على المترشح أن يختار أحد الموضوعين التاليين:
الموضوع الأوّل

Part One: Reading (15 points)

Read the text carefully and do the activities.

Children are increasingly becoming target groups for aggressive forms of marketing practices and for commercial pressure with a view to stimulate and increase **their** consumption. One reason for this is that they play an important role as consumers since they have a vital role in choices concerning consumption in the family economy.

The authorities as well as parents and socially engaged citizens should see it as an important task to identify the driving forces and consequences of children's role as consumers.

Children and parents should be educated to develop skills to face the increasing flow of commercial information and pressure. Besides, **they** should also develop a broader perspective on values and environmental consequences of consumption. Consumer education should therefore be strengthened as a subject in schools.

Teenagers nowadays are treated as investments that yield higher returns as time continues. The proliferation of technology means marketers can advertise to youth through many types of media. Therefore, teens need to be alert to advertising. Sometimes, it is not only a matter of shampoo or jeans, but a matter of health.

Adapted from: *http://ilsr.org/rule/advertising*

A. Comprehension and Interpretation. (08 points)

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

a. Young consumers are important to marketers.
b. Children have no role to play in the family economy.
c. Children need to be taught how to face aggressive advertising.
d. Technology helps the spread of advertising for children.

2. Answer the following questions according to the text.

a. Does advertising affect children's consumption?
b. Should consumer education be taught at school?
c. How are teenagers seen by advertisers?

3. Who / what do the underlined words refer to in the text?

a. ...their consumption...§1 **b.** …they should...§ 3

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

a. The Role of Advertising in Society.
b. Children and Advertising.
c. The Advantages of Advertising for Children.

5. Choose the letter which best corresponds to the right answer.

The text is: **a.** a newspaper article. **b.** a web article. **c.** a magazine. article

B. Text Exploration. **(07 points)**

1. **Find in the text words or phrases that are opposite in meaning to :**

a-reduce (§1) **b-** unessential (§2) **c-** weakened (§3) **d-** consumers (§4)

2. **Complete the table as shown in the example :**

	Verb	Noun	Adjective
Example :	to consume	consumption	consumptive
	……..	economy	…….
	……..	…….	increasing
	to strengthen	…….	…….

3. **Rewrite sentence "b" so that it means the same as sentence "a" :**

1.a. I regret that teenagers are treated as investments that generate huge profits.

b. I wish……

2.a. Advertising is very aggressive. Therefore, it should be banned.

b. Because……

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

aggressive – choices – role – skills – treated – types

1 Syllable	2 Syllables	3 Syllables

5. **Fill in the gaps with words from the list:**

experts – but - spend - buy

Children are the main target for advertisers. Not only do children today have more disposable income at younger ages, …(1)… they also have a significant influence over family purchases. A report estimated that Canadian children aged 9 to 14 influence their parents to …(2)…$1.9 billion in family purchases per year. Advertising …(3)…call it "pester power" or the "nag factor"- the ability to get children to influence their parents to …(4)…a specific product.

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 following topic:

Advertising has become a real menace to children.

- encourage spending money / unnecessary goods
- raise / family expenditure
- excessive consumption
- increase / debts
- obesity / other diseases

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

You bought a jacket from a supermarket but you discovered it was a counterfeit. Write a letter of complaint to Mr. Salim, the head of the department store. (*Sign the letter as **Sarah Brahimi***)

انتهى الموضوع الأوّل

الموضوع الثاني

Part One: Reading. (15 points)

Read the text carefully and do the activities.

92187 Summerfield St.
Grove City, Liverpool 43123

June 10, 2015

Mrs. Ann Summers
Majestic Travel Agency Manager
2576 St. Rt. 3
Marblehead, Ohio

Dear Mrs. Summers,

I am writing to complain about the poor standard of accommodation during my last holiday**. I** booked this self-catering holiday last year with your travel agency to Hawaii. When I came back, I immediately visited the agency to complain and seek compensation for my shocking experiences.

If I had known that the accommodation would be so poor, I would have booked from the beginning a full-service holiday. What I expected was a luxurious apartment with a small oven. Not only was the room dirty and full of bugs, but the shower was broken and unusable. To make matters even worse, there was no oven as I had requested. I have never seen such a bad service at a self-catering holiday before. You can imagine my anger when I had to eat out. Not surprisingly, I booked another room, which, although without an oven, was at least clean and with a working shower. Therefore, this room cost a lot more than the apartment and I had to eat out too.

My purpose in visiting the agency was to ask for compensation. The young lady who served me offered some supporting documents as compensation. She advised me to take my time with the answer. I have decided to ask your agency for a cash refund. Would a refund of about 500 dollars be too much to expect?

At the very least, I would like **you** to inform me of the action you will take with regard to the additional expenses I have paid**.** Unless adequate action is taken, I shall have no other option but to publish this letter in the local newspaper.

Sincere regards,
Bill Gordon

Writing class: letter of complaint Flo-joe , 2016 (www.flo-joe.co.uk)

A. Comprehension and Interpretation. (08 points)

1. **Write the letter which corresponds to the right answer.**

The text is: **a-** an application letter. **b-** a letter of complaint. **c-** a pen pal letter.

2. **Are these statements true or false? Write T or F next to the letter corresponding to the statement.**
   - **a.** Mr. Gordon went to the agency to book another holiday.
   - **b.** The apartment was as Mr. Gordon expected.
   - **c.** Mr. Gordon paid additional money for the other room.
   - **d.** Mr. Gordon is complaining about the bad services and is asking for compensation.
3. **Answer the following questions according to the text.**
   - **a.** Why did Mr. Gordon book another room?
   - **b.** What will he do if he is not paid back?
4. **In which paragraph is it mentioned that** Mr. Gordon is giving justifications for the bad services?
5. **Who or what do the underlined words refer to in the text?**
   - **a.** I (§1) **b.** you (§4)

B. Text Exploration. **(07 points)**

1. **Find in the text words or phrases that are closest in meaning to the following.**
   a. returned (§1) **b.** money back (§3)

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

	Verb	Noun	Adjective
example:	**to experience**	**experience**	**experienced**
	to expect …… ……	…… ……. advertisement	…… compensatory ……...

3. **Ask questions which the underlined words answer.**
   a. **Tom** will book a room in The Sheraton Hotel.
   b. Mr. Gordon expected **a luxurious apartment with a small oven**.

4. **Classify the following words according to the number of their syllables.**
   agency - compensation - refund - booked

One syllable	*Two syllables*	*Three syllables*	*Four syllables*

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

a. and in return, receiving a refund in the original form of payment or an exchange for another item.
b. provided that the customer has a receipt as a proof of purchase.
c. A return is the process of a customer taking previously bought merchandise back to the shop,
d. Many shopkeepers will accept this return

Part Two: Written Expression. (05 points)

Choose ONE of the following topics.

Topic One:

Imagine you are the manager of Majestic Travel Agency. Write a letter of about 80 to 120 words to Mr. Bill Gordon in which you apologize by explaining the problem and reassure him that adequate action will be taken in his favour.

You may use the following notes:

a mistake - take the wrong apartment - tourist couple book the apartment - break the shower and oven - cleaning lady (be) absent - we know the problem from you - full refund - free one week holiday

N.B. *Sign the letter as:* ***Mrs. Ann Summers***

Topic Two:

You are a member of an association for the protection of children. You are invited to participate in an international conference on how to preserve children's rights. Write a speech -of about 80 to 120 words- to present the children's problems and suggest measures to improve their situation.

انتهى الموضوع الثاني

<table>
<tr><th colspan="2">العلامة</th><th rowspan="2">عناصر الإجابة
Subject 1: Children are increasingly…</th></tr>
<tr><th>مجموع</th><th>مجزأة</th></tr>
<tr><td>15pts
08 pts</td><td></td><td>(Accept any correct answer for all activities)
<u>Part One: Reading</u>
A- <u>Comprehension and Interpretation:</u></td></tr>
<tr><td>02 pts</td><td>0.5 each</td><td>-1
<table><tr><td>a</td><td>b</td><td>c</td><td>d</td></tr><tr><td>T</td><td>F</td><td>T</td><td>T</td></tr></table></td></tr>
<tr><td>03 pts</td><td>01
01
01</td><td>2- .a- Yes, it does
b- Yes it should.
c- They are seen as investments (that yield higher returns).</td></tr>
<tr><td>01 pt</td><td>0.5 each</td><td>3 a-children b- consumer education</td></tr>
<tr><td>01 pt</td><td>01</td><td>34 .b) Children and Advertising)</td></tr>
<tr><td>01 pt</td><td>01</td><td>5 The text is : (b) a web article</td></tr>
<tr><td>07 pts
02 pts</td><td>0.5 each</td><td>B- <u>Text Exploration:</u>
1- a- increase b- important c- strengthened d- marketers</td></tr>
<tr><td>01.5 pt</td><td>0.25
each</td><td>2-
<table><tr><th>Verb</th><th>Noun</th><th>Adjective</th></tr><tr><td>to economize</td><td>////////////</td><td>economic /
economical</td></tr><tr><td>to increase</td><td>increase</td><td>////////////</td></tr><tr><td>////////////</td><td>strength</td><td>strong</td></tr></table></td></tr>
<tr><td>01 pt</td><td>0.5 each</td><td>3- 1.b. I wish teenagers were not treated as investments that generate huge profit.
Or : I wish teenagers were treated as human beings.
2. b. Because advertising is very aggressive, it should be banned.</td></tr>
<tr><td>01.5 pt</td><td>0.25
each</td><td>4-
<table><tr><th>1 Syllable</th><th>2 Syllables</th><th>3 Syllables</th></tr><tr><td>role - skills
types</td><td>choices
treated</td><td>aggressive</td></tr></table></td></tr>
<tr><td>01 pt</td><td>0.25
each</td><td>5- 1- but 2- spend 3- experts 4- buy</td></tr>
<tr><td>05 pts</td><td></td><td><u>Part two: Written expression</u>
<u>Topic one:</u> Form: 2 pts Content : 3 pts
<u>Topic two:</u> Form: 2.5 pts Content : 2.5 pts</td></tr>
</table>

العلامة		عناصر الإجابة **Subject 2**: ***Keys to the subject about a letter of complaint***
مجموع	مجزأة	
15pts **08pts**		**Part One: Reading** **A/ Comprehension and Interpretation.**
1pt	01	**1. b** a letter of complaint
2pts	0.5×4	**2.** a.F b. F c. T d. T
3pts	1.5×2	**3. a.** Because he wasn't satisfied with the room he was given**./** because the room was dirty, the shower was broken, and there was no oven. **b.** He will publish his letter of complaint in the local newspaper.
1pt	01	**4.** In paragraph 2
1pt	0.5×2	**5. a.** I → Mr. Gordon **b.** You → Mrs. Summers.
07pts		**B/ Text Exploration**
1pt	0.5×2	**1. a.** came back **b.** refund /compensation
1.5pt	0.25×6	**2.** Verb: ////////// / ***To compensate*** / ***To advertise*** Noun: ***expectation*** / ***expectancy*** / ***expectedness*** / ***expectance*** / ////////// / ***advertising*** / ***advertisement*** / ***advertiser*** / ***advert(s)*** Adjective: ***expected*** / ***expectative*** / ***expecting*** / ***expectable*** / ***expectant*** / ***compensatory*** / //////////
1.5pts	0.75×2	**3. a.** Who will book a room in The Sheraton Hotel? **b.** What did Mr. Gordon expect?
1pt	0.25×4	**4.** ***1 syllable***: booked ***2 syllables***: refund ***3 syllables***: agency ***4 syllables***: compensation
2pts	0.5×4	**5. c - a - d - b**
05pts		**<u>Part two: Written expression</u>** **<u>Topic one:</u>** Form: 2 pts Content : 3 pts **<u>Topic two:</u>** Form: 2.5 pts Content : 2.5 pts