Hindi-Urdu has an optional marker ‘kyaa’ that appears in polar and alternative questions. We delineate its properties distinguishing from the homophonous thematic ‘kyaa’ (what); in particular we locate it in ForceP. Then we use ‘kyaa’ to argue that projection of alternatives (as in Alternative and Inquisitive Semantics) is constrained by the syntax. In particular, A-bar movements lead to ‘closure’ of alternatives, making them inaccessible. Consequently we expect a bleeding relationship between such movements and operations that depend upon alternatives such as alternative questions. Finally we also explore interactions between the intonational marking of Y/N questions and syntax.