

- א. סוג הבחינה: בגרות לבתי ספר על-יסודיים  
ב. בגרות לנבחני משנה  
ג. בגרות לנבחנים אקסטרניים  
מועד הבחינה: תשע"ב, מועד ב  
מספר השאלון: 407,016108

## אנגלית

### שאלון ז'

(MODULE G)

### גרסה א'

### הוראות לנבחן

- א. משך הבחינה: שעה וחצי
- ב. מבנה השאלון ומפתח ההערכה: בשאלון זה שני פרקים.  
פרק ראשון – הבנת הנקרא – 60 נקודות  
פרק שני – משימת כתיבה – 40 נקודות  
סה"כ – 100 נקודות
- ג. חומר עזר מותר בשימוש: אחד מבין המילונים האלה:  
— מילון אנגלי-אנגלי-עברי  
**או**  
— מילון אנגלי-עברי-עברי-אנגלי  
— قاموس إنجليزي – إنجليزي – عربي (מילון אנגלי-אנגלי-ערבי)  
**או**  
— قاموس إنجليزي – عربي / عربي – إنجليزي (מילון אנגלי-ערבי / ערבי-אנגלי)
- 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: על כתיב שגוי יופחתו נקודות מהציון.

ההנחיות בשאלון זה מנוסחות בלשון זכר ומכוונות לנבחנות ולנבחנים כאחד.

**בהצלחה!**

/המשך מעבר לדף/

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

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

**THE SMELL OF A SALE**

The smell of fresh bread spreads throughout the supermarket even when the ovens are empty; the air of amusement parks is filled with the odor of popcorn even when no popcorn machines are in sight. It's all part of the growing world of scent marketing – the use of synthetic scents to induce customers to stay longer and spend more. Thanks  
5 to recent technological advances, some 350 smells are available to retailers at relatively low cost, and more and more shop owners are now pumping the scent of their choice through their stores for as little as \$100 a month.

Smells have been found to elicit emotional responses, and consequently to affect behavior. According to one study, for example, people in a pleasantly scented area of  
10 an office building were more likely to help a stranger than when the same area was unscented. Retailers seek to take advantage of the effect of scents to trigger a positive response to their merchandise or to enhance people's overall shopping experience. For instance, when an American shoe manufacturer opened its first store in China, a wood and leather scent was sprayed in the air to convey a sense of tradition and  
15 superior quality. Sales figures showed that shoppers spent twice as much as they did in unscented shoe stores of similar size.

Scent marketing, however, is far from an exact science, and indeed, many attempts to exploit the influence of smell have been dismal failures. One reason is that people's reactions to an odor can vary widely, and often depend on their initial encounter with  
20 it. An international study conducted in the mid-1960s, for example, found that the smell of the wintergreen plant aroused different emotions in America and in Britain. Whereas American participants found it pleasant because it was associated with chewing gum and candy, it was considered repulsive in Britain, where it was primarily used in medicinal products. Moreover, the response to a scent-based campaign can  
25 be unpredictable, as it was last year in San Francisco, where strips coated with the synthetic scent of chocolate chip cookies were hung in bus stations. Transit officials soon ordered the strips to be removed due to passengers' fears that they might cause allergic reactions such as rashes or breathing problems.

Scent makers, however, point out that the industry long ago discontinued the use of chemicals that might irritate the skin or the respiratory system. Objections, they claim, are far more likely to be based on a mere dislike of a particular fragrance. But Leonard Gordon of *The Smart Consumer* magazine insists that consumers' complaints are not just a matter of a personal preference for one smell over another. "Even smells you like can be extremely annoying if they're overpowering, especially when exposure to them is involuntary," he says. "Shop owners who choose to spray a scent throughout their store should therefore keep in mind that the outcome won't necessarily be what they expect."

### QUESTIONS (60 points)

Answer questions 1-7 in English, according to the article. In questions 1, 2 and 3, circle the number of the correct answer. In the other questions, follow the instructions.

1. From lines 1-7 we learn why (-).
  - (i) scent marketing benefits customers
  - (ii) scent marketing is becoming more common
  - (iii) certain synthetic scents are especially effective
  - (iv) some synthetic scents cost more than others

(7 points)
  
2. What are we told in both examples in lines 8-16?
  - (i) Which people were most affected by scents.
  - (ii) Which scents were considered pleasant.
  - (iii) Why some places were left unscented.
  - (iv) What effect the use of scents had.

(8 points)
  
3. The example of the shoe manufacturer is given to show that scent marketing (-). (lines 8-16)
  - (i) can be used internationally
  - (ii) is popular with American businesses
  - (iii) can achieve its purpose
  - (iv) costs a lot of money

(7 points)

4. Why does the writer present the wintergreen study? (lines 17-28)  
COMPLETE THE ANSWER.

To show that people may dislike a smell if .....

.....

(8 points)

5. Which objection to scent marketing mentioned in lines 24-35 is NOT justified?

ANSWER: .....

(8 points)

6. Why might there be negative responses to a scent-based campaign? (lines 29-37)

PUT A ✓ BY THE TWO CORRECT ANSWERS.

- ..... i) Because the scent is hard to identify.
- ..... ii) Because many people don't notice smells.
- ..... iii) Because different people like different smells.
- ..... iv) Because the scent wasn't tested properly.
- ..... v) Because the smell is not natural enough.
- ..... vi) Because the smell is too strong.

(2×7=14 points)

7. According to Leonard Gordon, the outcome may not be what shop owners expect (lines 36-37). What outcome do they expect?

Base your answer on information in another paragraph.

ANSWER: .....

(8 points)

**PART II: WRITTEN PRESENTATION (40 points)**

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

8. A teen magazine has asked readers to write on the following topic.

Statistics show that drivers aged 17-24 are more likely to be involved in traffic accidents than any other age group. Explain what you think are the causes of this problem, and / or how you think it can be solved.

Write a passage for the magazine, stating and explaining your opinion.

**ב ה צ ל ח ה !**

Use this page and the next (nos. 5-6) for writing a rough draft.



