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SKU: 9781264869381-TEST-BANK

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CORRECT ANSWERS ARE LOCATED IN THE 2ND HALF OF THIS DOC.

MULTIPLE CHOICE - Choose the one alternative that best completes the statement or answers the question.

1) What people tell you about their attitudes would be considered
   A) S-data.
   B) O-data.
   C) T-data.
   D) L-data.

2) What a person's friend tells you about that person would be considered
   A) S-data.
   B) O-data.
   C) T-data.
   D) L-data.

3) How a person performs on an intelligence test would be considered
   A) S-data.
   B) O-data.
   C) T-data.
   D) L-data.

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4) A person's police record would be considered
   A) S-data.
   B) O-data.
   C) T-data.
   D) L-data.

5) Which type of data is most commonly used to measure personality?
   A) S-data
   B) O-data
   C) T-data
   D) L-data

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6) You conduct a study of safe drivers for a major insurance company and collect data from a sample of 1,000 drivers. You then examine their driving records over a 10-year period. This study is using
   A) life-outcome data.
   B) observer-report data.
   C) test data.
   D) self-report data.

7) Of the different ways to collect self-report data, which is most common?
   A) Interviews
   B) Periodic reports
   C) Questionnaires
   D) Experience sampling

8) Which of the following is the best reason for collecting self-report data?
   A) Individuals have access to a wealth of information about themselves.
   B) Observer bias is very difficult to remove from the data.
   C) The desire to portray oneself in a positive light is very prevalent.
   D) There is an almost total lack of bias in self-report data.

9) You are asked to describe Dr. Larsen's personality on a questionnaire. This is an example of
   A) observer data.
   B) student data.
   C) subordinate data.
   D) omniscient data.

10) Which of the following is an example of an unstructured questionnaire?
   A) True/False
   B) Forced choice
   C) Open-ended
   D) Rorschach test

11) The Twenty Statements Test (i.e., the "Who am I?" test) is an example of a(n)
   A) structured questionnaire.
   B) unstructured questionnaire.
   C) projective test.
   D) bias-free test.

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12) In the Twenty Statements Test (i.e., the "Who am I?" test), which of the following is important to the scoring?
A) The order and syntax of the statements
B) The context and structure of the statements
C) The order and content of the statements
D) The complexity and syntax of the statements

13) Which of the following has been noted as a potential problem with the Twenty Statements Test, i.e., the "Who am I?" test?
A) It can be biased by intelligence differences in participants.
B) It can show biases due to the gender of the participants.
C) It can show biases due to the participants' cultural differences.
D) It can show differences between people in adjusted and unadjusted marriages.

14) Research has shown that compared to people from Western cultures, people from Eastern cultures tend to have more references to _____ in their self-concept.
A) themselves
B) their environment
C) their culture
D) other people

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15) Among Chinese-born Canadian university students, completing the Twenty Statement Test in Chinese resulted in
A) reduced reliability of responses over time.
B) more references that were in line with a collectivistic cultural orientation.
C) more incomplete responses due to lack of sufficient completion time.
D) fewer references to Canadian culture.

16) Personality scales are usually made up of
A) one rating on a Likert scale.
B) the sum of a few individual ratings.
C) open-ended questions.
D) projective ratings of personality.

17) Which of the following is NOT a weakness of self-report data?
A) People may intentionally lie about themselves.
B) People may not know how to answer questions accurately.
C) Self-report data is especially difficult to collect.
D) People may intentionally distort reports on unusual experiences.

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18) One strength of experience-sampling data is that
A) one is able to detect rhythms over time in behaviour or feelings.
B) it is easier to collect than other self-report data.
C) it is a completely objective form of self-report data.
D) it is free of biases associated with other self-report data.

19) In order to collect experience sampling data, a researcher might
A) manipulate participants' experiences in the lab.
B) ask participants to fill out the same questionnaire many times.
C) record participants' physiological reactions in the lab.
D) conduct a telephone survey.

20) Dr. Ensley conducts a study in which participants receive mobile alerts on their phones. Every time the participants receive an alert they complete a short questionnaire. Participants are alerted three times for eight days. This type of research is called
A) experiential research.
B) experience sampling.
C) life sampling.
D) observer query.

21) Which of the following is NOT an advantage of observer-report data?
A) It provides another point of view to self-report data.
B) Many observers' data can be combined.
C) Observers have unique access to information about a person.
D) Observers can best capture the subjective experience of the person being measured.

22) Usually, combining the data from many observers is
A) more confusing and less precise than using data from a single observer.
B) more valid and reliable than the data from a single observer.
C) less reliable and valid than the data from a single clinical psychologist.
D) more reliable and valid than using single measures of personality.

23) Which of the following is a good reason to use many intimate observers to collect O-data?
A) You are interested in studying multiple social personalities.
B) Professional observers are especially biased.
C) You are interested in studying personality in a public context.
D) It is important to know if a person has lots of friends.

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24) Which of the following statements about O-data is FALSE?
A) Intimate observers can fail to see flaws in loved ones they report about.
B) Intimate observers are useless if they do not understand personality psychology.
C) Intimate observers may have hidden agendas unknown to investigators.
D) Intimate observers may not have access to the information the researcher is seeking.

25) Research from the University of Toronto suggests that observer ratings of personality are better predictors of performance behaviours at work compared to
A) self-ratings.
B) interview data.
C) survey data.
D) online surveys.

26) Naturalistic observation occurs
A) only when a person does not know that he or she is being observed.
B) when we observe people in the normal course of their daily lives.
C) when we observe people in a natural setting like a forest, beach, or desert.
D) only when humans, not machines, provide the personality ratings.

27) The "bridge-building test" is an example of
A) S-data.
B) O-data.
C) T-data.
D) L-data.

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28) Test data differs from observer-report data in that
A) test data usually requires less inference about the behaviour of the participants.
B) people who collect test data are more objective than observers.
C) test data is always more expensive to collect than other types of data.
D) test data always is more reliable than observer data.

29) Which of the following is NOT a potential problem in collecting T-data?
A) Participants might guess what is being measured and alter their behaviour.
B) Attempts to gather T-data often elicit behaviour from the participants.
C) The testing situation might not be viewed the same by participants and researchers.
D) A researcher can inadvertently influence behaviour in the testing situation.

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30) The Megargee study of sex roles and dominance found that
A) there are no significant differences in dominance between men and women.
B) women did not want to be followers as they generally lacked mechanical ability.
C) dominant women behave differently than equally dominant men.
D) dominant men became submissive under certain experimental conditions.

31) The Megargee study highlights all of these features of T-data EXCEPT
A) laboratory test data is sensitive to personality characteristics.
B) there are often interesting links between self-report data and test data.
C) the interpersonal style of the experimenter changed the results of the study.
D) it is possible to set up conditions that make indicators of personality observable.

32) Megargee found that dominant women tend to _____ leadership roles when placed in mixed gender dyads with _____.
A) assume; submissive males
B) delegate; submissive males
C) assume; dominant males
D) delegate; submissive females

33) The "actometer" has been used to measure
A) activity level.
B) action counts.
C) actor influence.
D) length of the activity.

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34) A study discussed in the text showed that activity level measured by a mechanical device at age 3 correlated with all of the following EXCEPT
A) activity level measured by the same device at age 4.
B) activity level in adulthood.
C) teacher's ratings of activity level.
D) teacher's ratings of traits other than activity level.

35) The best reason to use a mechanical device, such as an actometer, is that
A) it permits the researcher to be free to measure other things in the study.
B) it is free from biases associated with human raters.
C) mechanical devices can assess a wide range of overt and covert behaviours.
D) it is easier to use with children than using questionnaires.

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36) The best way to measure the speed at which people process information would be to use
A) physiological data.
B) projective tests.
C) an actometer.
D) fMRI data specifically.

37) When most people (but those with psychopathy) look at fear-inducing photographs
A) their startle response is no different than usual.
B) their startle response is faster than usual.
C) their startle response is slower than usual.
D) they cannot be startled.

38) Which of the following is NOT a limitation of physiological data?
A) It usually requires an artificial setting.
B) Participants may not construe the testing situation as the researchers do.
C) It is easy to fake desirable responses.
D) It shares most of the other limitations of other types of test data.

39) The use of functional magnetic resonance imaging (FMRI)
A) is extremely useful for eliciting eyeblink responses when individuals are startled.
B) can be used to assess an individual's activity level.
C) measures oxygen flow in the brain due to blood concentrations.
D) is used to discover individuals with "magnetic" personalities.

40) Projective techniques are examples of
A) S-data.
B) O-data.
C) T-data.
D) L-data.

41) Rasheed is asked to tell the researcher what he sees in a series of inkblots. He is completing a(n)
A) projective test.
B) ambiguous test.
C) psychoanalytic test.
D) visual span test.

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42) Projective tests are considered test data for all of these reasons EXCEPT
A) all participants are given the same instructions during the testing session.
B) all persons are placed in a standardized testing situation.
C) the stimuli are ambiguous to all of the participants in the study.
D) personality characteristics are believed to be elicited by the stimuli.

43) The use of _____ differentiates projective tests from other kinds of test data.
A) standardized scoring
B) ambiguous stimuli
C) psychoanalytic assumptions
D) video projectors

44) Projective techniques are unlike other types of T-data because
A) everyone receives the same instructions.
B) they reveal responses that indicate personality.
C) they use a standard testing situation.
D) responses are usually interpreted.

45) When scoring an inkblot test, a psychologist considers all of these EXCEPT
A) what the person saw in the inkblots.
B) where the person saw things in the inkblots.
C) how the person acted while taking the inkblot test.
D) the length of time taken by the person.

46) Proponents of projective tests argue that they are the best measure of
A) subjective experience.
B) physiology.
C) unconscious material.
D) social expectations.

47) Proponents of projective tests believe that these tests
A) are useful for assessing wishes, desires, fantasies, etc. a person may not be aware of and cannot disclose in other ways.
B) are useful for determining the reactions individuals have when they are placed in ambiguous situations.
C) are useful in eliciting unconscious anger and inciting arguments in married couples during laboratory sessions.
D) are best used in areas of personality psychology that relate to psychopathology and mental illness.

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48) L-data are any data that are concerned with
A) the lies an individual tells.
B) the life of a person.
C) the lability of the nervous system.
D) the likeability of an individual.

49) A study discussed in the text showed that childhood temper tantrums predicted divorce. This is an example of _____ predicting _____.
A) T-data; S-data
B) O-data; L-data
C) L-data; T-data
D) S-data; T-data

50) A study discussed in the text showed that children who had more temper tantrums also had
A) more negative life outcomes.
B) more positive life outcomes.
C) life outcomes similar to children with fewer temper tantrums.
D) more temper tantrums as adults.

51) You conduct a study of the general population and collect information on the number of marriages and/or divorces a person has experienced to date, if any. Additionally, you send out a questionnaire to select participants, which they are asked to complete before returning in the mail. This study is using
A) life-report data and test data.
B) life-report data and observer-report data.
C) self-report data and test data.
D) self-report data and life-report data.

52) Lucy is trying to buy a new car. She finds that she can only get a loan at a very unfavourable interest rate due to the financial trouble she created for herself with a credit card she got while in university. Lucy's poor credit rating is an example of _____ at work.
A) life-report data
B) observer-report data
C) commercial-report data
D) investment-report data

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53) S-data will agree more with O-data when
A) T-data is not available.
B) the trait being assessed is unconscious.
C) the trait being assessed requires few inferences.
D) the trait being assessed is not easily observable.

54) New measures of personality are often designed in ways that minimize participants' efforts to
A) fake their responses.
B) appear in socially desirable ways.
C) Both "fake their responses" and "appear in socially desirable ways."
D) None of the choices are correct.

55) The Self-Deceptive Enhancement subscale of the Balanced Inventory of Desirable Responding (BIDR) measures
A) more conscious motivations to respond in a socially desirable way.
B) respondents' tendency to exaggerate or inflate their social and intellectual status.
C) respondents' self-presentation motives.
D) respondents' tendency to be dishonest with themselves in their daily lives.

56) Impression management is most highly correlated with which 2 'Big Five' traits?
A) Agreeableness, Conscientiousness
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B) Agreeableness, Extraversion
C) Conscientiousness, Extraversion
D) Agreeableness, Openness to Experience

57) Canadian research suggests that positive illusions about oneself are maladaptive in which kind of circumstances?
A) Emotional
B) Financial
C) Health
D) Interpersonal

58) The best reason to use multiple sources of data in personality research is to
A) establish cross-data source consistency across all of the sources of data.
B) increase the validity of each of the data sources under investigation.
C) average out any idiosyncrasies of any particular single source of data.
D) increase the resultant split half reliability coefficients.

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59) "Triangulation" refers to
A) assessing personality traits in geometric space.
B) a statistical technique that compares three traits.
C) assessing personality with various types of data.
D) a method for plotting personality profiles.

60) You measure dominance in business executives in a variety of ways. The executives complete a dominance questionnaire and their employees complete observer reports of their boss' dominance. You examine the executives' employment histories and measure their serum testosterone. Collecting all this data about one specific personality characteristic is called
A) cross-fertilization.
B) triangulation.
C) cross-validation.
D) data manipulation.

61) "Reliability" refers to the ability
A) to assign a personality test score to a person.
B) to measure what the personality test purports to measure.
C) of the personality test to produce the same test score for an individual at other testing.
D) of a personality test to measure other personality traits.

62) _____ is NOT a form of reliability.
A) Split-half reliability
B) Inter-rater reliability
C) Construct reliability
D) Test-retest reliability

63) If a personality measure is given to a person four times, and each time the person receives the same score, we know the measure is
A) reliable.
B) valid.
C) statistically significant.
D) repetitive.

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64) If a person receives similar scores when taking a personality test many times, that test has high
A) alternative-form reliability.
B) generalization.
C) internal consistency.
D) test-retest reliability.

65) "Validity" refers to the ability
A) of the personality test to produce the same test score for an individual at other testing.
B) to assign a personality test score to a person.
C) of a personality test to measure other personality traits.
D) to measure what the personality test purports to measure.

66) You develop an awesomeness scale. It consists of one item, "How awesome are you?" The most likely form of validity represented by this scale is
A) criterion.
B) face.
C) construct.
D) internal.

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67) Which of the following terms describes the extent to which a test actually measures what it claims to measure?
A) Reliability
B) Validity
C) Correlation coefficient
D) Internal consistency

68) If a questionnaire test of sociability correlates with the number of conversations people have, the sociability test has high
A) discriminant validity.
B) face validity.
C) generalizability.
D) predictive validity.

69) Observer ratings of narcissism correlate with the number of times individuals refer to themselves during subsequent interviews. This relationship demonstrates
A) predictive validity.
B) inter-rater reliability.
C) discriminant validity.
D) split-half reliability.

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70) When alternative measures of the same construct correlate highly with a test, the test can be described as having high
A) convergent validity.
B) discriminant validity.
C) face validity.
D) predictive validity.

71) When three measures of extraversion correlate highly with each other they can be described as having
A) discriminant validity.
B) triangulated validity.
C) convergent validity.
D) inter-test validity.

72) Establishing that a test does not correlate with measures of unrelated constructs indicates high
A) convergent validity.
B) discriminant validity.
C) face validity.
D) dysfunctional validity.

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73) Shoe size is positively correlated with height and hand size, but not correlated with intelligence. Shoe size has _____ validity with height and hand size and _____ validity with intelligence.
A) convergent; discriminant
B) discriminant; convergent
C) predictive; face
D) face; predictive

74) The type of validity that subsumes all other types of validity is
A) predictive validity.
B) construct validity.
C) face validity.
D) discriminant validity.

75) If a test of suggestibility measures suggestibility the test has
A) face validity.
B) test validity.
C) predictive validity.
D) construct validity.

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76) All personality variables are
A) highly heritable.
B) unconscious.
C) theoretical constructs.
D) easily assessed with questionnaires.

77) If a measure is equally valid in people of different ages, genders, and cultures, it can be described as having high
A) face validity.
B) construct validity.
C) statistical significance.
D) generalizability.

78) A test needs to be _____ to be a(n) _____ test, but every _____ test is NOT NECESSARILY a(n) _____ test.
A) reliable; valid; reliable; valid
B) valid; reliable; valid; reliable
C) easy; good; easy; good
D) good; easy; good; easy

79) Which of the following is NOT important in evaluating a personality measure?
A) Manipulation
B) Generalizability
C) Validity
D) Reliability

80) If a measure predicts behaviours in many contexts, it has high
A) discriminant validity.
B) reliability.
C) generalizability.
D) coherence.

81) A measure of extraversion that has construct validity in samples in Canada also has construct validity with university samples of participants assessed for extraversion in Japan. This demonstrates
A) convergent validity.
B) generalizability.
C) test-retest reliability.
D) cross-cultural validity.

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82) Which of the following is NOT one of the major types of research design?
A) Correlational
B) Physiological
C) Experimental
D) Case study

83) Which of the following research methods is best suited to establishing causality?
A) Correlational
B) Experimental
C) Case study
D) Historical

84) In order to show that variable A causes variable B, you need to _____ variable A.
A) manipulate
B) counter balance
C) randomly assign
D) control

85) In order to establish causality, participants in all conditions should be
A) manipulated.
B) equivalent.
C) undergraduate students.
D) counter balanced.

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86) The process of random assignment helps to ensure
A) statistical significance.
B) good counter balancing.
C) equivalence.
D) fairness.

87) In an experimental design, the manipulated variable is called the _____ variable.
A) dependent
B) controlled
C) independent
D) causal

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88) The reason experimental designs are counterbalanced is to control
A) manipulations.
B) personality effects.
C) random assignment.
D) order effects.

89) In an experimental design, it is important to know if observed differences between experimental groups are
A) directional.
B) statistically significant.
C) correlational.
D) inferential.

90) Which of the following pieces of information is NOT needed to establish statistical significance in an experimental design?
A) The mean
B) The standard deviation
C) Alpha coefficient
D) Sample size

91) If a researcher wants to know whether or not people who score high on extraversion also score high on activity level, the researcher should use the _____ method.
A) experimental
B) case study
C) correlational
D) ANOVA

92) If people who score high on extraversion also score high on measures of happiness, extraversion and happiness are
A) not correlated.
B) positively correlated.
C) negatively correlated.
D) possibly correlated, but there is not enough information here to know.

93) Self-esteem and depression are probably _____ correlated.
A) not
B) positively
C) negatively
D) irregularly

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94) If dominance correlates positively with self-esteem, we know that
A) dominance causes self-esteem.
B) self-esteem causes dominance.
C) people who score high on dominance also tend to score high on self-esteem.
D) people who score high on dominance tend to score low on self-esteem.

95) Correlation cannot provide any information about
A) significance.
B) causality.
C) directionality.
D) generalizability.

96) Statistically significant correlations may be observed between two variables that are actually unrelated. This is an example of
A) correlations inferring causality.
B) the directionality problem.
C) the third variable problem.
D) the restriction of range problem.

97) The case study method can be useful for
A) generating new hypotheses. TBEXAM.COM
B) knowing how two variables are related in a given population.
C) establishing causality.
D) proving a hypothesis to the scientific community.

98) In using the case study method, a researcher
A) must follow rigorous guidelines.
B) must collect all four types of data.
C) must try to generalize findings to other people.
D) can gather any kind of data he or she finds useful.

99) Case studies of famous serial killer Ted Bundy revealed all of the following about his personality except that
A) he had a classic psychopathic personality.
B) he expressed some remorse for his crimes.
C) he displayed warning signs in his childhood known as the 'homicidal triad.'
D) he had repeated failures to meet normally expected obligations of school and work.

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100) Tomiko wants to study the relationship between income and dominance. Which personality research method would she be most likely to use?
A) Case study
B) Correlational design
C) Experimental design
D) Naturalistic observation

101) Jacques is interested in finding out if caffeine affects levels of task performance for introverts and extraverts. From which research method would Jacques benefit the most?
A) Case study
B) Correlational design
C) Experimental design
D) Naturalistic observation

102) Jade is interested in developing a scale to measure entrepreneurial personality types. As an initial step in this research program, what should she do?
A) Conduct a case study of famous entrepreneurs like Mary Kay, Estée Lauder, and Donald Trump.
B) Have several business people observed in their natural environments.
C) Conduct a correlational study of the relationship between social status and social dominance.
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D) Have two groups of business people play Monopoly with different amounts of start-up money.

103) The process of repeating a research study with different participants and in different settings or situations in order to gain confidence about the findings is referred to as
A) meta-analysis.
B) experimentation.
C) replication.
D) reproduction.

104) _____ is a quantitative process used to examine conclusions across studies and integrate the findings so that they can be better understood collectively.
A) Replication
B) Correlation
C) Meta-analysis
D) Experimentation

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105) You are a researcher studying a new phenomenon which has never been studied before by psychologists. _____ is a process that you would likely engage in early on in your studies, while _____ is a process that you would strive to achieve over time.

A) case study; meta-analysis
B) experimentation; replication
C) case study; experimentation
D) replication; meta-analysis

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Answer Key

Test name: Chapter 02

1) A
2) B
3) C
4) D
5) A
6) A
7) C
8) A
9) A
10) C
11) B
12) C
13) A
14) D
15) B
16) B
17) C
18) A
19) B
20) B
21) D
22) D
23) A
24) B
25) A
26) B
27) C
28) A
29) B
30) C
31) C
32) B
33) A
34) B
35) B
36) A
37) B

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38) C
39) C
40) C
41) A
42) C
43) B
44) C
45) D
46) C
47) A
48) B
49) B
50) A
51) D
52) A
53) C
54) C
55) B
56) A
57) D
58) C
59) C
60) B
61) C
62) C
63) A
64) D
65) D
66) B
67) B
68) D
69) A
70) A
71) C
72) B
73) A
74) B
75) D
76) C
77) D

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78) A
79) A
80) C
81) B
82) B
83) B
84) A
85) B
86) C
87) C
88) D
89) B
90) C
91) C
92) B
93) C
94) C
95) B
96) C
97) A
98) D
99) B
100) B
101) C
102) A
103) B
104) C
105) B

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