

العلامة		عناصر الإجابة	(الموضوع الأول)												
مجموع	مجزأة														
15 08 01	01	<b>Part One: Reading</b> <b>A. Comprehension</b> <b>1. The text is:     c- expository</b>													
02	0.5 each	<b>2.   a. F            b. T            c. F            d. T</b>													
03	1.5 each	<b>3. a.</b> Family and friends, religious beliefs, cultural attitudes, social expectations, professional standards, advertising appeals, or by any combination of these factors. <b>b.</b> Marketers can examine consumer behaviour using either primary or secondary research													
01	01	<b>4. In paragraph 3</b>													
01 07	0.5 each	<b>5. a.</b> that § 2    →products <b>b.</b> they § 3    → mail surveys													
1.5	0.5 each	<b>B. Text Exploration</b> <b>1.</b> comportment (§1) = <b>behaviour</b> evident (§2) = <b>obvious</b> for example (§2) = <b>for instance</b> <b>2.</b>													
1.5	0.25 each	<table><tr><th>Verb</th><th>Noun</th><th>Adjective</th></tr><tr><td>behave</td><td></td><td>behavioural/ behaved</td></tr><tr><td></td><td>consumer consumption consumerism</td><td>consumable consumed consuming</td></tr><tr><td>educate</td><td>education educator</td><td></td></tr></table>		Verb	Noun	Adjective	behave		behavioural/ behaved		consumer consumption consumerism	consumable consumed consuming	educate	education educator	
Verb	Noun	Adjective													
behave		behavioural/ behaved													
	consumer consumption consumerism	consumable consumed consuming													
educate	education educator														
01	0.5 each	<b>3.</b> <b>a. <u>Who</u></b> may examine consumer behaviour? <b>b. <u>What</u></b> does the study of consumer behaviour examine?													
01	0.25 each	<b>4.</b>													
02	0.5 each	<table><tr><th>One syllable</th><th>Two syllables</th><th>Three syllables</th><th>Four syllables</th></tr><tr><td>cheap</td><td>obvious</td><td>consumers</td><td>advertising</td></tr></table>		One syllable	Two syllables	Three syllables	Four syllables	cheap	obvious	consumers	advertising				
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05		<b>5.</b> <table><tr><td>a</td><td>b</td><td>c</td><td>d</td></tr><tr><td>2</td><td>1</td><td>4</td><td>3</td></tr></table>		a	b	c	d	2	1	4	3				
a	b	c	d												
2	1	4	3												
		<b>Part Two: Written Expression</b> <b>Topic One :</b> Form : 02.5    Content : 02.5 <b>Topic Two :</b> Form : 02    Content : 03													

العلامة		عناصر الإجابة	(الموضوع الثاني)								
مجموع	مجزأة										
15 08		<b>Part One: Reading</b> <b>A. Comprehension</b> 1. The text is taken from:      b. the Internet 2. a. T      b. F      c. T      d. F 3. a. Counterfeiting was easy in the past because early money was in the form of simple coins (with a specific content of gold, silver, or any other metal). b. The United States government has attempted to make detection of fraud easier by the use of very high quality rag paper and ink.									
01	01	4. In paragraph 3									
01	01	5. c. Counterfeiting Money.									
07 01	0.5 each	<b>B. Text Exploration</b> 1. a. late (§1) ≠ early      c. more difficult (§3) ≠ easier 2.									
01,5	0.5 each line	<table><tr><th>Word</th><th>Prefix</th><th>Root</th><th>Suffix</th></tr><tr><td></td><td>inter</td><td>nation distinct short</td><td>al ive en / ed</td></tr></table>		Word	Prefix	Root	Suffix		inter	nation distinct short	al ive en / ed
Word	Prefix	Root	Suffix								
	inter	nation distinct short	al ive en / ed								
01,5	0.75 each	3. A. Many nations signed a convention in Switzerland. B. A historian said that making counterfeit coins had been/was relatively easy.									
01	0.25each	4. <table><tr><td>/t/</td><td>/d/</td><td>/Id/</td></tr><tr><td>passed</td><td>shortened</td><td>attempted provided</td></tr></table>		/t/	/d/	/Id/	passed	shortened	attempted provided		
/t/	/d/	/Id/									
passed	shortened	attempted provided									
02	0.5 each	5. <table><tr><td>1</td><td>2</td><td>3</td><td>4</td></tr><tr><td>financial</td><td>techniques</td><td>and</td><td>hide</td></tr></table>		1	2	3	4	financial	techniques	and	hide
1	2	3	4								
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05		<b>Part Two: Written Expression</b> <b>Topic One</b> : Form : 02.5    Content : 02.5 <b>Topic Two</b> : Form : 02    Content : 03									