

العلامة		مختصر الإجابة	محلل الموضوع
المجموع	مجزأة		
8 pts 0,5 pt 02 pts 02,5 pts 1 pt 02 pts	0,5 pt (0,5 x 4) a. 1 pt b. 1,5 pt 1 pt (0,5 x 4)	<p>1. <b>Two sentences</b></p> <p>2.</p> <p>a → T      b → F      c → T      d → F</p> <p>3. <b>Comprehension questions</b></p> <p>a. There is great competition between manufacturers to persuade customers to buy their favourite brand / to buy their product</p> <p>b. People find advertisements in newspapers, in radio programmes, on television, on the screens of local cinemas, and on posters</p> <p>4. a. Their → customers      b. he → manufacturer</p> <p>5.</p> <p>a → 4      b → 1      c → 2      d → 3</p>	Section I
8 pts 1 pt 1,5 pt 3 pts 1 pt 1,5 pt	(0,25 x 4) (0,5 x 3) (1 x 3) (0,5 x 3)	<p>1. <u>Advertisements in Europe and America</u> cost the companies large sums of money.</p> <p>2. a) modernly - modern      b) to attract - attractive c) to consume - consumer</p> <p>3.</p> <p>a1- Large sums of money are spent on advertisements / are often spent on advertisements.</p> <p>a2- He said that advertising had become a specialized activity.</p> <p>a3- If you don't advertise your product, it won't sell / If you advertise your product, it will sell.</p> <p>4. Newspapers often provide slower information than TV.</p> <p>5.</p> <p>a. <u>castle</u>      b. <u>honesty</u>      c. <u>muscle</u></p>	Section II
4 pts		<p><u>Topic 1 :</u></p> <p>Form → 2,5 pts      Content → 1,5 pt</p> <p><u>Topic 2 :</u></p> <p>Form → 2 pts      Content → 2 pts</p>	Section III