الإجابة النموذجية و سلم التنقيط مادة : اللغة الأجنبية الثانية الشعبة : ع ت +ر+ت ر+ا+ت اقت جوان 2008 "Consumerism"

الموضوع الأول

محاور الموضوع	عناصر الإجابة	العلامة مجزأة	العلامة المجموع
Part 1 A	**Part 1 Reading** **A. Comprehension**		15pts (09pts)
	1. b	1pt	1
	2. a) T b) T c) F d) F	0,5 each	3 pts
	3. a) §1 b) §2	0.5 each	1pt
	4. a) consumerism / movement b) consumers	0.5 each	1pt
	5. a) from unsafe products, fraudulent advertising, labelling or packaging and business practices that limit competition.	1 pt	
	b) adequate information about products so as to make the right decisions to buy goods or services.	1 pt	3
	c) many companies have become more responsive to the needs, wants and safety of consumers.	1 pt	
Part B	**B Text Exploration**		(6 pts)
	1. a) goods b) defective	0,5 each	0,5 pts
	2.	0.25 each	1.5 pt

Verbs	Nouns	Adjectives
to lose		lost
	economy	economic /al
to save		safe / saved

	3. a) What does consumerism promote? b) Where is the movement active?	1pt
	4. 1. should take 2. had bought	0.5 each 1 pt
	5. a = 3 b = 4 c = 1 d = 2	0.25 each 1 pt
	6. b a d c	1 pt 1
PART 2	WRITTEN EXPRESSION Topic 1 : Form 2.5 content 2.5 Topic 2 : Form 3 content 2	5

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العلامة		عناصر الإجابة	محاور الموضوع
المجموع	مجزأة		
15 pts		**Part 1 Reading**	
09 pts		**A. Comprehension**	
	3 pts	1. a) T b) T c) F d) F (0,75 x 4)	
	2pts	2.	

Kinds of advertising	Where advertised
Example a) printed	newspapers and magazines
b) posters	.....
c)	along downtown streets
d) billboards	.....
e)	TV , radio

	2pts	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.
	1pt	4. a) in §1 b) in §3
	1pt	5. (a)
6 pts ;		**B Text Exploration**
	0,5 pt	1. a) persuade b) key (0,25x2)
	1 pt	2. → Full mark for 4 correct AA .

Verbs	Nouns	Adjectives
to produce	.....	productive
.....	sale	sold
to use	use	.....

	1.5 pt	3.

/s/	/z/	/iz/
sites	roadsides	buses
groups	sales	services

	1 pt	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?
	2 pts	5. Accept any appropriate completion.
05 pts		**PART 2 WRITTEN EXPRESSION** **Topic 1 : Form 3 content 2** **Topic 2 : Form 2.5 content 2.5**

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