.Checked by the teacher.
وزارة التربية والتعليم
الإدارة التربوية
قسم كبير للامتحانات
دفتر امتحان
تحية للممتحن!

اقرأ بتمعن التعليمات في هذه الصفحة واعمل وفقًا لها بالضبط. عدم تنفيذ التعليمات قد يؤدي إلى عواقب مختلفة وحتى إلغاء امتحانك. اعد الامتحان لفحص تحصيلاتك الخاصة، لذلك اعمل بشكل ذاتي فقط. أثناء الامتحان، لا يسمح طلب المساعدة من الغير بواسطة الحصول على موطدة مكتوبة أو الحديث، كما لا يسمح مساعدة ممتحنين آخرين، حتى لو توجهوا إليك.
لا يسمح إدخال مواد مساعدة - كتب، دفاتر، قوائم، أجهزة اتصال بأنواعها وما شابه - إلى غرفة الامتحان ما عدا مواد مساعدة يسمح استعمالها المفصلة في نموذج الامتحان أو في تعليمات مسبقة من الوزارة.
إذا كانت لديك مواد مساعدة لا يسمح استعمالها، سلمها للمراقب قبل بدء الامتحان. بعد أن تنتهي من كتابة الامتحان، سلم الدفتر للمراقب، وغادر غرفة الامتحان بهدوء.
نرجو التقيد بنزاهة الامتحانات!

تعليمات للممتحنين الداخلي

تأكد بأن تفاصيلك الشخصية مطبوعة على ملصقات الممتحن التي حصلت عليها، وأن تفاصيل نموذج الامتحان الذي تمتتحي به مطبوعة على ملصقات نموذج الامتحان التي حصلت عليها.
إقصى على غلاف الدفتر، في المكان المخصص لذلك، ملصقة الممتحن (بدون اسم) والملصقة نموذج الامتحان.
إذا لم تحصل على ملصقات، اكتب بخط يد التفاصيل في المكان المخصص لملصقة الممتحن.

تعليمات للممتحنين

لا يسمح الكتابة في حومات الدفتر (في المنطقة المخططة)، لعله لا يتم مسح ضوئي لهذه المنطقة.
اكتب كلمة مسودة في رأس كل صفحة تستعملها مساعدة.
لا يسمح استعمال الشيكستكس في دفتر الامتحان، إذا أردت المحو، ضع خطًا أو وضع (X) على المكتوب.
يجب الكتابة في دفتر الامتحان بقلم حبر فقط.
لا يسمح كتابة اسم المدرّس في الامتحان بحبوب ذكر اسم.
لا يسمح إضافة أو تغيير أي تفاصيل في الملصقات، وذلك لمنع عواقب في تشخيص الممتحن.

ننمنى لك النجاح!
A. 

Module: C

Section A

Instructions

1. The exam consists of one section: Understanding the Structure of the Test and Scoring Criteria

2. In English, write all your answers in the designated boxes. (1)

3. At the end of the exam, return the test to the invigilator. (2)

4. Guidelines for this exam are posted on the front page of the Ministry of Education's website.

5. The instructions for this exam are written in masculine and are intended for both girls and boys.

Best wishes!

/Continue to the next page/


c

שאולון ג’

(MODULE C)

גרסה א’

הוראות ל الفندق

A. 

Test Module: Understanding the Structure of the Test and Scoring Criteria: 100 points

B. 

Number of questions and answers. Questions and answers must be in English. (3)

C. 

In English, write all your answers in the designated boxes. (2)

D. 

At the end of the exam, return the test to the invigilator. (1)
A NEW WAY TO START A BUSINESS
by Ann Worth

Adam Carter, a young engineer, wanted to develop a watch which displays information such as text messages that are sent from a cellphone. He tried to get rich investors to give him money to develop the watch, but they were not interested.

So he decided to advertise on Kickstarter, an Internet site where ordinary people can invest in creative projects. People don't have to invest a lot. For example, they can invest as little as $99 in Carter's watch. Less than two hours after his advertisement appeared on the Kickstarter site, Carter reached his goal of $100,000. Within a week, nearly 50,000 people had invested almost $7 million.

People who want to invest in Kickstarter get detailed information about the projects they are interested in. They can also see specially made videos that may help convince them to put their money into particular projects. Once they have invested, in addition to the profits they can make, they often get a bonus as well. In Carter's project, they get a watch. Kickstarter doesn't charge money to advertise a project. However, if the project is successful, it gets five percent of the investment.

Today, cheap Internet services like Kickstarter give people a chance to try out ideas and see if there is a market for them. This makes it easier for them to decide if they want to start a new business. Carter's watch is the latest and the most successful example of how Kickstarter is changing the way people start businesses.
The site first began as a way to get money for specific projects like unusual documentary films or pop concerts. It quickly grew to include the production of video games and original gadgets. "Sites like Kickstarter have now become a real alternative to starting a company in the traditional way," said Daniel Wang, a business professor at the University of Pennsylvania.

Norman Fisher, president of a computer company, doesn't completely agree with Professor Wang. Fisher admits that sites like Kickstarter may be good for small businesses. However, he believes it's impossible to avoid the traditional ways of starting large businesses. Fisher says, "These businesses need a support team to help young and inexperienced people deal with complicated problems. Such support doesn't exist on sites like Kickstarter. There is a big difference between a simple, one-time project and a sophisticated, large business. It's important not to confuse the two."

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Answer questions 1-11 in English according to the article. In questions 1, 4, 6, 7, 9 and 11, circle the number of the correct answer. In the other questions, follow the instructions.

1. What do we learn about Carter's watch in lines 1-4?
   i) How much the watch will cost.
   ii) When Carter developed it.
   iii) Who helped Carter develop it.
   iv) What Carter's watch can do.

   (9 points)
2. COMPLETE THE SENTENCE. (lines 1-9)
   Carter decided to advertise on Kickstarter because he couldn't ...................
   ..............................................................................................................................
   (9 points)

3. Why is Kickstarter a good place for people to invest their money?
   (lines 5-9)
   ANSWER: .................................................................................................................
   ..............................................................................................................................
   (9 points)

4. How do we know that using Kickstarter was a good idea for Carter?
   (lines 5-9)
   i) His advertisement appeared within two hours.
   ii) He sold 50,000 watches.
   iii) A rich person invested millions of dollars.
   iv) He got the money he needed very quickly.
   (9 points)

5. How can people learn about an investment on Kickstarter? Give ONE answer. (lines 10-16)
   ANSWER: ..............................................................................................................................
   ..............................................................................................................................
   (9 points)

6. What more do lines 10-16 tell us about Kickstarter projects?
   i) How many people invest in them.
   ii) What investors can get.
   iii) Which project is most successful.
   iv) Who develops the projects.
   (9 points)
7. How does Kickstarter make money on successful projects? (lines 10-16)
   i) They get bonuses from investors.
   ii) They sell videos about the projects.
   iii) They take money for each advertisement.
   iv) They get a percentage of the money invested.
   (9 points)

8. How do sites like Kickstarter help people decide if they should start a business? (lines 17-20)
   ANSWER: 
   ...............................................................................................................
   .................................................................................................................................... .
   (9 points)

9. Why are "pop concerts" mentioned in line 22? (lines 21-25)
   i) They are becoming big businesses.
   ii) Many people like to invest in them.
   iii) They were one of the first Kickstarter projects.
   iv) They help convince people to invest money.
   (9 points)

10. What do Professor Wang and Norman Fisher agree on? (lines 21-33)
    ANSWER: ...................................................................................................................
    .................................................................................................................................... .
    (10 points)

11. According to Fisher, what is the main problem in using Kickstarter? (lines 26-33)
    i) It doesn't invest in big computer companies.
    ii) It is too traditional for small businesses.
    iii) Only a few people get the money they need.
    iv) It doesn't have support teams.
    (9 points)