### Part One: Reading

#### A. Comprehension

1. The text is: c- expository

2. a. F  b. T  c. F  d. T

3. a. Family and friends, religious beliefs, cultural attitudes, social expectations, professional standards, advertising appeals, or by any combination of these factors.  
   b. Marketers can examine consumer behaviour using either primary or secondary research

4. In paragraph 3

5. a. that § 2 → products  
   b. they § 3 → mail surveys

#### B. Text Exploration

1. comportment ($\S1$) = behaviour  
   evident ($\S2$) = obvious  
   for example ($\S2$) = for instance

2. | Verb | Noun | Adjective |
<table>
<thead>
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<tbody>
<tr>
<td>behave</td>
<td>consumer</td>
<td>behavioural/ behaved</td>
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<tr>
<td></td>
<td>consumption</td>
<td>consumable</td>
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<tr>
<td></td>
<td>consumerism</td>
<td>consumed</td>
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<tr>
<td>educate</td>
<td>education</td>
<td>consuming</td>
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<tr>
<td></td>
<td>educator</td>
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3. a. Who may examine consumer behaviour?  
   b. What does the study of consumer behaviour examine?

4. | One syllable | Two syllables | Three syllables | Four syllables |
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<thead>
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<tbody>
<tr>
<td>cheap</td>
<td>obvious</td>
<td>consumers</td>
<td>advertising</td>
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5. a b c d  
   2 1 4 3

### Part Two: Written Expression

**Topic One**: Form: 02.5  Content: 02.5  
**Topic Two**: Form: 02  Content: 03
Part One: Reading
A. Comprehension

1. The text is taken from:  
   a. the Internet
   b. the Internet

2. a. T   b. F   c. T   d. F

3. a. Counterfeiting was easy in the past because early money was in the form of simple coins (with a specific content of gold, silver, or any other metal).
   b. The United States government has attempted to make detection of fraud easier by the use of very high quality rag paper and ink.

4. In paragraph 3

5. c. Counterfeiting Money.

B. Text Exploration

1. a. late (§1) ≠ early   c. more difficult (§3) ≠ easier

2. | Word | Prefix | Root | Suffix |
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<tbody>
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<td>en/ed</td>
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3. A. Many nations signed a convention in Switzerland.
   B. A historian said that making counterfeit coins had been/was relatively easy.

4. | /t/ | /d/ | /id/ |
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<tr>
<td>passed</td>
<td>shortened</td>
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<td></td>
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5. | 1 | 2 | 3 | 4 |
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<tbody>
<tr>
<td>financial</td>
<td>techniques</td>
<td>and</td>
<td>hide</td>
</tr>
</tbody>
</table>

Part Two: Written Expression

Topic One: Form: 02.5   Content: 02.5
Topic Two: Form: 02   Content: 03