الموضوع الأول

محاور الموضوع	عناصر الإجابة	العلامة: مجزأة	العلامة: المجموع
Part 1 A	**Part 1 Reading**		15pts
	A. Comprehension		8
	1. b	1pt	1
	2. a) T b) T c) F d) F	0.5each	2
	3. a) §1 b) §2	0.5 each	1pt
	4. a) consumerism / movement **b)** consumers	0.5 each	1pt
	5. **a) from unsafe products, fraudulent advertising, labelling or packaging and business practices that limit competition.** **b) adequate information about products so as to make the right decisions to buy goods or services.** **c) many companies have become more responsive to the needs, wants and safety of consumers.**	1 pt 1 pt 1 pt	3
Part B	**B Text Exploration**		7
	1. a) goods b) defective		
	2.	0.5 each	1 pt

Verbs	Nouns	Adjectives
to lose		lost
	economy	economic /al
to save		safe / saved

3. a) What does consumerism promote? **b) Where is the movement active?**	0.5 each	1pt
4. **1. should take** **2. had bought**	0.5 each	1 pt
5. a = 3 b = 4 c = 1 d = 2	0.25 each	1 pt
6. b a d c	1.5 pt	1.5
WRITTEN EXPRESSION **Topic 1 : Form 2.5 content 2.5** **Topic 2 : Form 3 content 2**		5

PART 2

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العلامة		عناصر الإجابة	محاور الموضوع
المجموع	مجزأة		
15 pts 08 pts		**Part 1 Reading** **A. Comprehension**	
	2pts	1. a) T b) T c) F d) F	
	2pts	2.	

Kinds of advertising	Where advertised
Example a) printed	newspapers and magazines
b) posters	……
c) ……	along downtown streets
d) billboards	……
e) ……	TV , radio

	2pts	3. a) manufacturers, business firms, local businesses, political candidates, social organizations … b) to promote a cause or to influence the way people think or act.
	1pt	4. a) in §1 b) in §3
	1pt	5. (a)
07 pts		**B Text Exploration**
	1 pt	1. a) persuade b) key
	1.5 pt	2.

Verbs	Nouns	Adjectives
to produce	……	productive
……	sale	sold
to use	use	……

		3.
	1.5 pt	

/s/	/z/	/iz/
sites	roadsides	buses
groups	sales	services

	1 pt	4. a) When (how often) do people come into contact with many kinds of advertising? b) What do many people advertise in newspapers for? / Why do many people advertise in newspapers?
	2 pts	5. Accept any appropriate completion.
05 pts		**PART 2 WRITTEN EXPRESSION** **Topic 1 : Form 3 content 2** **Topic 2 : Form 2.5 content 2.5**

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