

على المترشح أن يختار موضوعا واحدا
الموضوع الأول

Part One : Reading and Interpreting (15 Pts)
Read the text carefully, then do the activities below.

Ethics means a set of moral principles which govern a person's behavior or how the activity is conducted. Advertising means a mode of communication between a seller and a buyer. Thus, ethics in advertising means a set of well defined principles **which** govern the ways of communication taking place between the seller and the buyer. Ethics is the most important feature of the advertising industry. Though there are many benefits of advertising, there are then some points which don't match the ethical norms of advertising.

Nowadays, ads are more exaggerated and a lot of puffing issued. It seems like the advertisers lack knowledge of ethical norms and principles. They just don't understand and are unable to decide what is correct and what is wrong.

The main interest of advertisers is to increase their sales, gain more and more customers, and increase the demand for the product by presenting a well decorated and colorful ad. **They** claim that their product is the best, having unique qualities than the competitors, more cost effective, and more beneficial. But most of these ads are found to be fake, misleading customers and unethical. The best example of these types of ads is the one which shows evening snacks for the kids, they use coloring and gluing to make the product look glossy and attractive to the consumers who are watching the ads on television and convince **them** to buy the product with outgiving a second thought.

From the Net

A/ Comprehension : (8 Pts)

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

- A/ Advertising is a form of communication between
- a- the family members b- a seller and a customer c- an employer and his employee.
- B/ Ethics isin the advertising industry.
- a- unnecessary b- required c- useless.
- C/ Advertising has advantages.
- a- no b- some c- lots of
- D/ Advertisers main purpose is to products.
- a- sell b- manufacture c- fake

2- Answer the following questions according to the text.

- a- What does ethics in advertising mean ?
- b- How do advertisers augment their sales ?
- c- Do adverts always tell the truth ?

3- Circle the letter that corresponds to the right answer.

The text is : a- a web article b- a newspaper article c-an extract from a novel.

4- Who/what do the underlined words refer to in the text ?

a- Which (§1) b-they (§3) c-them (§3)

B/ Text Exploration : (7 Pts)

1-Find in the text words that are opposites to the following :

a-drawbacks (§1)≠ b-reduce (§3) ≠

2-Classify the following words in the table . One example is given.

Words	Prefix	Root	Suffix
Example : -Disagreement	Dis	agree	ment
a-Unethical
b-Misleading

3-Rewrite sentence « b » so that it means the same as sentence « a ».

A/ a-Advertisers lack knowledge of ethical norms and principles.
b-Knowledge of ethical norms and principles.....
B/ a-« The food industry was cartoon characters to capture children's attention, » he says.
b-He says that

4-Classify the following words according to the pronunciation of the final « ed ».

decorated – convinced—advertised—decided

/t/	/d/	/ɪd/

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

a-This develops a craving for fatty and sugary foods in kids,
b-are heavily promoted during children's TV viewing time.
c-affecting their health seriously.
d-Junk foods such as pizzas, burgers and soft drinks

Part Two : Written Expression (5Pts)

Choose One of the following topics.

Topic A : Using the notes given, write a composition on how shop-keepers should behave with customers.

- Have human qualities : helpful, cheerful, honest,
- Be professional : polite, respectful, fair,

Topic B : A lot of children are exploited all over the world in hazardous works.
In a short composition, say what should be done to fight this unethical practice.

Part One : Reading (15 pts)

A. Comprehension : (08 pts)

The Kepler Space craft is an American space observatory under NASA's discovery program, the spacecraft, named in honor of the 17th-century German astronomer Johannes Kepler, was launched in March 2009 with a planned mission lifetime of at least 3.5 years.

The Kepler mission is specifically designed to survey a portion of our galaxy to discover dozens of Earth-size planets and determine how many of the billions of stars in our galaxy have such planets. Kepler's only instrument is a photometer that continually monitors the brightness of over 145,000 main sequence stars in a fixed field of view. This data is transmitted to Earth to be analyzed.

Kepler 155-deg² field of view gives it a much higher probability of detecting Earth-like planets than the Hubble Space Telescope, which has a field of view of only 10 deg². Moreover, Kepler is dedicated to detecting planetary transits, while the Hubble Space Telescope is used to address a wide range of scientific questions, and rarely looks continuously at just one starfield.

Kepler is currently in active operation, with the first main results announced on 4 January 2010. As expected, the initial discoveries were all short-period planets. As the mission continued, additional longer-period candidates were found - as of December 2011, there are a total of 2,326 candidates. 207 are similar in size to Earth, 680 are super-Earth- size, 1,181 are Neptune size, 203 are Jupiter-size and 55 are larger than Jupiter. The Kepler team estimated that 5.4 % of all stars host Earth-size planet candidates, and that 17% of all stars have multiple planets. In December 2011, two of the Earth-sized candidates, Kepler-20^e and Kepler-20^f, were confirmed as planets orbiting a sun-like star, Kepler-20.

Adapted From Newsweek Magazine

1) Choose the right letter to complete the sentences .

1. A Spacecraft is :

- a) a telescope to observe the space b) a vehicle to travel in space c) an aircraft

2. Kepler is :

- a) the name of a galaxy b) a German word c) name of an astronomer

2) Say whether the following statements are true or false .

- a) Kepler was sent into space in 2010.
b) It is Johannes Kepler who launched the spacecraft.
c) Kepler has a larger field of view than Hubble space telescope.
d) Many planets are bigger in size than Earth.

3) In which paragraph is it mentioned that there are two planets similar in size to Earth orbiting a star like the sun ?

4) Answer the following questions .

- How long will the Kepler mission take ?
- What is the objective of Kepler ?
- In which way is Kepler different from Hubble Space Telescope ?

5) Say what type of text is the reading passage :

- a) narrative b) expository c) descriptive d) argumentative

B. Text Exploration : (7 pts)

1) Find in the text words that are opposite in meaning to the following .

- a) darkness 2§ b) irregular §3 c) different 4§

2) Complete the following table

Verb	Noun	Adjective
.....	Observable
Detect
.....	Continuity

3) Combine the sentences using the Word between brackets :

- The Telescope is very practical. It can observe many planets of other solar systems(**so..that**)
- Corot can measure the reflected light from planets. Kepler can measure the reflected light from planets (**Both ..and**)

4) Ask a question on the underlined words .

Jupiter takes more than eleven years to make one turn around the sun.

5) Classify the following words according to the number of their syllables .

Telescope – space – astronomer – brightness

one syllable	two syllables	Three syllables	four syllables

6) Reorder the following sentences to make a coherent paragraph.

- not only for spaceship launching,
- It will probably be used for communication and astronomical study as well.
- but also for forecasting the Earth's weather.
- Many scientists believe that the moon could serve as a base

Part Two : Written Expression : (5pts)

Choose one of the following topics.

Topic one : Write a composition of 120 words about the benefits of space exploration, the following notes might be helpful.

- Led to many useful inventions
- Protection of our planets from heavenly bodies like asteroids
- Advanced discoveries in sciences, physics and chemistry
- Gathering information about the universe.

Topic two : You are a fan of famous sports man. Unfortunately, you found out he won the competitions by doping (using drugs). How would you urge all athletes to show the sense of fair-play and refrain behaving in such a way ?

الموضوع الأول

العلامة		عناصر الإجابة												
المجموع	مجزأة													
(15pts)		<p>Part One : Reading & Interpreting</p> <p>A/ Comprehension :</p> <p>1- A- b B-b C-c D-a</p> <p>2- Questions Of Comprehension :</p> <p>a-Ethics in advertising means a set of well defined principles which govern the ways of communication taking place between the seller and the buyer.</p> <p>b-Advertisers augment their sales by presenting a well decorated and colourful ad and claiming that their product is the best, having unique qualities than the competitors, more cost effective, and more beneficial.</p> <p>c-No, they don't.</p> <p>3-The text is (a) a web article.</p> <p>4-Reference Terms :</p> <p>-Which : (well defined)Principles - They : advertisers</p> <p>-Them : consumers.</p> <p>B/ Text Exploration :</p> <p>1-Lexis : a-Benefits b-Increase</p> <p>2-Dividing words into roots and affixes:</p> <table border="1"> <thead> <tr> <th>Words</th> <th>Prefix</th> <th>Root</th> <th>Suffix</th> </tr> </thead> <tbody> <tr> <td>Unethical</td> <td>Un</td> <td>ethic(s)</td> <td>al</td> </tr> <tr> <td>Misleading</td> <td>Mis</td> <td>lead</td> <td>ing</td> </tr> </tbody> </table> <p>3-Transformations:</p> <p>b1-Knowledge of ethical norms and principles is lacked by advertisers.</p> <p>b2-He says that the food industry was cartoon characters to capture children's attention .</p>	Words	Prefix	Root	Suffix	Unethical	Un	ethic(s)	al	Misleading	Mis	lead	ing
Words	Prefix		Root	Suffix										
Unethical	Un		ethic(s)	al										
Misleading	Mis		lead	ing										
(8Pts)	(0,5X4)													
(2Pts)	(1,5Pt)													
(3,5 Pts)	(1,5 Pt)													
(1Pt)	(0,5)													
(1Pt)	(1Pt)													
(1,5Pt)	(0,5X3)													
(7Pts)														
(1Pt)	(0,5X2)													
(1,5Pt)	(0,25X6)													
(1,5Pt)	(0,75X2)													

(1Pt)	(0,25X4)	4-Sound System : The final « ed ».			
		<i>/t/</i>	<i>/d/</i>	<i>/Id/</i>	
		<i>convinced</i>	<i>advertised</i>	<i>decorated-decided</i>	
(2Pts)	(0,5X4)	5- Reordering sentences :			
		<i>a</i>	<i>b</i>	<i>c</i>	<i>d</i>
		<i>3</i>	<i>2</i>	<i>4</i>	<i>1</i>
(5Pts)		Part Two: Written Expression.			
		Topic 1: form = 3 pts / content= 2pts.			
		Topic2: form = 2.5pts / content=2.5pts.			

الموضوع الثاني

Part one : Reading

A. Comprehension

1/ 1.b 2.c

2/ F F T T

3/ §4

4/ a) planned mission lifetime of at least 3.5 years

b)to survey a portion of our galaxy/to discover Earth size planets/to determine how many of the billions of stars in our galaxy have such planets..

c) Kepler's field of view gives much higher probability of detecting Earth-like planets than Hubble telescope/it is used to detect planetary transits while Hubble space telescope is used to address a wide range of scientific questions, but rarely looks continuously at just one star field..

5/ b)expository

15PTS

08pts

(1Pt)

(2pts)

(1pt)

(3pts)

(1pt)

B. Text Exploration

1/a. brightness b. continuously c. similar

2/to observe -observation / detection(a detective) –detective adj/ to continue -continuous

3/a. The telescope is **so** practical **that** can observe many planets of other solar systems.

b. **Both** Corot **and** Kepler can measure the reflected light from planets.

4/ How long does Jupiter take to make one turn around the sun ?

5/

One syllable	Two syllables	Three syllables	Four syllables
space	brightness	telescope	astronomer

(1pt)

6/ d - a - c - b

(1pt)

Part Two : Written Expression

Topic one :Form(3pts)

Content (2pts)

Topic two :Form(2.5pts)

Content(2.5)