

Schriftliche Berufsreifeprüfung

5. Mai 2017

Englisch
Lesen (B2)

Korrekturheft

Hinweise zur Korrektur

Bei der Korrektur werden **ausschließlich die Antworten auf dem Antwortblatt** berücksichtigt.

Korrektur der Aufgaben

Bitte kreuzen Sie bei jeder Frage im Bereich mit dem Hinweis „*von der Lehrperson auszufüllen*“ an, ob die Kandidatin/der Kandidat die Frage richtig oder falsch beantwortet hat.

Falls Sie versehentlich das falsche Kästchen markieren, malen Sie es bitte vollständig aus (■) und kreuzen das richtige an (☒).

richtig	falsch
<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>

Gibt eine Kandidatin/ein Kandidat bei einer Frage zwei Antworten an und ist eine davon falsch, so ist die gesamte Antwort als falsch zu werten. Bei den Testmethoden *Kurzantworten* und *Richtig/Falsch mit Begründung* zählen alle Wörter, die nicht durchgestrichen sind, zur Antwort.

Bei der Beurteilung werden nur ganze Punkte vergeben. Die Vergabe von halben Punkten ist unzulässig.

Akzeptierte Antworten bei der Testmethode Richtig/Falsch mit Begründung

Die Testmethode *Richtig/Falsch mit Begründung* sieht vor, dass für die Erreichung eines Punktes zwei Bedingungen erfüllt sein müssen:

1. Die Entscheidung, ob die jeweilige Aussage richtig oder falsch ist, muss korrekt sein.
2. Als „Begründung“ sind die ersten 4 Wörter jenes Satzes zu zitieren, der die Entscheidung belegt.

Das BIFIE empfiehlt im Sinne der Kandidatinnen und Kandidaten, Abweichungen von der Regel der ersten vier Wörter zu akzeptieren, wenn zweifelsfrei erkennbar ist, dass auf den die Entscheidung begründenden Satz Bezug genommen wurde (etwa, wenn 4 Wörter innerhalb des Satzes oder der ganze Satz zitiert werden).

Akzeptierte Antworten bei der Testmethode Kurzantworten

Das Ziel der Aufgaben ist es, das Hör- bzw. Leseverständnis der Kandidatinnen und Kandidaten zu überprüfen. Grammatik- und Rechtschreibfehler werden bei der Korrektur nicht berücksichtigt, sofern sie die Kommunikation nicht verhindern. Es sind nur Antworten mit maximal 4 Wörtern zu akzeptieren.

Standardisierte Korrektur

Um die Verlässlichkeit der Testergebnisse österreichweit garantieren zu können, ist eine Standardisierung der Korrektur unerlässlich.

Die Antworten Ihrer Kandidatinnen und Kandidaten sind vielleicht auch dann richtig, wenn sie nicht im Lösungsschlüssel aufscheinen. Falls Ihre Kandidatinnen und Kandidaten Antworten geben, die nicht eindeutig als richtig oder falsch einzuordnen sind, wenden Sie sich bitte an unser Team aus Muttersprachlerinnen und Muttersprachlern sowie Testexpertinnen und Testexperten, das Sie über den Online-Helpdesk bzw. die telefonische Korrekturhotline erreichen. Die Rückmeldungen der Fachteams haben ausschließlich beratende und unterstützende Funktion. Die Letztentscheidung bezüglich der Korrektheit einer Antwort liegt ausschließlich bei der beurteilenden Lehrkraft.

Online-Helpdesk

Ab dem Zeitpunkt der Veröffentlichung der Lösungen können Sie unter <http://bestellung.srdp.at/helpdesk> Anfragen an den Online-Helpdesk des BMB stellen. Beim Online-Helpdesk handelt es sich um ein Formular, mit dessen Hilfe Sie Antworten von Kandidatinnen und Kandidaten, die nicht im Lösungsschlüssel enthalten sind, an das BMB senden können. Sie brauchen zur Benutzung des Helpdesks kein Passwort. Sie erhalten von uns zeitnah eine Empfehlung darüber, ob die Antworten als richtig oder falsch zu bewerten sind. Sie können den Helpdesk bis zum unten angegebenen Eingabeschluss jederzeit und beliebig oft in Anspruch nehmen, wobei Sie nach jeder Anfrage eine Bestätigung per E-Mail erhalten. Jede Anfrage wird garantiert von uns beantwortet. Die Antwort-E-Mails werden zum unten angegebenen Zeitpunkt zeitgleich an alle Lehrer/innen versendet.

Anleitungen zur Verwendung des Helpdesks für AHS und BHS finden Sie unter:

- http://bestellung.srdp.at/Anleitung_Helpdesk_AHS.pdf (AHS)
- http://bestellung.srdp.at/Anleitung_Helpdesk_BHS.pdf (BHS)

Online-Helpdesk Englisch	
Eingabe Helpdesk:	Freitag 05. Mai 2017 um 16 Uhr bis Montag 08. Mai 2017
Eingabeschluss:	Montag 08. Mai 2017 um 12 Uhr
Versand der Antwort-E-Mails:	Donnerstag 11. Mai 2017 um 07 Uhr

Telefon-Hotline

Die Telefon-Hotline ist ausschließlich in den unten angegebenen Zeiträumen besetzt. Bitte ordnen Sie Ihre Anfragen nach Fertigkeit, Aufgabe und Fragenummer, um dem Hotline-Team eine rasche Bearbeitung zu ermöglichen. Vielen Dank!

Telefon-Hotline Englisch	
Telefon-Hotline Termin 1:	Donnerstag 11. Mai 2017 von 08:30 bis 10 Uhr
Telefon-Hotline Termin 2:	Donnerstag 11. Mai 2017 von 11 bis 12:30 Uhr
Telefon-Hotline Termin 3:	Donnerstag 11. Mai 2017 von 14 bis 16 Uhr
Telefonnummern:	01 533 6214 4062 01 533 6214 4064 01 533 6214 4059

1 Do you Vespa?

0	1	2	3	4	5	6
D	B	B	C	D	A	C

Begründungen

0

The text says: "Born as a low-cost product for the masses, this utilitarian scooter became a style statement in itself [...]" Therefore, at its beginning, the Vespa was created to be affordable by many people.

1

The text says: "Called Vespa, its concept and name were the fruit of Enrico Piaggio's intuition, while its structure took shape on the design table of Corradino D'Ascanio, aeroplane and helicopter engineer." Therefore, the Vespa was developed by an aircraft expert.

2

The text says: "Vespa would very soon become a myth: a myth constructed on over 15 million scooters produced and sold throughout the world, which have served not only to motorise entire countries, but also to unite people of diverse languages and cultures." Therefore, the Vespa turned into a legend because it has become globally successful.

3

The text says: "At first it was green and not wondrously beautiful, a symbol of transformation from war to peace. Then it became white and elegant, a product that imposed the *stile italiano*: from necessity to style, the recipe for the good life. Then it dressed itself in silver and was transformed into a myth of elegance, youth and adventure." Therefore, the colours of the Vespa reflected the atmosphere of the time.

4

The text says: "effective mass advertising campaigns were invented, like the one based on the slogan 'Vespizzatevi' (Vespa yourselves!) Piaggio also succeeded in creating a spontaneous customer organisation: Vespa Clubs, for example, with their own magazines and facilities." Therefore, marketing for the Vespa was well-planned and carried out.

5

The text says: "The Vespa had been consecrated as a recognisable symbol of Italian-ness: joyful, popular, uninhibited." Therefore, the Vespa is well-liked because it represents its home country's culture.

6

The text says: "[...] the Vespa, initially presented as solid (it is still made of metal), long-lasting and adventurous, appealed to pioneers during the '40s and '50s. In the '60s it reflected the Italy of change, of pleasure-seeking children, and was transformed into a toy with real performance, expressing novelty, modernity and anti-conformism. In the '70s and '80s it turned into an object of nostalgia; and in this decade, with technological innovations and the 1996 launch of the sleek new Vespa ET2 and ET4, it has become revolutionary, riding with all its appeal intact into the third millennium." Therefore, throughout the decades, the vehicle has adapted to cultural changes.

2 Where to go when you want to unplug

0	1	2	3	4	5	6	7	8	9	10
A	C	E	D	A/C	A/C	D	B/C	B/C	D	A

Begründungen

0

Text A contains the answer: "Offering yoga, cooking and artistic-themed retreats, this retreat is especially good for creative professionals or anyone on the verge of burnout who wishes to explore their artistic side." Tassajara Zen Mountain Center, California, is therefore ideal if you want to use your imagination.

1

Text C contains the answer: "Outward Bound's canoe camping trip in Minnesota's BWCAW North Country offers a million acres of gin-clear lakes, cascading waterfalls and rocky cliffs and is ideal for those who feel out of touch with nature or constrained by urban life." Outward Bound, Minnesota, is therefore ideal if you are a city resident missing the countryside.

2

Text E contains the answer: "Just like the monks, guests at all levels of retreats are assigned work, asked to observe periods of silence and share their vegetarian meals." Mepkin Abbey, South Carolina, is therefore ideal if you accept that you will be given jobs to do alongside your hosts.

3

Text D contains the answer: "Amangiri and most other properties owned by Amanresorts are in 'accessibly remote' locations, often a one- to two-hour drive from a major city or airport." Amangiri, Utah, is therefore ideal if you want to be close enough to urban areas.

4+5

Text A contains the answer: "Offering yoga, cooking and artistic-themed retreats, this retreat is especially good for creative professionals or anyone on the verge of burnout who wishes to explore their artistic side." Tassajara Zen Mountain Center, California, is therefore ideal if you feel emotionally exhausted.

Text C contains the answer: "Outward Bound offers a roster of packages for nature-orientated adults or those suffering from burnout or a traumatic life event such as divorce or death of a loved one." Outward Bound, Minnesota, is therefore ideal if you feel emotionally exhausted.

6

Text D contains the answer: "'We meet our guests where they are,' says Amangiri's general manager Nicholas Gold. 'If they require connectivity, we accommodate; if they wish to switch off, we facilitate this also.'" Amangiri, Utah, is therefore ideal if you want electronic services to suit individual needs.

7+8

Text B contains the answer: "All sailings are free of TV, phones and computers, except what the Coast Guard requires for the crew." Maine Schooner Stephen Taber, Maine, is therefore ideal if you think that mobiles should be used by staff only.

Text C contains the answer: "All Outward Bound excursions explicitly prohibit iPads, computers and cell phones, except for instructors' emergency communication devices." Outward Bound, Minnesota, is therefore ideal if you think that mobiles should be used by staff only.

9

Text D contains the answer: "The company's founder Adrian Zecha has a knack for finding scenic locales and bringing the best of the area to the resort's property, so guests never have to leave the property." Amangiri, Utah, is therefore ideal if you want top quality from the region without having to travel around.

10

Text A contains the answer: "It encourages visitors to use Zen Buddhist meditation principles, described by some guests as 'Japanese-esque', as well as the wisdom of the native Esselen people, who lived among the mountains and the purportedly curative hot springs for centuries." Tassajara Zen Mountain Center, California, is therefore ideal if you are interested in the insights of earlier inhabitants.

3 I did it my way

	akzeptiert	nicht akzeptiert
0	<i>by number</i>	
1	pronounce Chipotle pronounce it pronounce it themselfe pronounce the company name pronounce the name pronounce the restaurant name	choose ingredients dinner party eat Mexican food generate fast cash get out and order go through line go through the line have an open kitchen make fast food make their own meal order order by number order their meal pronounce the ingredients pronounce the meal select the food ingredients select their ingredients select their own ingredients select your ingredients
2	generate fast cash gain money very fast get fast cash have money fast make fast cash needs generate fast cash	<i>(answers which do not mention the aspect of earning money are not accepted; answers referring to the way how Ells earned the money he needed are also not accepted)</i> graduate graduate a college graduate the Culinary Institute have a partner invest 85000 dollars invest money <i>(this is only a means to generate fast cash; the text also does not specify whether Ells invested money for the first restaurant)</i> light it up loan money open a gourmet restaurant open his first Chipotle open just one more reinvent traditional Mexican food run his own restaurant select his ingredients take a loan take his father's money taste everything by himself to open a taqueria work quite hard
3	open a second restaurant could open one more expand go and expand he open one more open a new restaurant open another restaurant	as before as he had dreamt buy pasture-farmed pork investment light it up make it sexier offers bold flavours open a taqueria

	open another Mexican restaurant open just one more open one more restaurant run a second restaurant	open one more time reinvent traditional Mexican food smell and taste it with a loan
4	Small Business Administration loan credit for expansion investment from McDonald's loan money by Mc Donald's money for expansion	\$85.000 investment (<i>this was before and not after Ells invested the profits from his first Chipotle restaurant</i>) a chance (<i>too vague</i>) a expansion a lot of money (<i>too vague</i>) a restaurant a second Chipotle dozen restaurants fast food chain food given a surprising source idea to McDonalds investment loan from McDonald's majority shareholder majority shareholder McDonalds money from his father (<i>this was before and not after Ells invested the profits from his first Chipotle restaurant</i>) profit profit by McDonald's restaurant to his father single high-end one Small Business Administration third small business
5	a dozen restaurants 12 restaurants a dozen of restaurants a dozen restaurant dozen of restaurants dozen restaurant dozen restaurants had a dozen restaurants	535 restaurants 775 restaurants a fast food restaurant a high-end restaurant a surprising source a taqueria another restaurant fast cash going our separate way his own his second one his third restaurant McDonald's more restaurants (<i>too vague</i>) partnership restaurant chain restaurants three restaurants two McDonald's with McDonald's
6	majority shareholder majority investor majority shareholder McDonald's	administration loan biggest company different kinds of food expansion fast-crowing chain fast-growing chain founder of the growth kinds of food

		market leader McDonald's minority investor money money for expansion partner partnership profit separate biggest restaurant separate ways shareholder the growth the number one word's biggest food chain
7	organic produce adding more organic produce more organic produce more organic resources organic products organic and sustainable food organic food organic produced food organic sustainable resources products from sustainable resources sustainable food resources sustainable resources sustainable ressources	America grows American products artificial hormones fresh ingredients healthy products his original menu nothing less organic additions organic production part of an organisation resources some restaurants

Begründungen

0

The text says: "They said people have to order their meal by number. But I said no, you have to go through the line and select your ingredients." Therefore, Eells disliked the idea of his guests choosing the food by number.

1

The text says: "And everyone gave me grief over the name: Nobody'll be able to pronounce it!" Therefore, Eells's colleagues thought people would find it difficult to pronounce Chipotle.

2

According to the text, Eells "had long dreamt of running his own gourmet restaurant but needed to generate fast cash." Therefore, to make his wish come true, Eells had to generate fast cash.

3

The text says: "And it didn't take long before there was a line of people waiting to get in! So I thought, maybe I'll open just one more." Therefore, after his first success, Eells felt he might as well open just one more.

4

According to the text, the "second [restaurant] was funded with the profits and the third with a Small Business Administration loan." Therefore, after investing his own earnings, Eells was given a Small Business Administration loan.

5

The text says: "By the time Eells had a dozen restaurants, he'd given up on the idea of a single high-end one." Therefore, Eells stopped dreaming about an individual gourmet place after setting up a dozen restaurants.

6

According to the text, Ells “got the money for expansion from a surprising source, McDonald’s, first as a minority investor and then three years later as the majority shareholder.” Therefore, Ells’s business partner increased investment to become the majority shareholder.

7

According to the text, Ells “just keeps adding more organic produce from more sustainable resources.” Therefore, Ells has increased the use of organic produce.

4 Recruitment and staff turnover: hiring and losing staff

0	1	2	3	4	5	6	7
C	G	B	H	E	J	I	A

Begründungen

0

The first half of the paragraph stresses the importance of a good recruiting process leading to staff with particular qualities, while poor recruiting leads to employment of the wrong people. The text says: “A good recruiting process will obtain high quality, productive employees who will stay with your company for years.”

1

The second part of the first paragraph points out the cost of poor recruiting, money a company cannot afford to lose; it then gives an example of how to avoid poor recruiting. The text says: “This is money that you can’t afford to be losing, especially when it is possible to avoid this by using a data-driven recruiting process that helps you evaluate, compare, and hire the best candidates.”

2

The second paragraph examines causes for poor hiring decisions. The text says: “Hiring managers change over the years and when companies use multiple hiring managers or interviewers, they are likely all using different metrics to judge potential candidates.”

3

The third paragraph stresses the cost of turnover and concludes that it is too high. The text says: “Turnover is something that companies can’t take lightly.”

4

The fourth paragraph examines further causes for poor recruitment and points out the advantages of a multi-stage interviewing process. The text says: “Alternatively, in companies that use a multi-stage interviewing process, the process prevents negative information about the new potential employee from being communicated to others involved in the hiring process.”

5

The paragraph continues to discuss poor recruitment, explaining the disadvantages of two candidates not being interviewed by the same recruiter. The text says: “Two candidates may not interview with the same individuals, which means they don’t get compared directly, which leads to uninformed decisions being made about which candidate to hire.”

6

This paragraph states that training to improve skills and efficiency is less valuable if the wrong employees have been hired. The text says: “Employee training to improve skills and efficiency are less valuable when offered to employees who don’t already have a solid basis of the right types of skills for the jobs.”

7

This paragraph stresses the importance for companies to streamline their hiring process; by making informed decisions, the right employees are hired. The text says: “You need to implement a streamlined

recruiting process that provides data-driven reports and analytics on potential candidates that your hiring managers can use to compare candidates knowledgeably."