מדינת ישראל
משרד החינוך
אגף החינוך המוכר
הפיקוח על בתי הספר
המוכרים העל־יסודיים
מכון הנרייטה סאלד

מועד הבחינה: קיץ תשפ"ג, 2023
מספר השאלון: 016582S

אנגלית

רמה מוגברת

גִרסה ב'

הוראות לנבחנת

א. <u>משך הבחינה</u>: שעה וארבעים וחמש דקות.

ב. <u>מבנה השאלון ומפתח ההערכה</u>: בשאלון זה שני פרקים.

פרק ראשון	–	הבנת הנקרא	–	60 נקודות
פרק שני	–	משימת כתיבה	–	40 נקודות
		סך הכול	–	100 נקודות

ג. <u>חומר עזר מותר בשימוש</u>: אחד המילונים או אחת המילוניות מן הרשימה שבאתר הפיקוח על הוראת האנגלית ובאתר של אגף הבחינות במשרד החינוך.

ד. <u>הוראות מיוחדות</u>:

(1) כתבי את <u>כל</u> תשובותייך בגוף השאלון (במקומות המיועדים לכך).

(2) כתבי את כל תשובותייך ב<u>אנגלית</u> וב<u>עט בלבד</u>.

(3) כתבי את הנוסח הסופי של מטלת הכתיבה בעמוד 8. אם תצטרכי, תוכלי להשתמש גם בעמוד 9.

(4) בתום הבחינה החזירי את השאלון למשגיחה.

<u>הערה</u>: על כתיב שגוי יופחתו נקודות מן הציון.

<u>שימי לב</u>: אין להוסיף דפים למחברת הבחינה.

בהצלחה!

/המשך מעבר לדף/

PART I: WRITTEN RECEPTION (60 points)

(ACCESS TO INFORMATION FROM WRITTEN TEXTS)

Read the article below and then answer questions 1–7.

THE IKEA EFFECT

I Want to bake a cake? It's quick and simple – open a box of cake mix, add eggs, oil and water, and put in the oven. But when one of today's favorite cake mixes was invented in 1947 by the American company General Mills, even less effort was required: the eggs were already in the box as a dry powder. However, after trying the product once, hardly any customers bought it again. To find out why, General Mills hired the well-known psychologist Ernest Dichter. He discovered that customers took no pride in a final product that demanded so little effort. Following his findings, the company decided to remove the egg powder, leaving customers with more work to do. Soon after, the cake mixes became a huge success.

II Research done since Dichter's work has found that people, both at work and in everyday life, get a greater sense of achievement from tasks they find challenging. In one important study, participants were asked to put together an IKEA storage box – a kit that is not easy to assemble, requiring a lot of concentration. When they had completed their box, they could either pay to keep it, or buy an identical one that had already been assembled by IKEA. All the participants much preferred the box that they had built, and were even prepared to pay significantly more for it. The Harvard University researchers who conducted the study called this phenomenon the "IKEA effect."

III Many companies have been taking advantage of the IKEA effect to increase their profits. Some, for example, are offering a wide range of kits for customers to assemble, including ones for making baby toys or jewelry. "This effect can be seen everywhere," says economist Penny Freeman. "For instance, people go to pick apples on a farm, and then happily pay more for them than if they had bought them in a store. And five-year-olds are more willing to eat vegetables when they have helped cut them up for lunch."

/המשך בעמוד 3/

IV However, the IKEA effect can also pose a risk for businesses. "Take, for example, a team set up by a company to develop ideas for new products," says Freeman. "If they invest a great deal of time and effort in one particular idea, they'll be very proud of it. Therefore, they will insist that it can succeed and they'll continue working on it even when it is failing. And, of course, continuing to invest in that project will cause the company to lose more money." Freeman therefore has some advice for businesses – and for us all: "Educate yourselves about the IKEA effect, and be aware of how it can influence your judgment."

QUESTIONS (60 points)

Answer questions **1–7** in English according to the article. In questions **1** and **3**, circle the number of the correct answer. In the other questions, follow the instructions.

1. What are we told in paragraph I about the first General Mills cake mixes?

i) Why the company invented them.

ii) Why they were only invented in 1947.

iii) Why they were not popular.

iv) Why they were difficult to make.

(6 points)

2. Why did General Mills change its cake mixes?

Give ONE answer from lines 6–9.

COMPLETE THE ANSWER.

To enable the customers to ..... .

(7 points)

/המשך בעמוד 4/

3. What has the research mentioned in lines 10–11 shown?

For a task to be satisfying, it has to be (–).

i) fun to do

ii) done every day

iii) done at work

iv) difficult to do

(7 points)

4. What are we told about the experiment described in paragraph II?

PUT A √ BY THE TWO CORRECT ANSWERS.

..... i) How the participants were chosen.

..... ii) What the participants did.

..... iii) Why the participants found it challenging.

..... iv) Why people enjoyed participating in it.

..... v) Why IKEA took part in it.

..... vi) How long it took.

(2x6=12 points)

5. What can people do with one of the kits being offered by companies? Give ONE answer from lines 20–21.

COMPLETE THE SENTENCE.

They can ..... .

(7 points)

6. How can parents encourage young children to eat more vegetables? (paragraph III)

COMPLETE THE ANSWER.

By allowing the children to ..... .

(7 points)

/המשך בעמוד 5/

7. What risk might the IKEA effect pose for a company? (paragraph IV)

Fill in the missing information in the sequence below.

i) Workers in a company ..... .

ii) As a result, they are proud of the project.

iii) They continue working on it even when it is failing.

iv) Consequently, their company ..... .

(2x7=14 points)

/המשך בעמוד 6/

PART II: WRITTEN PRODUCTION (40 points)

(WRITTEN PRESENTATION)

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

8. What do you think is the most important subject you have learned in school?
Write a composition stating and explaining your choice.

בהצלחה!

Use this page and the next (pages **6–7**) for writing a rough draft.

/המשך בעמוד 7/

/המשך בעמוד 8/

Write your final version here. If necessary, you may use page **9** as well.

/המשך בעמוד 9/

בהצלחה!

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