

## הוראות לנבחנים

סטודנטים יקרים,

- בחינה זו מורכבת משני קטעי קריאה.
- לצד קטעי הקריאה תוכלו לכתוב הערות. אלה לא ייבדקו ולא יינתן עליהן ציון.
- ענו על השאלות במקומות המיועדים לכך בגוף השאלון.
- **יש לענות באנגלית בלבד** על בסיס המידע שקראתם בטקסט.
- הקפידו על כתב יד ברור וקריא.
- יש להגיש את כל חלקי הבחינה. שאלון שייחסר בו דף לא ייבדק.

## Advanced B Standard Exam

### Article 1

- Evaluating the reliability of the article (**4** points)
- Mapping the article:
  - Main ideas of sections (**20** points)
  - Main idea of the article (**6** points)

### Article 2

- Evaluating the reliability of the article (**4** points)
- Mapping the article:
  - Main ideas of sections (**15** points)
  - Main idea of the article (**6** points)

### Synthesis Question (**5** points)

### Position Writing (**40** points)

## Article 1:

### Online Reviews Are the Best Thing That Ever Happened to Small Businesses

#### Evaluating the article's reliability (4 points)

- ❖ The article was published online in *Forbes*.
- ❖ *Forbes* is a widely read American business magazine (in print and online). Its articles are often written by leading members of the business community. There is no review process.
- ❖ Cory Capoccia is a member of the *Forbes Technology Council* - a group of senior executives from the technology industry chosen by Fobes. Capoccia is president of Womply, which provides digital services to small businesses.
- ❖ The article was published in 2021.

1. State whether you think the article is reliable or not, and explain your answer by relating to **at least two** pieces of information [1) source; 2) author; 3) date] from the description above.

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(4 points)

## Mapping the article (20 points)

2. Give the main idea of the section "**Introduction**". Write 1-2 sentences.

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(5 points)

3. Give the main idea presented in the section "**Mobile Is Driving Local**". Write 1-2 sentences.

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(5 points)

4. Give the main idea presented in the section "**Online Review Sites Guide Customer Choice**". Write 1-2 sentences.

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(5 points)

5. Give the main idea presented in the section "**Yelp Can Work for Small Businesses**". Write 1-2 sentences.

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(5 points)

**Now stop and think about the whole article.**

6. Give the main idea of the whole article. Write 1- 2 sentences.

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(6 points)

## Article 2:

# The Effect of Weather on Online Reviews

### Evaluating the article's reliability (4 points)

- ❖ The article was published in *The Journal of Consumer Research (JCR)*.
- ❖ *The JCR* is a multidisciplinary journal that publishes papers on topics in consumer research.
- ❖ The articles are peer-reviewed.
- ❖ Leif Brandes is Professor of Marketing and Strategy at the faculty of economics and management, the University of Lucerne, Switzerland. Yaniv Dover is Professor of Marketing at the Jerusalem Business School, the Hebrew University of Jerusalem.
- ❖ The article was published in 2022.

7. State whether you think the article is reliable or not, and explain your answer by relating to **at least two** pieces of information [1) source; 2) author; 3) date] from the description above.

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(4 points)

## Mapping the article (15 points)

8. Give the main idea presented in the section "**Introduction**". Write 1-2 sentences.

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(5 points)

9. Give the main idea presented in the section "**The results**". Write 1-2 sentences.

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(5 points)

10. Give the main idea presented in the section "**Managerial Relevance**". Write 1-2 sentences.

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(5 points)

### Now stop and think about the whole article.

11. Give the main idea of the whole article. Write 1- 2 sentences.

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(6 points)

You can use this table to organize information **in preparation for the Synthesis and Position Paper** parts of the exam (the table will not be graded):

Organizing Information ( <u>Ungraded</u> )		
	Article 1	Article 2
Author and date of the article:		
Synthesize the articles:		
The issue that <u>both articles</u> discuss:		
The different main idea / focus / position of each article:		
Consider your position:		
Position regarding the issue discussed in both articles:		
The supporting information I will use from each article:		



**Questions 12 and 13 relate to both articles.**

**Synthesis (5 points)**

12. What issue do both articles discuss?

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(5 points)

**Position Paper (40 points)**

13. On the next page, write a three-paragraph position paper on the two articles.

Your paper should include:

- **an introduction:** The first paragraph. Describe the issue and state your position on it. (at least 3 sentences)
- **a body:** The second paragraph. Support your position by referring to both articles. (at least 4 sentences)
- **a conclusion:** The third paragraph. Restate your position and make a recommendation/suggestion/call to action. (at least 3 sentences)

Write in English and use your own words. Add citations where appropriate.

*Note: The position paper writing rubric is in the APPENDIX.*

[illegible]

*(You can continue writing on the next page)*




[illegible]

(40 points)

**Good Luck**

## APPENDIX

### Position Paper Writing Rubric (40 points) – Use the rubric below as a checklist

	Poor 	Fair 	Good 
<b>Structure</b> (The three main structural elements: introduction, body, conclusion; <b>and</b> signposting relationships between ideas)	<b>0-2 points</b> <ul style="list-style-type: none"> <li>The position paper does not include any of the structural elements.</li> <li>No use of connectors to signpost relationships between ideas.</li> </ul>	<b>3-5 points</b> <ul style="list-style-type: none"> <li>The position paper includes some of the structural elements.</li> <li>Some use of connectors to signpost relationships between ideas.</li> </ul>	<b>6-9 points</b> <ul style="list-style-type: none"> <li>The position paper includes all the structural elements: <ul style="list-style-type: none"> <li>i. an introduction (main issue and position statement) <b>(2 pts)</b></li> <li>ii. the body of the paper has supporting information/ discussion from two sources <b>(3 pts)</b></li> <li>iii. a conclusion (restate the position and make suggestions/recommendations). <b>(2 pts)</b></li> </ul> </li> <li>Proper use of connectors to signpost relationships between ideas <b>(2 pts)</b></li> </ul>
<b>Content</b> (Accuracy, relevance, and sufficiency of information provided; and conceptual flow of ideas)	<b>0-5 points</b> <ul style="list-style-type: none"> <li>The information in the introduction, body and conclusion are inaccurate, irrelevant or insufficient.</li> <li>The ideas in the paper do not progress/build on each other logically.</li> <li>Citations are missing and/ or incorrect.</li> </ul>	<b>6-13 points</b> <ul style="list-style-type: none"> <li>The information in the introduction, body and conclusion are partially accurate, relevant or sufficient.</li> <li>The ideas in the paper progress/build on each other logically but not in all cases.</li> <li>Citations are partially missing or partially incorrect.</li> </ul>	<b>14-20 points</b> <ul style="list-style-type: none"> <li>In the introduction, the main issue is accurate <b>(1 pt)</b>, and the position is relevant and clear. <b>(3 pts)</b></li> <li>In the body, shows <u>accurate</u> understanding of the source material; uses ideas from both sources in <u>relevant ways</u> to support the position; and the support provided is <u>sufficient</u> (given the scope of the task). <b>(8 pts)</b></li> <li>In the conclusion, the position is restated in other words <b>(1 pt)</b>, and the suggestions / recommendations are relevant <b>(3 pts)</b></li> <li>The ideas throughout the paper progress/build on each other logically <b>(2 pts)</b></li> <li>Adds citations correctly where necessary. <b>(2 pts)</b></li> </ul>
	<b>0-2 points</b>	<b>3-5 points</b>	<b>6-8 points</b>

<b>Vocabulary</b> (words and lexical chunks)  & <b>Grammar</b> (tenses and sentence structure)	<ul style="list-style-type: none"><li>• Poor word choice and level of vocabulary</li><li>• In most of the paper does not use their own words</li><li>• Mostly incorrect sentence structureTenses are mostly incorrect.</li></ul>	<ul style="list-style-type: none"><li>• Word choice and level of vocabulary are partially appropriate.</li><li>• In some cases does not use their own words.</li><li>• Partially correct sentence structure and tenses.</li></ul>	<b>Vocabulary:</b> <ul style="list-style-type: none"><li>• Word choice and level of vocabulary are appropriate. <b>(2 pts)</b></li><li>• Uses their own words <b>(2 pts)</b></li></ul> <b>Grammar:</b> <ul style="list-style-type: none"><li>• Sentence structure is correct. <b>(2 pts)</b></li><li>• Tenses <b>(2 pts)</b></li></ul>
<b>Mechanics</b>  (line spacing, punctuation, and capitalization)	<b>0-1 points</b>  Incorrect use of line spacing and mechanics	<b>2 points</b>  Partially correct use of line spacing and mechanics	<b>3 points</b>  <ul style="list-style-type: none"><li>• line spacing <b>(1 pt)</b></li><li>• punctuation <b>(1 pt)</b></li><li>• capitalization <b>(1 pt)</b></li></ul>

Students will receive 0 points if –

- The paper is not in English
- The paper is incomprehensible