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إعتماد رقم 67 بتاريخ 06 سبتمبر 2010 تحضيري- ابتدائي- متوسط - ثانوي رخصة فتح رقم 1088 بتاريخ 30 جانفي 2011

Level :3ASS.3ASGE	*Mars 2018*
Second Term English Exam	Duration :02h00

False advertising is any form of advertising that is misleading to the customer. The consumer feels ***that*** buying the product would result in them benefiting from the purchase. The advertising might be on television, radio, newspapers, magazines, billboards or the internet. They might advertise that consumers could save money or that the product would perform a certain function.

There are many types of false advertising. The most ordinary kind is when a business raises the price of an item and then lowers it and claims that it is on sale. They give consumers the impression that they are really saving money.

Other companies might claim that customers will get a rebate back on ***their*** purchase. However, they do not tell the consumer that the price is after rebate; therefore, customers are paying the full price. In addition, businesses are not known for getting rebates back to customers very quickly.

False advertising is annoying when the product does not deliver what it promised. Consumers can report the company for fraudulent business practices and help put a stop to their deceiving ways.

Part One: A/- Reading Interpretation (8 pts)

1)- The text is: a- narrative b- expository c- argumentative

2)- Say whether the following statements are true or false according to the text:

a- False advertising is moral behaviour.
b- There are a lot of types of advertising.
c- False advertising is annoying consumers.

3) - Answer the following questions according to the text:

a- What is false advertising?
b-Where do we find advertising?
c- Can consumers report about false advertising?

4) - In which paragraph is it mentioned that "consumers can eradicate false advertising"?

5)- Choose the most suitable title to the text:

a- False advertising b- advertising c- Obesity in the world

6)- What or who do the underlined words refer to in the text:

that (§1)=……. Their (§3)=…….

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B/- Text Exploration: (7 pts)

1)- Match words with their synonyms:

words	*Definitions*
a- misleading	1- Part of tax, rent, etc paid back
b- fraudulent	2- Cause somebody to have a wrong idea about something
c- impression	3- intended to deceive
d- rebate	4- lasting effect on somebody's mind or feelings.

2) - Complete the following table as shown in the example:

Verb	*Noun*	*Adjective*
Example: to commercialize	***commerce***	***commercial***
To encourage	……	……
……	……	Eatable
……	……	consumptive

3) - Join the following pairs of sentences using the connectors in brackets. Make any necessary changes.

a- He gained weight. He ate too much fat. (because of)

b- Regulations about food safety are not respected. Supermarket managers have difficulty in finding safe products. (as a result)

c- He had to start working very young. He was the oldest of the family. (since)

4)- Put the verbs between brackets into the present simple, the present continues or the gerund:

a- (eat) too much fat (be) bad for health.

b- This holiday adventure (cost) more than it should.

c- Look! Though it (be) very cold, the children (play) outside.

If I can lose some weight, I (be) a footballer.

5)- Put the stress in the following:

regulation- advertise- emission- product

Part Two: Choose one of the following topics (5 pts)

Topic One: Using the following notes, write a composition of about 10 lines on the following topic:

- Compare the Algerian advertisements to European ones:

- Algerian advertisements/ poorly made/ European ones / well made
- Local spots/ long/ foreign ads/ short
- National adverts/ not always clear/ foreign commercials / meaningful
- Not enough money/ spent/ on advertising/ in Algeria/ large sums western world
- Limited range advertising/ in our country/ diversity of the means/ in the West.

Topic Two: You have just bought a very known shampoo (of a famous brand), having used it twice, your hair started falling.

Write a letter of complaint to the manager of the store asking for financial and moral compensation.

Never stop learning because life never stops teaching

Good luck: your teacher

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Correction of the Second Term Exam 3ASS/ 3GE

Part One: A/- Reading Interpretation (8 pts)

1)- The text is: b- expository

2)- Say whether the following statements are true or false according to the text:

- False – true- true.

3) - Answer the following questions according to the text:

a- False advertising is any form of advertising that is misleading to the customer.

b-We find advertising on television, radio, newspapers, magazines, billboards or the internet.

c- Yes, they can.

4) - In which paragraph is it mentioned that "consumers can eradicate false advertising"? in §4

5)- Choose the most suitable title to the text:

a- False advertising

6)- What or who do the underlined words refer to in the text:

that (§1)= false advertising Their (§3)= customers

B/- Text Exploration: (7 pts)

1)- Match words with their synonyms:

words	*Definitions*
a- misleading	2- Cause somebody to have a wrong idea about something
b- fraudulent	1- Cause somebody to have a wrong idea about something
c- impression	4- Cause somebody to have a wrong idea about something
d- rebate	3- intended to deceive.

2) - Complete the following table as shown in the example:

Verb	*Noun*	*Adjective*
Example: to commercialize	***commerce***	***commercial***
To encourage	***courage***	***courageous***
To eat	***eating***	Eatable
To consume	***Consumption/ consumer***	consumptive

3) - Join the following pairs of sentences using the connectors in brackets. Make any necessary changes.

a- He gained weight ***because of*** eating too much fat.

b- Regulations about food safety are not respected. ***As a result,*** Supermarket managers have difficulty in finding safe products.

c- He had to start working very young ***since*** he was the oldest of the family. (since)

4)- Put the verbs between brackets into the present simple, the present continues or the gerund:

a- ***Eating*** too much fat ***is*** bad for health.

b- This holiday adventure ***costs*** more than it should.

c- Look! Though it ***is*** very cold, the children ***are playing*** outside.

d- If I can lose some weight, I ***will be*** a footballer.

5)- Put the stress in the following:

regu'lation- 'advertise- e'mission- 'product

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