

Part One: Reading:

A. Comprehension

Read the text carefully then do the following activities.

15 points

08 points

The study of consumer behaviour examines all aspects of consumer's feelings, thoughts and reasons for making particular decisions in purchasing products or services, and also how consumers use and dispose of products. A consumer's choice or practices may be influenced by family and friends, religious beliefs, cultural attitudes, social expectations, professional standards, advertising appeals, or by any combination of these factors.

The most obvious application for knowledge of consumer behaviour is marketing strategy. For instance, understanding that a large number of consumers are on low carbohydrate diets has led to an increasing number of products that are labelled as "Low Carb". But the study of consumer behaviour also has a lot of repercussions on public policy, social marketing and consumer education.

Marketers may examine consumer behaviour using either primary or secondary research. Primary research is conducted by asking a lot of consumers to answer survey questions, either by mail, Internet, telephone or in person. Mail surveys are useful because they are inexpensive and may ask as many questions as desired. Internet surveys can be cheap to set up but exposure to a great deal of aggressive advertising has made many consumers resistant to this method.

Adapted from the Advertopedia Staff

1. Choose the right answer

The text is:

a- prescriptive

b- narrative

c- expository

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2. Are these statements true or false? Write T or F next to the letter corresponding to the statement.

- a. The study of consumer behaviour examines few aspects of consumer's feelings. F
b. A consumer's attitude can be influenced by his family and friends. T
c. Marketers have to answer a lot of questions in surveys. F
d. Consumers prefer Internet surveys because they are cheap. T

3. Answer the following questions according to the text.

- a. What are the factors that may influence a consumer's behaviour? aie
b. How can marketers examine consumer behaviour?

4. In which paragraph is it mentioned how to check the consumer's behaviour? End Paragraph

5. Who or what do the underlined words refer to in the text?

- a. that (§2) products
b. they (§3) mail surveys.

B. Text Exploration

07 points

1. Find in the text words or phrases that are closest in meaning to the following.

- a. comportment (§1) behaviour
b. evident (§2) obvious
c. for example (§2) for instance

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2. Complete the following chart as shown in the example.

	Verb	Noun	Adjective
example	to resist	resistance	resistant
	<i>to behave</i>	behaviour	<i>behaved</i>
	to consume	<i>consumption</i>	<i>consumed</i>
	<i>educate</i>	<i>education</i>	educational

3. Ask the questions which the underlined words answer.

a. Marketers may examine consumer behaviour.

b. The study of consumer behaviour examines all aspects of consumer's feelings.

Who may examine consumer's behaviour?

4. Classify the words according to the number of their syllables.

advertising - consumers - obvious - cheap

What does the study of consumer examine?

One syllable	Two syllables	Three syllables	Four syllables
<i>4</i>	<i>3</i>	<i>2</i>	<i>1</i>

5. Re-order the following sentences to make a coherent passage.

a. For example, they are entitled to products *2*

b. Consumers have several basic rights. *1*

c. They are also entitled to the protection against unsafe food. *4*

d. whose quality is consistent with their prices. *3*

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Part Two: Written Expression

05 points

Choose ONE of the following topics:

Topic One:

In your city you feel that consumers are not protected against the effects of the goods they buy. So, with a group of friends, you decide to create an association of consumers. Write a composition of about 80 to 120 words in which you expose the reasons and objectives of this association.

You may use the following notes:

- **Reasons:** counterfeit / cheap products / lower quality / harmful / not lasting
- **Objectives:** to sensitize the consumers / to protect them / to buy safe products

Topic Two:

Write a composition of about 80 to 120 words on the following:

Some people think space tourism is just a wild dream and a waste of money. Do you agree with them?

1, 1, 1 → Relevance

1, 1, 1 → Correct use of language

1 → coherence

1 → Creativity and the good words



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↳ A lot of people think that space tourism is a waste of time and money regarding to its drawbacks such as being mysterious and costly; however, this is totally a mistaken claim.

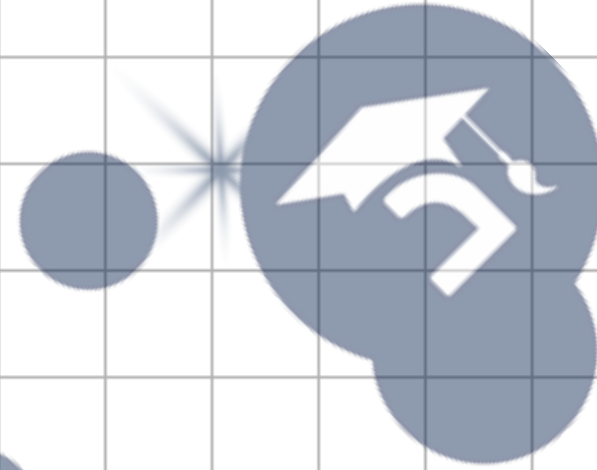
↳ first of all, no two people can disagree that space tourism will help people to answer many philosophical questions such as where we come from.

and where we are going. Secondly
exploring space can increase creativity
and innovations as well as enhancing

Space Research and technology that
would impact positively on our life
here on Earth.

Overall, space tourism is not just a dream,
but rather an opportunity for us to develop into a new

a new world and achieve inspiring and
Wonderful achievements.



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It is well known that part of consumers nowadays are attracted to the fake goods regarding to their low prices and availability. However, such products have disastrous impact on their life and health.

Firstly, no one can deny that fake goods are made of a very poor quality that do not last for long as well as being neither guaranteed nor repairable. Secondly, when it comes to the counterfeit-

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Food and Medicine, they are so harmful since they may cause diseases such as cancer and Allergy. On the other hand, the anti-counterfeiting association aims to aware consumers about the risks of these goods while also sensitizing people on how to avoid purchasing such products.

Overall, it's high time we collaborated together to minimize the expansion of such products

Part One: Reading:

A. Comprehension

Read the text carefully then do the following activities.

15 points

08 points

Since money came into use in the ancient world, there has been counterfeiting. Early money was in the form of coins with a specific content of gold, silver, or any other metal. Making counterfeit coins was relatively easy. A metal of equal weight could be gold or silver-plated and passed on to the public as genuine.

Counterfeiting paper currency is a highly technical skill that calls for a talented draftsman, photographer, plate maker and printer. Also necessary for the counterfeit money to be convincing are high quality rag paper and the proper kind of ink.

With such technological advances as high-speed cameras and engraving machines, the time needed to produce counterfeit money has been shortened and the quality of the work improved. To combat these problems, the United States government has attempted to make detection of fraud easier by the use of very high quality rag paper and ink. Other nations also use special paper and ink. In much foreign currency a distinctive watermark can be seen by holding the money up to the light.

Counterfeiting is a criminal offence in nearly every country. A convention signed by many nations in Switzerland in 1929, provided for the centralization and cooperation of international police action to combat counterfeiting.

Adapted from Wise Geek .com

1. Circle the letter that corresponds to the right answer.

The text is taken from:

a. a magazine

b. the Internet

c. a newspaper

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2. Are these statements true or false? Write T or F next to the letter corresponding to the statement.

- a. Counterfeiting existed since the appearance of money. **T**
- b. Low quality paper and ink are necessary to counterfeit money. **F**
- c. Technological development helped counterfeiters. **T**
- d. Counterfeiting is legal in some countries. **F**

3. Answer the following questions according to the text.

- a. Why was counterfeiting easy in the past? **was easy in the past because**
- b. What has the United States government done to combat counterfeiting money?

4. In which paragraph is it mentioned how to fight counterfeiting money? **3 و 4**

5. Copy the title you think is the most appropriate.

- a. The history of Counterfeiting
- b. Money Laundering
- c. Counterfeiting Money

B. Text Exploration

07 points

1. Find in the text words or phrases that are opposites to the following.

- a. late (§1) **early**
- b. more difficult (§3) **easy**

2. Divide the following words into root and affixes.

Words	Prefix	Root	Suffix
international	inter	nation	al
distinctive		distinct	ive
shortened		short	ened

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3. Rewrite sentence B so that it means the same as sentence A.

1.a. A convention was signed by many nations in Switzerland.

b. Many nations signed a convention in Switzerland.

2.a. "Making counterfeit coins was relatively easy", a historian said.

b. A historian said that... Making counterfeit coins had been relatively easy.

4. Classify the following words according to the pronunciation of the final "ed".

passed - shortened - attempted - provided

/t/	/d/	/ɪd/
Passed	shortened	attempted
		provided

5. Fill in the gaps with words from the list below.

hide - techniques - financial - and

Money laundering refers to the process of concealing (1) transactions. Various laundering (2) can be employed by individuals, groups, officials (3) corporations. The goal of a money laundering operation is usually to (4) either the source or the destination of money.

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Part Two: Written Expression

Choose ONE of the following topics:

Topic One:

Counterfeit is something copied and passed as genuine. What should be done to fight this crime? Use the following notes to write a composition of about 80 to 120 words.

- Sensitize people: mass media / school programmes.
- Organize anti-counterfeiting associations.
- Government: pass legislation / protect consumers.

Topic Two:

Children and teens are often targeted by junk food advertisements.

Write a letter to the director of a fast food company to complain about their effects on those kids.

Sign the letter: John Smith.

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↳ counterfeiting is defined as the production of illegal copies of products, to fight this crime, governments of different countries should implement the following anti-counterfeiting products.

To begin with, it would be advisable for companies to reduce the prices of their products so that people can purchase them. In the same vein,

it is recommended to sensitize people about the dangers of fake goods by making the best use of technology, such as mass media, television and establishing anti-counterfeiting associations. finally, to limit this crime, the governments have better set severe laws against counterfeiters by imposing harsh penalties and heavy fines.

To conclude with, eradicating this crime is not only the responsibility of the government, but it is something we must all be concerned with if we want to live in a peaceful society.

Part One: Reading

A) Comprehension

Read the text carefully and do the activities.

Let's Go to the Moon!

Human has walked on the moon since the Apollo 17 mission in December 1972. This time, though, the astronauts will stay much longer than the few days of the Apollo 17 mission. So now, NASA's Exploration Technology Development Program is working on everything that will be needed to make the moon a place where a crew of astronauts can live for months.

Explorers from Earth will have to build their own habitat, or home. Their home must protect them like no home on Earth would ever need to do. Why?

There is no air on the moon. And the temperature varies from 387 degrees Fahrenheit below zero (-233 Celsius) at night to 253 degrees Fahrenheit above zero (123 Celsius) in the day. Tiny micro-meteoroids (space rocks) rain down on the moon's surface. And no atmosphere means no protection from the Sun's harsh radiation.

So, a moon habitat for humans will have to be tough and very sturdy. **It** will have to be air tight, so the inside can be pumped up with breathable air without exploding or leaking. The habitat will have to be cooled during the moon day and heated during the moon night. It will need a water recycling system, a power generating system and food storage and preparation facilities.

The materials to build the moon habitat should be lightweight, since **they** will have to be boosted out of Earth's gravitational field using rockets. The habitat will have to be sent to the moon in pieces and assembled by the explorers once they arrive. So, it should be easy to put together, since the moon explorers will be working in space suits.

<http://spaceplace.nasa.gov>

1. Circle the letter that corresponds to the right answer.

The text is: a. a report b. a web article c. a newspaper article

(15 points)

(08 points)

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2. Are these statements true or false? Write T or F next to the letter corresponding to the statement.

- Apollo 17 stayed for one whole year on the moon.
- Homes on the moon must protect astronauts better than homes on Earth.
- Oxygen is available on the surface of the moon.
- Astronauts should use heavy materials to build their habitat.

3. Answer the following questions according to the text.

- Do astronauts intend to spend more time on their next missions on the moon?
- What must explorers do in order to be able to live on the moon?
- Who will put the pieces of the habitat together?

4. What or who do the underlined words in the text refer to?

- It (§4)
- they (§5)

B) Text Exploration

(07 points)

1. Find in the text words whose definitions follow:

- Travelling into a place for the purpose of learning about it. (§1)
- The mixture of gases surrounding the Earth. (§3)

2. Complete the chart as shown in the example.

	verb	noun	adjective
Example	to explore	exploration	exploratory
	hot
	gravitation



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3. Rewrite sentence (b) so that it means the same as sentence (a).

1. a. "Space research is both a cultural and an industrial imperative," Dr. Paul Weissenberg says.

b. Dr. Paul Weissenberg says that.....

2. a. European countries introduced teaching Earth observation in high school science classes.

b. Teaching Earth observation

4. Classify the following words according to the number of their syllables.

habitat- rocket- astronauts-walked

1 syllable	2 syllables	3 syllables

5. Reorder the following sentences to make a coherent passage.

a. of the universe, planet Earth and the solar system.

b. to biomedicine, life and physical sciences.

c. Space sciences are vital to the understanding of the structure

d. They also provide insights into new approaches

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Part Two: Written Expression

(05 points)

Choose **ONE** of the following topics:

Topic One: Using the following notes, write a composition of 80 to 120 words on **the importance of space research:**

- space research helps in protecting the environment
- saving the lives of people during natural catastrophes
- space-based technologies for tsunami warnings
- communication technologies for better services

Topic two: Write a composition of 80 to 120 words on the following topic:

Some businessmen do not respect price regulations. They often sell their goods at too high prices. What solutions would you suggest to fight such unethical behaviours?

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