



## **(1) Text Book**

**(10 marks)**

### **A- Answers:**

- 1- Advertising was initially meant to make people aware of the goods available in the market.
- 2- The consumer dissatisfaction with marketing strategies arises from an inability to aim advertising at only the likely buyers of a given product.
- 3- It shows its atomic number, its symbol, and its name.
- 4- Kinetic energy when the thing or person begins to move.
- 5- The word properties mean (what they look like and how they act in different situations).

### **B- Answers:**

- 6- a) acquisition
- 7- c) kinetic
- 8- c) Solid
- 9- d) similar
- 10- c) form

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## **(2) Grammar & Structure**

**(5 marks)**

### **A. Answers:**

- 1) When do the Olympic Games take place?
- 2) She didn't go out yesterday evening.
- 3) Can you hear those people? What are they talking about?
- 4) Abdallah hasn't finished his homework yet.
- 5) Mohamed has been working there since 18 January.

### **B. Answers:**

- 6) a) are making
- 7) c) was cycling
- 8) d) begun
- 9) c) watching
- 10) b) been

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### **(3) Reading Comprehension**

**(5 marks)**

#### **Answers:**

- 1) The central feature of American culture is commercial advertising.
- 2) Most Americans take for granted the "rules" of commercial advertising.
- 3) Americans may not be aware that any formal guidelines exist and may have little or no idea what the legal effect of such guidelines might be.
- 4) Political advertising has become essential to campaign strategy (at least in major campaigns), and many regard it as far more intrusive than routine commercial advertising. But the world of political advertising is very different from the world of commercial advertising. There really are no "rules" when it comes to the content and form of political advertising.
- 5) Political advertisers are not accountable to any regulatory body, voluntary or otherwise, for the accuracy of their claims. They readily engage in so-called "comparative" advertising. They blatantly criticize their competitors. They complain incessantly about the fairness of the comments made about them, while their opponents are doing the same.

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### **(4) Writing Composition**

**(5 marks)**

#### **Answers:**

Any paragraph is written well and right in **ONE** only of the three is right and acceptable.

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### **(5) Translation**

**(5 marks)**

#### **A) Answers:**

يعتبر الاعلان في الاعمال التجاريه هو شكل من اشكال الاتصال و التسويق التي تستخدم لتشجيع و اقناع او التلاعب بالجمهور ( المشاهدين، القراء، او المستمعين، و احيانا مجموعه معينه) لاتخاذ او مواصلة اتخاذ بعض الاجراءات

#### **B) Answers:**

The establishment of a successful and distinctive brand is not something easy, but it is also not something impossible for the professional designer.

Any good and correct translation is acceptable.

**WITH BEST WISHES**