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| **H**  **http://www.cksinfo.com/clipart/food/fruits/apples/apple-2.pngHighly Effective** |  | [http://t2.gstatic.com/images?q=tbn:ANd9GcTmARxo2kgTg4YxsrUNg0llkb8E7ASBqYKdjyMPxOovT-IMj5WL](http://www.google.com/imgres?q=check+mark+plus&hl=en&biw=1092&bih=588&gbv=2&tbm=isch&tbnid=oYa-J1fKbTEkWM:&imgrefurl=http://www.2inchsquare.co.uk/advertise.php&docid=NhEHAzUWIRgkHM&w=129&h=111&ei=Sad6Tu7QOqi40AGwzv3VAg&zoom=1)  **E**  **Effective** |
| **[http://t2.gstatic.com/images?q=tbn:ANd9GcT507jHNH_NQFyY3YrjYUJIDQZZndXhCHpNX6yDYSlt71yqjDRU](http://www.google.com/imgres?q=stairs+clipart&hl=en&biw=1092&bih=588&gbv=2&tbm=isch&tbnid=PCyGZsZJoN_d3M:&imgrefurl=http://www.presentermedia.com/index.php?target=closeup&maincat=clipart&id=5692&docid=gm2sAdc2y3IzKM&w=500&h=375&ei=BKh6Tq6_NKLn0QHL0JXAAg&zoom=1) D**  **Developing** | **I**  **http://l.thumbs.canstockphoto.com/canstock3152885.jpg Ineffective** |
| **H**  **Highly**  **http://www.cksinfo.com/clipart/food/fruits/apples/apple-2.pngEffective** | **E**  **[http://t2.gstatic.com/images?q=tbn:ANd9GcTmARxo2kgTg4YxsrUNg0llkb8E7ASBqYKdjyMPxOovT-IMj5WL](http://www.google.com/imgres?q=check+mark+plus&hl=en&biw=1092&bih=588&gbv=2&tbm=isch&tbnid=oYa-J1fKbTEkWM:&imgrefurl=http://www.2inchsquare.co.uk/advertise.php&docid=NhEHAzUWIRgkHM&w=129&h=111&ei=Sad6Tu7QOqi40AGwzv3VAg&zoom=1) Effective** |
| **[http://t2.gstatic.com/images?q=tbn:ANd9GcT507jHNH_NQFyY3YrjYUJIDQZZndXhCHpNX6yDYSlt71yqjDRU](http://www.google.com/imgres?q=stairs+clipart&hl=en&biw=1092&bih=588&gbv=2&tbm=isch&tbnid=PCyGZsZJoN_d3M:&imgrefurl=http://www.presentermedia.com/index.php?target=closeup&maincat=clipart&id=5692&docid=gm2sAdc2y3IzKM&w=500&h=375&ei=BKh6Tq6_NKLn0QHL0JXAAg&zoom=1)**  **D**  **Developing** | **http://l.thumbs.canstockphoto.com/canstock3152885.jpg**  **I**  **Ineffective** |
| **H**  http://www.cksinfo.com/clipart/food/fruits/apples/apple-2.png**Highly Effective** | [http://t2.gstatic.com/images?q=tbn:ANd9GcTmARxo2kgTg4YxsrUNg0llkb8E7ASBqYKdjyMPxOovT-IMj5WL](http://www.google.com/imgres?q=check+mark+plus&hl=en&biw=1092&bih=588&gbv=2&tbm=isch&tbnid=oYa-J1fKbTEkWM:&imgrefurl=http://www.2inchsquare.co.uk/advertise.php&docid=NhEHAzUWIRgkHM&w=129&h=111&ei=Sad6Tu7QOqi40AGwzv3VAg&zoom=1)  **E**  **Effective** |