סוג הבחינה:	א.	בגרות לבתי ספר על־יסודיים
	ב.	בגרות לנבחני משנה
	ג.	בגרות לנבחנים אקסטרניים
מועד הבחינה:		חורף תשע״ג, 2013
מספר השאלון:		016108, 407

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	—	<u>40</u>	<u>נקודות</u>
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 <u>גם</u> במילון דו־לשוני: אנגלי-שפת־אמו / שפת־אמו-אנגלי.

ד.   <u>הוראות מיוחדות:</u>

(1)   עליך לכתוב את <u>כל</u> תשובותיך בגוף השאלון (במקומות המיועדים לכך).

(2)   כתוב את כל תשובותיך <u>באנגלית</u> <u>ובעט בלבד</u>. <u>אסור</u> להשתמש בטיפקס.

(3)   בתום הבחינה החזר את השאלון למשגיח.

<u>הערה:</u> על כתיב שגוי יופחתו נקודות מהציון.

ההנחיות בשאלון זה מנוסחות בלשון זכר ומכוונות לנבחנות ולנבחנים כאחד.

ב ה צ ל ח ה !

/המשך מעבר לדף/

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

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

THE POWER OF THE CROWD

Have you ever had the urge to improve the design of a product so that it would be more attractive, more practical, or easier to operate? You are not alone – people all over the world believe they could do a better job than the professionals. Nowadays they are getting a chance to prove it: more and more manufacturers are making use of

5   "crowdsourcing," a new business strategy in which companies ask for – and get – help from the general public, also known as "the crowd."

The term "crowdsourcing" was first coined in 2006 by journalist Jeff Howe to describe a trend he was seeing in a wide range of industries, from pharmaceuticals to electronics. Companies across the globe were turning to consumers for help in

10 improving a service, solving a problem, or designing a product. Thanks to the Internet, Howe noted, they were reaching huge numbers of potential contributors of all ages and professional backgrounds, and quickly getting their input. The best suggestions were then selected and implemented.

Crowdsourcing can be used both to seek out new ideas and to evaluate their market

15 potential. The American T-shirt maker Threadless, for example, has a website where it receives hundreds of T-shirt designs from amateur and professional artists every week. Visitors to the site are invited to rate each design on a scale from 0 to 5, and to indicate whether they would actually buy the shirt if it were manufactured, enabling Threadless to estimate potential sales. The most popular designs are put into

20 production. In a similar way, the Japanese manufacturer Henka asks the registered members of its website – about half a million in number – to suggest novel products for the home. Members also rate the ideas, and those with the highest scores are given to the company's professional designers for development. Consequently, both Threadless and Henka are able to offer customers a wide range of choices with proven

25 appeal, thereby reducing the economic risks usually involved in developing new products.

While participation in crowdsourcing may win the contributors some sort of cash prize, they are rarely motivated by financial gain. Far more often people take on a task in the hope of being noticed by a potential employer. Other major incentives

30 include the intellectual challenge and the social and professional prestige that could come from public acknowledgement of their work. Threadless, for instance, rewards contributors by putting the name of the designer on every T-shirt it manufactures.

How common is crowdsourcing likely to become? Howe himself felt there are reasons to believe that the examples of crowdsourcing he was seeing were just the beginning

35 of a major change in the way companies do business. "Actually," he wrote, "there are about 200 million reasons to believe it. That's the rough number of kids around the world that currently have Internet access."

QUESTIONS (60 points)

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

1. Which of the following is true according to lines 1-6?

    (i)   Nowadays more products are designed by professionals.

    (ii)   Companies often change the design of their products.

    (iii)   The public is increasingly involved in product design.

    (iv)   Fewer customers today are pleased with the products they buy.

                                                                    (8 points)

2. What do we learn from lines 7-13?

    PUT A √ BY THE TWO CORRECT ANSWERS.

    .... i)   Why the trend began in 2006.

    .... ii)   Which industries use crowdsourcing the most.

    .... iii)   What crowdsourcing is used for.

    .... iv)   Why certain products are difficult to design.

    .... v)   How crowdsourcing is done.

    .... vi)   Which contributors offer the best suggestions.

                                                            (2×7=14 points)

3.   What is presented in both the <u>second</u> and the <u>third</u> paragraphs (lines 7-26)?

    (i)   Consumers' opinions about crowdsourcing.

    (ii)   Crowdsourcing's biggest success stories.

    (iii)   The history of crowdsourcing.

    (iv)   Benefits of crowdsourcing.

                   (8 points)

4.   How do the companies mentioned in lines 14-26 find out which of the ideas that are posted on their websites have the greatest appeal?

COMPLETE THE SENTENCE.

The ideas ....

                   (8 points)

5.   In lines 28-29, the writer mentions people who "take on a task." What task might they take on? Give ONE answer from <u>another</u> paragraph.

ANSWER: ....

                   (7 points)

6.   COMPLETE THE SENTENCE.

According to lines 27-32, one common reason people take part in crowdsourcing is that they ....

                   (7 points)

7.   Why does Howe mention the number of kids with Internet access? (lines 33-37)

COMPLETE THE ANSWER.

To explain why he thinks that crowdsourcing ....

....

                   (8 points)

PART II: WRITTEN PRESENTATION (40 points)

Write 120-140 words in <u>English</u> on the following topic.

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

   Which profession(s) do you think should get the highest pay?

   Choose one or two professions and write a passage for the magazine explaining your choice.

בהצלחה!

Use <u>this page and the next</u> (nos. **5-6**) for writing a rough <u>draft</u>.

Write your <u>final</u> version here:

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