.
 Statement II - Social factors such as trends and lifestyle changes can affect the marketing mix.
- a) Both Statements are TRUE b) Statement I is TRUE and Statement II is FALSE
- c) Statement I is FALSE and Statement II is TRUE d) Both Statements are FALSE
- 31 Mr. A is a rich person, still he prefer to lead a simple and inexpensive life. [U] [3]
 Therefore, he avoids buying luxurious products. Which factor affects the buying decision of Mr. A?
- a) Income b) Lifestyle
- c) Gender d) Education
- 32 Given below are two statements. One is labelled as Assertion (A) and Reason (R). [U] [3]
 (A): Evaluation of alternatives is crucial for high-involvement purchases.
 (R): Consumers spend more time comparing products when the purchase involves high financial or emotional investment.
 Read the statements and choose the correct option.
- a) Both A and R are true, and R is the correct explanation of A. b) Both A and R are true, but R is not the correct explanation of A.
- c) A is true, but R is false. d) A is false, but R is true.
- 33 Psychological segmentation focuses on: [U] [3]
- a) Age, sex, income b) Climate, region, area
- c) Personality, interests, lifestyle d) Loyalty, culture, race
- 34 Which of the following is a benefit of market targeting? [U] [3]
 I. Enhanced competitive advantage
 II. Enables a firm to make a cost-benefit analysis
 III. Increased efficiency in resource allocation
 IV. Ability to Serve diverse consumer groups equally
 V. Implementing marketing mix more effectively
- a) I,III,IV & V b) II,III,IV & V
- c) I,II,III & IV d) I, II, III & V

- 35 The elements of market positioning include: [U] [3]
- a) Attributes, Product communication, Perception b) Advertising, Customer service, market research,
- c) Product, price, promotion d) None of these
- 36 Which among the following characteristics of services make them distinct from products? [U] [4]
- a) Inseparability b) Heterogeneity
- c) Perishability d) All of these
- 37 Which type of product typically requires comparison shopping based on price, quality, and style? [K] [4]
- a) Shopping product b) Convenience product
- c) Specialty product d) Unsought product
- 38 A brand extension strategy refers to [U] [4, 5]
- a) Extending existing brand names to new forms of an existing product category b) Extending an existing brand name to a new or modified product in a new category
- c) Coming out with different brands in a given product category d) All of these
- 39 Which among the following factors positively affects the brand value? [An] [4, 5]
- i. Quality of the brand
ii. Good consumer care
iii. Brand awareness
iv. Lack of promotion
v. Lack of goodwill of the firm
- a) i, ii & iii only b) iv & v only
- c) iii, iv & v only d) i, ii, iv & v only
- 40 A Unique Selling Proposition (USP) is a feature that differentiates a product from its competitors, while advertising can only occur in traditional media like newspapers and television [A] [5]
- a) Both statements are true b) The first statement is true; the second is false
- c) The first statement is false; the second is true d) Both statements are false
- 41 Match list I with list II [An] [5]

List I (Pricing Objectives)	List II (Explanation)	
A. Profit oriented	i. Meeting competition	
B. Sales oriented	ii. Target return	
C. Status Quo	iii. Increase in sales	

a) A. ii, B. iii, C. i b) A. iii, B. i, C. ii

c) A. i, B. ii, C. iii d) A. ii, B. i, C. iii

42 Given below are two statements. One is labelled as Assertion (A) and other is labelled as Reason (R). [An] [5]

Assertion (A): Selective distribution results in higher costs for companies due to the need for careful partner selection.

Reason (R): Companies using selective distribution often choose intermediaries based on the quality of service and brand representation.

Read the statements and choose the correct option.

a) Both A and R are true, and R is the correct explanation of A b) Both A and R are true, but R is not the correct explanation of A

c) A is true, but R is false d) A is false, but R is true

43 Given below are two statements. One is labelled as Assertion (A) and other is labelled as Reason (R). [An] [5]

Assertion (A): During periods of inflation, companies typically fix higher prices.

Reason (R): Higher prices during inflation are necessary to cover increasing distribution and promotion costs.

Read the statements and choose the correct option.

a) Both A and R are true, and R is the correct explanation of A. b) A is false, but R is true.

c) A is true, but R is false. d) Both A and R are true, but R is not the correct explanation of A.

44 Under which section and Act the ASCI was established? [U] [5]

a) Sec. 25 of the Companies Act 1956 b) Sec. 35 of the Companies Act 1956

c) Sec. 35 of the Consumer Protection Act 2019 d) Sec. 25 of the Consumer Protection Act 2019

45 What role does data analytics play in contemporary marketing? [U] [2, 6]

a) It replaces traditional marketing methods b) It helps firms gain insights into customer behavior and preferences

c) It increases marketing costs d) It reduces the need for customer feedback

- 46 What is a significant effect of technology on customer engagement? [U] [2, 6]
- a) More memorable brand experiences b) Decreased opportunities for interaction
- c) Focus on one-way communication d) Increased reliance on physical stores
- 47 Given below are two statements. One is labelled as Assertion (A) and other is labelled as Reason (R). [A] [5, 6]
 Assertion (A): Pop-up stores are a permanent fixture in retailing.
 Reason (R): Pop-up stores are temporary retail spaces used to promote products or test new markets.
 Read the statements and choose the correct option.
- a) Both A and R are true, and R is the correct explanation of A b) Both A and R are true, but R is not the correct explanation of A
- c) A is true, but R is false d) A is false, but R is true
- 48 Given below are two statements. One is labelled as Assertion (A) and other is labelled as Reason (R). [U] [5, 6]
 Assertion (A): India's retail market is transitioning from unorganized to organized retail at a rapid pace.
 Reason (R): Organized retail offers better infrastructure, technology, and customer service compared to unorganized retail.
 Read the statements and choose the correct option.
- a) Both A and R are true, and R is the correct explanation of A b) Both A and R are true, but R is not the correct explanation of A
- c) A is true, but R is false d) A is false, but R is true
- 49 Match the types of Demarketing with their correct descriptions: [A] [2]
 (A) General Demarketing - (1) Limiting demand among specific segments of the market
 (B) Selective Demarketing - (2) Reducing demand across all customers, regardless of segments
 (C) Ostensible Demarketing - (3) Creating a perception of scarcity to increase demand
- a) A-2;B-1;C-3 b) A-1;B-2;C-3
- c) A-3;B-1;C-2 d) A-2;B-3;C-1

(25 × 2 = 50)

END OF THE QUESTION PAPER

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**Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Interest (I),
Appreciation (Ap), and Skill (S)**

*Students should attempt atleast one question from each course outcome to enhance their overall
outcome attainability.*

[Learning Domain][CO No(s)]

Part A

Multiple Choice Questions

Attempt any 20 questions.

Each question carries 1 mark

- | | | |
|---|--|------------|
| 1 | Which of the following companies is considered one of the pioneers of e-commerce in India? | [U] [5, 6] |
| | a) Reliance | |
| | b) Shoppers Stop | |
| | c) Flipkart | |
| | d) Haldiram's | |
| 2 | Microsoft Excel, Microsoft Word, Microsoft Network are examples of | [A] [4, 5] |
| | a) Family branding | |
| | b) Individual branding | |
| | c) Combination branding | |
| | d) Corporate branding | |
| 3 | What is the focus of Niche marketing? | [U] [3] |
| | a) Offering a single product for everyone | |
| | b) Maximising mass appeal | |
| | c) Serving broad audience | |
| | d) Catering to a very specific | |

market segment

- | | | | |
|----|---|-----|--------|
| 4 | Who is considered the father of modern marketing? | [K] | [2, 6] |
| | <div> <div>a) Peter Drucker</div> <div>b) Seth Godin</div> <div>c) David Ogilvy</div> <div>d) Philip Kotler</div> </div> | | |
| 5 | What is the first step in the market segmentation process? | [U] | [3] |
| | <div> <div>a) Identification of the market needs</div> <div>b) Implementation of market strategy</div> <div>c) Selection of a particular market segment</div> <div>d) Study of different market segments</div> </div> | | |
| 6 | How does technology help companies in terms of product offerings? | [A] | [2, 6] |
| | <div> <div>a) By customizing products and services to the target market</div> <div>b) By eliminating the need for product development</div> <div>c) By standardizing products for all customers</div> <div>d) By reducing product variety</div> </div> | | |
| 7 | The _____ role of advertising aims to remind consumers about products or services they may have forgotten. | [A] | [5] |
| | <div> <div>a) Social</div> <div>b) Psychological</div> <div>c) Recollection</div> <div>d) Transformational</div> </div> | | |
| 8 | What are micro environmental factors? | [K] | [2] |
| | <div> <div>a) Factors that directly impact the marketing operations of a firm</div> <div>b) Factors that are only related to external market trends</div> <div>c) Global factors affecting all businesses</div> <div>d) Historical factors that influence market changes</div> </div> | | |
| 9 | Consumers who are loyal to two or more brands at the same time is known as | [K] | [4, 5] |
| | <div> <div>a) Switchers</div> <div>b) Shifting loyals</div> <div>c) Hard-core loyals</div> <div>d) Split loyals</div> </div> | | |
| 10 | According to Philip Kotler, marketing management involves which of the following processes? | [U] | [1] |
| | <div> <div>a) Manufacturing and distribution only</div> <div>b) Only pricing and promotion</div> <div>c) Planning, pricing, promotion, and distribution</div> <div>d) Customer service management</div> </div> | | |

- | | | | |
|----|--|---|--------|
| 11 | The person who creates the idea of buying a product is | [K] | [3] |
| | a) Buyer | b) User | |
| | c) Influencer | d) Initiator | |
| 12 | In the value chain, outbound logistics refer to: | [U] | [1, 2] |
| | a) Managing the firm's technology systems | b) The process of purchasing raw materials | |
| | c) The activities related to delivering the final product to customers | d) Supporting sales with after-sale service | |
| 13 | Which of the following is an example of a personal factor that influences consumer behavior? | [U] | [3] |
| | a) Reference Groups | b) Status | |
| | c) Lifestyle | d) Culture | |
| 14 | Who introduced the concept of the value chain? | [U] | [1, 2] |
| | a) Richard Thaler | b) Philip Kotler | |
| | c) Peter Drucker | d) Michael Porter | |
| 15 | What is the term for the practice of setting a very low price to rapidly gain market share? | [U] | [1, 2] |
| | a) Penetration Pricing | b) Parity Pricing | |
| | c) Skimming Pricing | d) Premium Pricing | |
| 16 | Which of the following is a key objective of logistics? | [U] | [5] |
| | a) Increasing cost | b) Minimizing transportation time | |
| | c) Enhancing supplier relations | d) Reducing production efficiency | |
| 17 | What are white goods ? | [U] | [4] |
| | a) Small appliances | b) Electronics like smartphones and tablets | |
| | c) Fashion apparel | d) Heavy household appliances | |
| 18 | Which of the following is not a focus of Marketing 3.0? | [U] | [2] |
| | a) Contributing to societal | b) Targeting product features | |

improvement

- c) Addressing ecological issues d) Balancing profitability with corporate responsibility
- 19 What is the primary purpose of remarketing? [U] [6]
- a) To attract new customers b) To reduce the product line
- c) To re-engage users who have previously interacted with a brand d) To increase the price of products
- 20 During the Introduction stage of a product, profits are usually [U] [4]
- a) Extremely High b) High
- c) Low d) Moderate
- 21 Who defined pricing as the function of determining the product values in monetary terms? [K] [5]
- a) W. J. Stanton b) Philip Kotler
- c) W. G. Leader d) Cundiff and Still
- 22 Flat 50% off is an example for [A] [5]
- a) Sales Promotion b) Advertisement
- c) Personal selling d) Direct sale

(20 × 1 = 20)

Part B

Multiple Choice Questions

Answer any 25 questions.

Each question carries 2 marks

- 23 Which among the following factors positively affects the brand value? [An] [4, 5]
- i. Quality of the brand
- ii. Good consumer care
- iii. Brand awareness
- iv. Lack of promotion
- v. Lack of goodwill of the firm
- a) i, ii, iv & v only b) iv & v only
- c) i, ii & iii only d) iii, iv & v only
- 24 Consider the following statements and choose the most appropriate answer: [U] [1, 2]
- Statement I - The value chain concept is used to identify areas of inefficiency within an organization.

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- 26 What role does data analytics play in contemporary marketing? [U] [2, 6]
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- 29 Given below are two statements. One is labelled as Assertion (A) and other is labelled as Reason (R). [An] [5]
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Reason (R): Higher prices during inflation are necessary to cover increasing distribution and promotion costs.

Read the statements and choose the correct option.

- a) Both A and R are true, but R is not the correct explanation of A. b) Both A and R are true, and R is the correct explanation of A.
- c) A is true, but R is false. d) A is false, but R is true.
- 30 The elements of market positioning include: [U] [3]
- a) Product, price, promotion b) None of these
- c) Advertising, Customer service, market research, d) Attributes, Product communication, Perception
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- a) Both A and R are true, but R is not the correct explanation of A b) A is false, but R is true

- c) A is true, but R is false d) Both A and R are true, and R is the correct explanation of A
- 34 Which of the following is an essential part of the planning function in marketing management? [U] [1]
- a) Market analysis b) Direct sales to consumers
- c) Managing inventory levels d) Employee performance evaluations
- 35 Which type of product typically requires comparison shopping based on price, quality, and style? [K] [4]
- a) Specialty product b) Shopping product
- c) Unsought product d) Convenience product
- 36 Consider the following Assertion (A) and Reasoning (R). Choose the correct answer from the alternatives: [A] [2]
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- 38 Mr. A is a rich person, still he prefer to lead a simple and inexpensive life. Therefore, he avoids buying luxurious products. Which factor affects the buying decision of Mr. A? [U] [3]
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- c) Gender d) Lifestyle
- 39 Match list I with list II [An] [5]
 List I (Pricing Objectives) List II (Explanation)
- | | |
|--------------------|------------------------|
| A. Profit oriented | i. Meeting competition |
| B. Sales oriented | ii. Target return |
| C. Status Quo | iii. Increase in sales |
- a) A. iii, B. i, C. ii b) A. ii, B. iii, C. i
- c) A. ii, B. i, C. iii d) A. i, B. ii, C. iii

strategies

- 45 What is a significant effect of technology on customer engagement? [U] [2, 6]
- a) Focus on one-way communication b) Increased reliance on physical stores
- c) More memorable brand experiences d) Decreased opportunities for interaction
- 46 What is the significance of understanding cultural factors in marketing? [U] [2]
- a) They determine the pricing of products b) They are irrelevant to marketing success
- c) They help in establishing supplier relationships d) They influence the creation of marketing strategies that resonate with consumers
- 47 Under which section and Act the ASCI was established? [U] [5]
- a) Sec. 25 of the Consumer Protection Act 2019 b) Sec. 25 of the Companies Act 1956
- c) Sec. 35 of the Companies Act 1956 d) Sec. 35 of the Consumer Protection Act 2019
- 48 A Unique Selling Proposition (USP) is a feature that differentiates a product from its competitors, while advertising can only occur in traditional media like newspapers and television [A] [5]
- a) Both statements are true b) Both statements are false
- c) The first statement is true; the second is false d) The first statement is false; the second is true
- 49 Which of the following is a benefit of market targeting? [U] [3]
- I. Enhanced competitive advantage
II. Enables a firm to make a cost-benefit analysis
III. Increased efficiency in resource allocation
IV. Ability to Serve diverse consumer groups equally
V. Implementing marketing mix more effectively
- a) I,II,III & IV b) I, II, III & V
- c) II,III,IV & V d) I,III,IV & V

(25 × 2 = 50)

END OF THE QUESTION PAPER
