

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

## אנגלית

### שאלון ז'

(MODULE G)

### גרסה ב'

### 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: מילון אוקספורד אנגלי-אנגלי-עברי.  
או: قاموس " هاراب " إنجليزي – إنجليزي – عربي  
(מילון הראפס אנגלי-אנגלי-ערבי)  
נבחן "עולה חדש" רשאי להשתמש גם במילון דו-לשוני: אנגלי-שפת-אמו / שפת-אמו-אנגלי.  
השימוש במילון אחר טעון אישור הפיקוח על הוראת האנגלית.
- 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.

**VOLUME CONTROL**

Standing in a coffee shop in London's Soho district, Julian Treasure isn't happy with what he hears. To him, the noises bouncing around the café — the rumble of an espresso machine, the hum of a refrigerator, the blaring music — sound like money slipping away. "With all this going on," he says, "you're not likely to stick around for a second cup." As head of the Sound Agency in London, Mr. Treasure wants businesses to realize that the wrong noise can have economic consequences. "Sound affects mood," he explains, "yet most of the sounds around us are unplanned."

It's long been known that sound can alter emotions and behavior. So why not use it to amplify profits? Mr. Treasure's thriving agency designs "audio environments" for its clients, replacing irritating sounds with more appealing ones. It's a novel approach to an old idea. While many businesses have mastered the art of influencing shoppers through sight or smell, using eye-catching displays or pleasant aromas to attract customers, few have focused on the smart use of sound. But that's changing. The U.S. firm Muzak, for instance, which used to specialize in bland elevator music, now supplies some 400,000 shops, restaurants and hotels around the world with songs tailored to their specific needs.

In Mr. Treasure's opinion, even when companies recognize the importance of sound, they need outside help to get it right. He offers the example of a chain of British toy shops where, in 2005, his agency replaced nursery rhymes and kiddie pop with relaxed classical music. The chain was thinking of the kids, he explains, forgetting that the spending power belongs to the parents, who don't necessarily want to be bombarded with toddlers' tunes. With the new music in place, sales increased by up to 10%.

This is also consistent with a basic rule of retailing: slow is good. People who don't feel rushed are apt to spend more time in the store, increasing the chances that they will actually buy something. An unhurried customer is therefore an ideal customer, and a mix of classical pieces or soothing undefined noise has been shown to encourage shoppers to slow down, relax — and make more purchases.

A drummer in two rock bands in the 1970s and 1980s, Mr. Treasure may seem an unlikely figure to introduce companies to the commercial value of sound. But his  
 30 three-year-old firm appeared at a time when businesses were waking up to the full possibilities of stimulating all the senses. And as marketing specialist Tim Denison points out, growing competition for the attention of time-pressed consumers is forcing more and more businesses to focus on the total sensory experience they provide. The message is loud and clear: The way to customers' wallets is through their senses.

(Adapted from "Volume Control," *TIME*, August 2, 2007)

**QUESTIONS** (60 points)

Answer questions 1-7 in English, according to the article. In questions 1, 5 and 6 circle the number of the correct answer. In the other questions, follow the instructions.

1. The examples in lines 2-3 are given in order to show that certain kinds of sounds (—).
  - (i) are typical of coffee shops
  - (ii) are recommended by the Sound Agency
  - (iii) can hurt business
  - (iv) do not affect mood very much

(7 points)
  
2. What can we understand from the sentence "But that's changing" (line 13)?  
 COMPLETE THE ANSWER.  
 Nowadays, businesses .....  

(7 points)
  
3. What does the story of the toy store show? (lines 17-22)  
 PUT A ✓ BY THE TWO CORRECT ANSWERS.
  - ..... i) Why stores should change their music from time to time.
  - ..... ii) How sound experts can be of use to stores.
  - ..... iii) How people's taste in music has changed.
  - ..... iv) Why stores must identify their customers correctly.
  - ..... v) What kinds of mistakes sound experts can make.
  - ..... vi) Which businesses best understand the importance of sound.

(2×8=16 points)

4. According to both the 3<sup>rd</sup> and 4<sup>th</sup> paragraphs (lines 17-27), how can store owners promote sales?

ANSWER: .....  
(9 points)

5. From the phrase "an unlikely figure" (lines 28-29), we can understand that the writer would not have expected Mr. Treasure to (—).

- (i) know a lot about sound
- (ii) like classical music
- (iii) look for another career
- (iv) become a business adviser

(7 points)

6. What can we understand from Tim Denison? (lines 28-34)

- (i) Why people have less time to go shopping.
- (ii) Which kinds of sensory experience customers prefer.
- (iii) Why the experience of shopping is changing.
- (iv) Why it's important to increase competition between businesses.

(7 points)

7. Give a fact from the article which helps explain why the Sound Agency is "thriving" (line 9). Take your answer from another paragraph.

ANSWER: .....  
(7 points)

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

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

WRITE IN INK (NOT IN PENCIL). PAY CAREFUL ATTENTION TO HANDWRITING.  
MAKE SURE YOU WRITE LEGIBLY AND TO THE POINT.

8. An international teen magazine has asked readers to write on the following topic:

It has been suggested that in order to increase road safety, everyone with a driver's licence should be required to take another driving test every five years. Do you agree or disagree with this suggestion?

Write a passage for the newspaper stating and explaining your opinion.

**בהצלחה!**

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



