

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

العلامة		عناصر الإجابة	(الموضوع الثاني)								
مجموع	مجزأة										
15 08		Part One: Reading									
		A. Comprehension									
01	01	1. The text is taken from: b. the Internet									
02	0.5 each	2. a. T b. F c. T d. F									
03	1.5 each	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. Text Exploration									
		1. a. late (§1) early c. more difficult (§3) easier									
01,5	0.5 each line	2.									
		<table border="1"> <thead> <tr> <th>Word</th> <th>Prefix</th> <th>Root</th> <th>Suffix</th> </tr> </thead> <tbody> <tr> <td></td> <td>inter</td> <td>nation distinct short</td> <td>al ive en / ed</td> </tr> </tbody> </table>		Word	Prefix	Root	Suffix		inter	nation distinct short	al ive en / ed
Word	Prefix	Root	Suffix								
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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.									
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