العلامة مجموع	العلامة مجزأة	(الموضوع الأول) عناصر الإجابة
15 08		**Part One: Reading** **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**
1.5	0.25 each	*2.* **Verb** | **Noun** | **Adjective** behave | | behavioural/ behaved | consumer consumption consumerism | consumable consumed consuming educate | education educator |	
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.**
02	0.5 each	**One syllable** | **Two syllables** | **Three syllables** | **Four syllables** cheap | obvious | consumers | advertising
05		**5.** **a** | **b** | **c** | **d** **2** | **1** | **4** | **3**
		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.* **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.** **/t/** | **/d/** | **/ɪd/** passed | shortened | attempted / provided
02	0.5 each	**5.** **1** | **2** | **3** | **4** financial | techniques | and | hide
05		**Part Two: Written Expression** **Topic One** : Form : 02.5 Content : 02.5 **Topic Two :** Form : 02 Content : 03