

דגם תשובות לשאלון באנגלית, שאלון ג', (MODULE C), מס' 016104, חורף תשע"א

PART I: ACCESS TO INFORMATION FROM WRITTEN TEXTS (100 points)

THE POWER OF SMELL

General comment: – For misuse of pronoun, deduct 1 pt only ONCE per question. However, accept if the pronoun is used appropriately with quotation marks.

– For cases of ignoring the stem in answers requiring completions, consult the General Guidelines.

1.	ii) The effects of smells on people. [VB: iv]	7
2.	[People] buy more // enter / go into the store (and buy more) // are attracted to the store (and buy more) <i>Accept the <u>future</u> tense as well.</i> <i>If write: "want to go to a store with pleasant smells" - accept.</i> <i>If write: "increase sales - 0.</i>	8
3.	iv) Businesses are using it to increase sales. [VB: iii]	9
4.	(Since the hotel began using this special scent) the number of guests returning to the hotel (has) increased. // Guests returned to the hotel. // More guests returned / came back (to the hotel) <i>Accept the <u>present</u> tense as well.</i>	9
5.	(1) (Some scents bring back childhood memories such as) a favorite food. <i>If write only " childhood memories" - 0</i> (2) (Scent of) fresh flowers (make people remember their stay in the hotel) <i>If write only: "the smell / scent in the hotel" - accept.</i>	2×8=16
6.	ii) They can smell the tea before buying it. [VB: i]	9
7.	(Soon) their products became very popular. <i>If write only "popular" - deduct 2 pts.</i>	9
8.	[Because they cannot] (easily) ignore advertisements that use smell(s) & control its / their influence.	9
9.	(It seems that) scents will continue to be used by businesses. // It will continue.	8
10.	iii) control their shopping behavior [VB: ii]	8
11.	i) Smells that Sell [VB: iii]	8
Total		100

(Questions 1-11=100 points)