

סוג הבחינה: א. בגרות לבתי ספר על-יסודיים
ב. בגרות לנבחני משנה
ג. בגרות לנבחנים אקסטרניים
מועד הבחינה: חורף תשע"ד, 2014
מספר השאלון: 403,016104

אנגלית

שאלון ג'

(MODULE C)

גרסה א'

הוראות לנבחן

- א. משך הבחינה: שעה ורבע
- ב. מבנה השאלון ומפתח ההערכה: בשאלון זה פרק אחד: הבנת הנקרא – 100 נקודות
- ג. חומר עזר מותר בשימוש: אחד מן המילונים שאישר אגף ספרי לימוד במשרד החינוך.
- נבחן "עולה חדש" רשאי להשתמש גם במילון דו-לשוני: אנגלי-שפת-אמו / שפת-אמו-אנגלי.
- ד. הוראות מיוחדות:
- (1) עליך לכתוב את כל תשובותיך בגוף השאלון (במקומות המיועדים לכך).
 - (2) כתוב את כל תשובותיך באנגלית ובעט בלבד. אסור להשתמש בטיפקס.
 - (3) בתום הבחינה החזר את השאלון למשגיח.
- הערה: קישורית לדוגמאות תשובה לשאלון זה תתפרסם בדף הראשי של אתר משרד החינוך.

ההנחיות בשאלון זה מנוסחות בלשון זכר ומכוונות לנבחנות ולנבחנים כאחד.

בהצלחה!

/המשך מעבר לדף/

ACCESS TO INFORMATION FROM WRITTEN TEXTS (100 points)

הבנת הנקרא (100 נקודות) فهم المقروء (100 درجة)

קרא את הקטע שלפניך, וענה על השאלות 11-1. اقرأ القطعة التي أمامك، ثم أجب عن الأسئلة 11-1.

Read the article below and then answer questions 1-11.

A NEW WAY TO START A BUSINESS

by Ann Worth

Adam Carter, a young engineer, wanted to develop a watch which displays information such as text messages that are sent from a cellphone. He tried to get rich investors to give him money to develop the watch, but they were not interested.

- 5 So he decided to advertise on Kickstarter, an Internet site where ordinary people can invest in creative projects. People don't have to invest a lot. For example, they can invest as little as \$99 in Carter's watch. Less than two hours after his advertisement appeared on the Kickstarter site, Carter reached his goal of \$100,000. Within a week, nearly 50,000 people had invested almost \$7 million.
- 10 People who want to invest in Kickstarter get detailed information about the projects they are interested in. They can also see specially made videos that may help convince them to put their money into particular projects. Once they have invested, in addition to the profits they can make, they often get a bonus as well. In Carter's project, they get a watch. Kickstarter doesn't charge money
- 15 to advertise a project. However, if the project is successful, it gets five percent of the investment.

Today, cheap Internet services like Kickstarter give people a chance to try out ideas and see if there is a market for them. This makes it easier for them to decide if they want to start a new business. Carter's watch is the latest and the most successful

20 example of how Kickstarter is changing the way people start businesses.

(שים לב: המשך הקטע בעמוד הבא.)
(انتبه: تكملة القطعة في الصفحة التالية.)

The site first began as a way to get money for specific projects like unusual documentary films or pop concerts. It quickly grew to include the production of video games and original gadgets. "Sites like Kickstarter have now become a real alternative to starting a company in the traditional way,"
25 said Daniel Wang, a business professor at the University of Pennsylvania.

Norman Fisher, president of a computer company, doesn't completely agree with Professor Wang. Fisher admits that sites like Kickstarter may be good for small businesses. However, he believes it's impossible to avoid the traditional ways of starting large businesses. Fisher says, "These
30 businesses need a support team to help young and inexperienced people deal with complicated problems. Such support doesn't exist on sites like Kickstarter. There is a big difference between a simple, one-time project and a sophisticated, large business. It's important not to confuse the two."

ענה באנגלית על השאלות 11-1, אجب بالإنجليزية عن الأسئلة 11-1, حسب القطعة.
על פי הקטע.
בשאלות 1, 4, 6, 7, 9 ו-11 הקף במעגל את התשובה הנכונה.
בשאר השאלות ענה לפי ההוראות.
(100 נקודות) (100 درجة)
في الأسئلة 1 و 4 و 6 و 7 و 9 و 11 ضع دائرة حول رقم الإجابة الصحيحة.
في الأسئلة الباقية، أجب حسب التعليمات.
(100 درجة)

Answer questions 1-11 in English according to the article. In questions 1, 4, 6, 7, 9 and 11, circle the number of the correct answer. In the other questions, follow the instructions.

1. What do we learn about Carter's watch in lines 1-4?
 - i) How much the watch will cost.
 - ii) When Carter developed it.
 - iii) Who helped Carter develop it.
 - (iv) What Carter's watch can do.

(9 points)

2. COMPLETE THE SENTENCE. (lines 1-9)

Carter decided to advertise on Kickstarter because he couldn't ... get
rich investors (to give him money to develop his watch).

(9 points)

3. Why is Kickstarter a good place for people to invest their money?

(lines 5-9)

ANSWER: They can invest as little as \$99.

(9 points)

4. How do we know that using Kickstarter was a good idea for Carter?

(lines 5-9)

- i) His advertisement appeared within two hours.
- ii) He sold 50,000 watches.
- iii) A rich person invested millions of dollars.
- Ⓐ iv) He got the money he needed very quickly.

(9 points)

5. How can people learn about an investment on Kickstarter? Give ONE

answer. (lines 10-16)

ANSWER: They get detailed information. OR They can see
a video.

(9 points)

6. What more do lines 10-16 tell us about Kickstarter projects?

- i) How many people invest in them.
- Ⓐ ii) What investors can get.
- iii) Which project is most successful.
- iv) Who develops the projects.

(9 points)

7. How does Kickstarter make money on successful projects? (lines 10-16)

- i) They get bonuses from investors.
- ii) They sell videos about the projects.
- iii) They take money for each advertisement.
- (iv) They get a percentage of the money invested.

(9 points)

8. How do sites like Kickstarter help people decide if they should start a business? (lines 17-20)

ANSWER: It gives people a chance to try out ideas AND/OR see if there is a market for their ideas.

(9 points)

9. Why are "pop concerts" mentioned in line 22? (lines 21-25)

- i) They are becoming big businesses.
- ii) Many people like to invest in them.
- (iii) They were one of the first Kickstarter projects.
- iv) They help convince people to invest money.

(9 points)

10. What do Professor Wang and Norman Fisher agree on? (lines 21-33)

ANSWER: Kickstarter is good for small businesses.

(10 points)

11. According to Fisher, what is the main problem in using Kickstarter? (lines 26-33)

- i) It doesn't invest in big computer companies.
- ii) It is too traditional for small businesses.
- iii) Only a few people get the money they need.
- (iv) It doesn't have support teams.

(9 points)

בהצלחה!

זכות היוצרים שמורה למדינת ישראל
אין להעתיק או לפרסם אלא ברשות משרד החינוך

לא לכתוב באזור זה

لا تكتب في هذه المنطقة