

الإجابة النموذجية و سلم التقييد مادة : اللغة الأجنبية الثانية الشعبة : ع ت + رياضات رياة اة جوان 2008 'Consumerism'
الموضوع الأول

العلامة		عناصر الإجابة	محاو الموضوع												
المجموع	مجزأة														
15pts (09pts)		Part 1 Reading A. Comprehension	Part 1 A												
1 3 pts	1pt 0.5 each	1. b 2. a) T b) F c) F d) F													
1pt	0.5 each	3. a) §1 b) §2													
1pt	0.5 each	4. a) consumerism / movement b) consumers													
	1 pt	5. a) from unsafe products, fraudulent advertising, labelling or packaging and business practices that limit competition.													
3	1 pt	b) adequate information about products so as to make the right decisions to buy goods or services.													
	1 pt	c) many companies have become more responsive to the needs, wants and safety of consumers.													
(6 pts)		B Text Exploration	Part B												
0,5 pts	0.5 each	1. a) goods b) defective													
1.5 pt	0.25 each	2.													
		<table border="1"> <thead> <tr> <th>Verbs</th> <th>Nouns</th> <th>Adjectives</th> </tr> </thead> <tbody> <tr> <td>to lose</td> <td></td> <td>lost</td> </tr> <tr> <td></td> <td>economy</td> <td>economic /al</td> </tr> <tr> <td>to save</td> <td></td> <td>safe / saved</td> </tr> </tbody> </table>	Verbs	Nouns	Adjectives	to lose		lost		economy	economic /al	to save		safe / saved	
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to lose		lost													
	economy	economic /al													
to save		safe / saved													
1pt	0.5 each	3. a) What does consumerism promote? b) Where is the movement active?													
1 pt	0.5 each	4. 1. should take 2. had bought													
1 pt	0.25 each	5. a = 3 b = 4 c = 1 d = 2													
1	1 pt	6. b a d c													
		WRITTEN EXPRESSION													
5		Topic 1 : Form 2.5 content 2.5 Topic 2 : Form 3 content 2	PART 2												

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العلامة		مخاور الموضوع												
المجموع	مجزأة	عناصر الإجابة												
15 pts 09 pts	3 pts 2pts	<p>Part 1 Reading A. Comprehension 1. a) T b) T c) F d) F (0,75x4) 2.</p> <table border="1"> <thead> <tr> <th>Kinds of advertising</th> <th>Where advertised</th> </tr> </thead> <tbody> <tr> <td>Example a) printed</td> <td>newspapers and magazines</td> </tr> <tr> <td>b) posters</td> <td>.....</td> </tr> <tr> <td>c)</td> <td>along downtown streets</td> </tr> <tr> <td>d) billboards</td> <td>.....</td> </tr> <tr> <td>e)</td> <td>TV , radio</td> </tr> </tbody> </table>	Kinds of advertising	Where advertised	Example a) printed	newspapers and magazines	b) posters	c)	along downtown streets	d) billboards	e)	TV , radio
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6 pts ;	2pts 1pt 1pt 0,5 pt 1. pt	<p>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. 4. a) in §1 b) in §3 5. (a) B Text Exploration 1. a) persuade b) key (0,25x2) 2. → Full marks for 4 correct AA.</p> <table border="1"> <thead> <tr> <th>Verbs</th> <th>Nouns</th> <th>Adjectives</th> </tr> </thead> <tbody> <tr> <td>to produce</td> <td>.....</td> <td>productive</td> </tr> <tr> <td>.....</td> <td>sale</td> <td>sold</td> </tr> <tr> <td>to use</td> <td>use</td> <td>.....</td> </tr> </tbody> </table>	Verbs	Nouns	Adjectives	to produce	productive	sale	sold	to use	use
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05 pts	1.5 pt 1 pt 2 pts	<p>3. <table border="1"> <thead> <tr> <th>/s/</th> <th>/z/</th> <th>/vz/</th> </tr> </thead> <tbody> <tr> <td>sites</td> <td>roadsides</td> <td>buses</td> </tr> <tr> <td>groups</td> <td>sales</td> <td>services</td> </tr> </tbody> </table> </p> <p>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? 5. Accept any appropriate completion.</p> <p>PART 2 WRITTEN EXPRESSION Topic 1 : Form 3 content 2 Topic 2 : Form 2.5 content 2.5</p>	/s/	/z/	/vz/	sites	roadsides	buses	groups	sales	services			
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