

דגם תשובות לשאלון באנגלית, שאלון ז', (MODULE G), מס' 016108, מועד ב' תשע"ב

PART I: ACCESS TO INFORMATION FROM WRITTEN TEXTS (60 points)

THE SMELL OF A SALE

General comments:

* For misuse of pronoun, deduct for L1 according to General Guidelines

1.	ii [VB: iv] scent marketing is becoming more common	7
2.	iv [VB: iii] What effect the use of scents had.	8
3.	iii [VB: iii] can achieve its purpose	7
4.	[To show that people may dislike a smell if] their initial encounter with it was / is unpleasant // they associate it / it is associated with unpleasant things / something unpleasant.	8
5.	(The objection that) scents / it might cause allergies / allergic reactions (such as rashes or breathing problems)	8
6.	iii [VB: ii] Because different people like different smells. vi [VB: v] The smell is too strong.	2x7=14
7.	Promoting / Increasing / More / Increased sales & Enhancing people's shopping experience // An enhanced shopping experience & Changing / A change in / Affecting people's shopping behavior // People will stay (in the shop) longer <u>and</u> / <u>or</u> buy more.	7

PART II: WRITTEN PRESENTATION (40 points)

1. If write in full letter format, deduct 2 pts. Accept if address the passage to Dear Reader(s) / Editor.
2. If write in list form = 2 pts off content criterion.

Deduction for length (task requires 100-140 words)

# of words	# pts off
119-110	2
109-100	4
99-90	8
89-80	12
79-70	16
69-60	18
59-50	20
less than 50	40

SHEELON MUTAM	
# of words	# pts off
70-80	---
60-69	3
50-59	7
40-49	12
30-39	18
25-29	24
less than 25	40

Criteria	Descriptors				
Question 8 Content and Organization	<ul style="list-style-type: none"> the task is fully on topic task is well organized content is easily understood text is written mostly in student's own word 		<ul style="list-style-type: none"> the task is partially on topic text is fairly well organized content is sometimes hard to follow chunks of the task are not written in student's own words 		<ul style="list-style-type: none"> task is almost or fully <u>off</u> topic, but it is due to misunderstanding text is poorly organized content cannot be understood
	8	6	4	2	0
Question 9 Vocabulary	<ul style="list-style-type: none"> correct use of varied and rich vocabulary appropriate word / idiom choice and usage use of appropriate register 		<ul style="list-style-type: none"> correct use of appropriate vocabulary several errors of words / idiom choice and usage occasional use of inappropriate register 		<ul style="list-style-type: none"> very limited or inappropriate vocabulary frequent errors of word / idiom choice and usage inappropriate register
	8	6	4	2	0
Question 10 Language Use	<ul style="list-style-type: none"> correct use of advanced language structures hardly any errors of word order, connectors, pronouns, prepositions 		<ul style="list-style-type: none"> correct use of basic language structures incorrect or no use of advanced language structures several errors of tense, word order, connectors, pronouns, prepositions 		<ul style="list-style-type: none"> consistent incorrect use of basic language structures frequent errors of word order, connectors, pronouns, prepositions
	16	12	8	4	0
Question 11 Mechanics	<ul style="list-style-type: none"> hardly any errors of, spelling, punctuation, capitalization; correct use of paragraphing 		<ul style="list-style-type: none"> occasional errors of spelling, punctuation, capitalization, run-ons limited use of paragraphing 		<ul style="list-style-type: none"> frequent errors of spelling, punctuation, capitalization, run-ons; no paragraphing
	8	6	4	2	0