

סוג הבחינה: מבחן מתכונת
מועד הבחינה: מתכונת 9
מספר השאלון: 016582
קובץ: שאלון

אנגלית

מודול G - 5 יחידות לימוד

הוראות

- א. משך הבחינה: שתיים
 - ב. מבנה השאלון ומפתח ההערכה: פרק ראשון - הבנת הנקרא - 60 נקודות; פרק שני - מטלת כתיבה - 40 נקודות; סך הכול - 100 נקודות.
 - ג. חומר עזר מותר בשימוש: אחד המילונים או אחת המילוניות מן הרשימה שבאתר הפיקוח על הוראת האנגלית ובאתר של אגף הבחינות במשרד החינוך. נבחנים "עולים חדשים" רשאים להשתמש גם במילון דו-לשוני: אנגלי-שפת אימם / שפת אימם-אנגלי. השימוש במילון אחר טעון אישור של הפיקוח על הוראת האנגלית.
 - ד. הוראות מיוחדות: יש לכתוב את כל התשובות באנגלית ובעט בלבד. על כתיב שגוי יופחתו נקודות מן הציון.
- בקובץ זה: השאלון - הטקסטים והשאלות, עם מקום לתשובות. התשובות וההסברים - בקבצים "תשובות" ו"פתרון מלא".

בהצלחה!

PART I: WRITTEN RECEPTION (60 points)

(ACCESS TO INFORMATION FROM WRITTEN TEXTS)

Read the article below and then answer questions 1–9.

WHY WE BUY MORE THAN WE PLANNED

- I 1 Most of us walk into a supermarket with a clear idea of what we need: some bread, a carton of milk, perhaps a few apples. Yet surveys show that more than half of the items people carry to the checkout were never on their list, and every week the average family spends a quarter more than it intended. It is tempting to blame ourselves for being careless or greedy. Researchers who study shopping habits, 5 however, say that this extra spending is rarely an accident. In most cases, they argue, it is the result of careful planning by the store itself.
- II Dr. Laura Benning, a psychologist who has spent fifteen years observing the way people shop, calls this approach "guided shopping". Every detail of a modern store, from the lighting to the width of the aisles*, is chosen to slow customers down and keep their eyes on the shelves. In one study she carried 10 out together with a large food chain, the researchers secretly changed the speed of the background music in several branches. The effect on shoppers was surprisingly strong: on days when slow music was played, they walked more slowly and spent around 30 percent more money than on days with fast music. Almost none of them noticed that anything was different.
- III Another tool is the loyalty card. Most customers think of it as a simple way to save money, but for 15 the store, Benning explains, it is above all a source of information. Each time a card is scanned, the system records what was bought, at what time and in which branch. Points are given only under certain conditions: shoppers receive them when they buy products from a special list chosen by the store, or when they spend more than a fixed amount on a single visit. In this way, the points quietly steer people towards the store's own goals.
- IV 20 Benning is particularly worried about one common practice. Food companies often pay supermarkets to place sweets and sugary cereals on the lowest shelves, exactly at the eye level of small children. "This is the part of guided shopping that troubles me most," she says. "A five-year-old cannot tell the difference between a product and an advertisement." Faced with bright packages at the checkout, young children may also be unable to control the urge to grab something, and a tired parent will often 25 give in.
- V So what can shoppers do? Benning does not believe that people should stop going to supermarkets or cut up their loyalty cards. In her view, the answer is preparation. "Write a list at home, decide in advance how much you are going to spend, and stick to both," she advises. She also recommends eating before going shopping, as hungry customers tend to fill their carts with snacks. Parents can also 30 choose checkout lanes without sweets, which some stores now offer. "The store comes with a plan," she says. "The best protection is to arrive with a plan of your own."

¹aisle – מעבר בין מדפים בחנות

QUESTIONS

Answer questions **1–9** in English according to the article. In questions **1, 3, 5** and **9**, circle the number of the correct answer. In the other questions, follow the instructions.

1. What do we learn about shoppers from paragraph I?

- i) They usually forget to bring a shopping list.
- ii) They prefer to shop in large supermarkets.
- iii) They often buy things they did not plan to buy.
- iv) They are more careless than they used to be.

(6 points)

2. Shoppers spend more than they planned. Give ONE fact from lines 2–3 that shows this.

ANSWER: _____ .

(7 points)

3. What are we told about the study mentioned in line 9?

- i) It examined how music affects the way people shop.
- ii) It was carried out in one small shop.
- iii) It asked customers what music they enjoy.
- iv) It showed that fast music makes people spend more.

(7 points)

COMPLETE THE SENTENCE.

4. What was the "strong" effect on shoppers mentioned in line 11?

The shoppers _____ .

(7 points)

5. What is explained in paragraph III?

- i) Why shoppers dislike loyalty cards.
- ii) How much money a loyalty card saves.
- iii) Which branches give customers the most points.
- iv) What stores gain from loyalty cards.

(6 points)

COMPLETE THE ANSWER.

6. According to lines 17–18, when do shoppers receive points on their loyalty card?

Give ONE answer.

When they _____ .

(7 points)

COMPLETE THE SENTENCE.

7. What common practice worries Benning, according to lines 20–21?

Food companies _____ .

(7 points)

COMPLETE THE SENTENCE.

8. Give ONE difficulty that young children face in the supermarket, according to paragraph IV.

Young children may be unable to _____ .

(7 points)

9. What does Benning believe shoppers should do, according to paragraph V?

- i) Stop using their loyalty cards.
- ii) Plan their shopping before they go to the store.
- iii) Shop only in stores that play fast music.
- iv) Ask stores to remove sweets from every checkout.

(6 points)

PART II: WRITTEN PRODUCTION (40 points)

(WRITTEN PRESENTATION)

Write 120–140 words in English on the following topic.

Should all high-school students be required to take a first-aid course?

Write a composition stating and explaining your opinion.

כל הבגרויות באנגלית עם פתרונות מלאים: www.guyai.co.il/bagrut/english