

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

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

INSIDE STORY

General comment: misuse of pronoun = deduct for L1 according to General Guidelines

1.	ii [VB: iii] Why new market research techniques are needed.	8
2.	[They do so in order to] (help companies) gain a more accurate picture of consumer preferences & (help companies) find out about consumer responses (to their products and advertising campaigns) & (help companies) predict actual consumer behavior & help companies succeed & prevent the failure of products and / or advertising campaigns & (help companies) identify what we'd be willing to spend our money on / buy. * Only 'help companies' = C3 = 2 pts off	8
3.	iii [VB: iv] There is scientific support for the way many products are advertised	7
4.	[We learn why they] are (becoming) popular / have become popular (in the last few years) // are used by more / many businesses & use brain scans.	8
5.	Accept answers that are either specific or general, eg: [They want to know this because] emotions (especially) are a key factor in brand loyalty (the long term bonds we build with certain brands) // emotions influence people's / consumers' preferences / decisions (what to buy) // emotions play a major role in our preference for one product over essentially identical competitors / over others. * <i>Accept</i> : many economic decisions are made on the subconscious level (<i>with or without</i> : memories, associations and emotions all play ... competitors) // of the role of emotions in our (consumer / economic) decisions	8
6.	One answer should come from lines 21-28 and the other from lines 29-36. The order of the answers doesn't matter. <u>Lines 21-28</u> : [Neuromarketing] is unreliable / is not (necessarily) more reliable than traditional methods. & [Neuromarketing] is irresponsible (<i>with or without adding info from lines 26-29, eg: because brain function is so complex that you can't draw practical conclusions from brain scans.</i>) <i>NOTE: if don't <u>only</u> complete the sentence but <u>also</u> start a new one (eg "... irresponsible. Brain function...") = 2 pts off.</i> <u>Lines 29-36</u> : [Neuromarketing] is unethical // has (negative) ethical implications // can help companies entice ... / can be used by companies to entice customers / people into buying things they don't want, don't need <u>and / or</u> can't afford.	2x7=14
7.	iii [VB: ii] Consumers cannot be manipulated easily.	7

PART II: WRITTEN PRESENTATION (40 points)

1. If write in full letter format, deduct 4 pts. Accept if address the passage to Dear Reader(s) / Editor.
2. If write in list form = 2 pts off content criterion.
3. Accept if give mixed opinion.

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 		<ul style="list-style-type: none"> the task is partially on topic text is fairly well organized content is sometimes hard to follow 		<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 is very difficult to follow
	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