

Standardisierte kompetenzorientierte
schriftliche Berufsreifeprüfung

11. Jänner 2018

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
☐	☒
☒	☒

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 der Testmethode *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 BMB 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 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 werten sind. Sie können den Helpdesk bis zum 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 zeitgleich an alle Lehrerinnen und Lehrer 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)

Die Zeiten des Online-Helpdesks entnehmen Sie bitte <https://ablauf.srdp.at>. Falls eine telefonische Korrekturhotline angeboten wird, sind die Zeiten ebenfalls dort ersichtlich.

1 The man who influenced American culture

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

Begründung

0

The text says: "He was the most influential protagonist of industrial design that North America has ever known and has had a significant impact on the tastes and lifestyles of several generations. Loewy's design philosophy still has an influence on the industrial design world today." Therefore, Raymond Loewy became famous because he influenced the appearance of many brands.

1

The text says: "Loewy was the first person to understand design as a marketing factor: 'If you have two products which do not differ in terms of price, function and quality, it is the product's attractive external appearance which wins the race.'" Therefore, according to Raymond Loewy, the look of an item influences the decision to buy.

2

The text says: "Between 1925 and 1980, he had a decisive impact on the everyday American culture. [...] Industry assigned him the task of creating new designs and cosmetic corrections to all kinds of products ranging from automobiles to toothpaste tubes, office furniture, ocean liners, lipsticks and coffee cups." Loewy therefore had an important influence on the appearance of everyday items.

3

The text says: "Many of the products that Loewy designed are still familiar to us today." In the 20th century, Raymond Loewy therefore developed shapes and signs still known now.

4

The text says: "He changed the green to white and put the 'bull's eye' on both sides of the packet. This meant that the front and back had the same design and the trademark was always visible. No matter how the packet was placed, the symbol could always be seen and recognized." Therefore, one of Loewy's successful ideas was to make the logo of a famous product more noticeable.

5

The text says: "He believed that the job of a designer was more complex than that. He investigated the market as well as inquiring into the wishes and needs of the customer. In addition to design, he gave equal rights to the requirements for user friendliness, ease of use, production costs and retail price." In Loewy's opinion, a designer must therefore consider many aspects of a product.

6

The text says: "Loewy, whose streamline styling advanced to become the consumer drive behind the Western world, described himself as an 'apostle of simplicity and restraint.'" In Loewy's view, the visual appeal of a product therefore depends on straightforward and practical design.

2 What happiness is all about

0	1	2	3	4	5	6	7
D	B	C	A	B	D	C	A

Begründung

0

The text says: "If you're like many people, contemplating your newfound wealth would probably make you think about one thing above all else: yourself. A growing body of research shows that the mere whiff of money draws out our selfish sides, focusing us on what that money can do for us, and us alone." Money therefore makes people self-centered.

1

The text says: "But studies by a generation of behavioral scientists show that material goods often fail to deliver lasting happiness." Owning things therefore frequently brings people only short-term pleasure.

2

The text says: "Changing how you spend as little as \$5 can lead to measurable increases in your happiness." Happiness therefore grows with the choice of purchase.

3

The text says: "But making these changes requires challenging some of our fundamental assumptions about spending." People's attitudes to using money therefore need to be critically reviewed.

4

The text says: "In the five years after relocating, the residents reported a significant increase in satisfaction with their housing, but their overall satisfaction with their lives didn't budge." Germans who have changed accommodation are therefore pleased with their choice of place.

5

The text says: "And dozens of studies show that people get more happiness from buying experiences than from buying material things. [...] And while it's anyone's guess where the American housing market is headed, the value of experiences tends to grow over time, becoming rosier in the rearview mirror of memory." What people therefore appreciate most is recalling special moments.

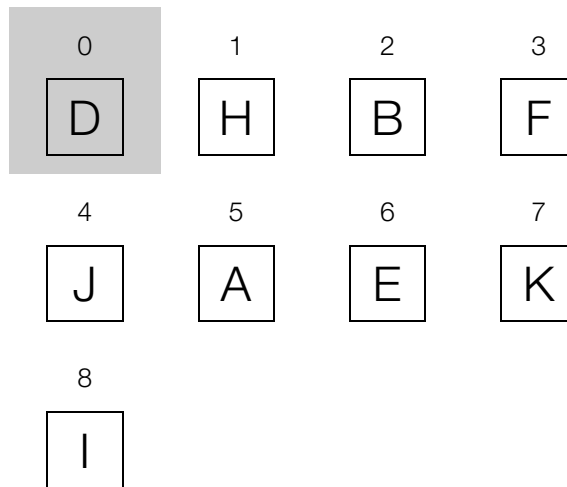
6

The text says: "Decades of research point to the importance of social contact for improving mental and physical health." Social activities therefore help body and mind.

7

The text says: "So, doing things with other people makes a difference for happiness, and our research suggests that doing things for other people can provide an additional boost." Making someone else happy therefore secures personal well-being.

3 Fast-food improved



Begründungen

0

The paragraph is about unusual marketing strategies McDonald's has recently employed. The text says: "From a burger-for-your-beer-can program to hiring the MythBusters guy to dispel pink slime rumors, McDonald's marketing team cooked up plenty of weird ideas to lure back customers in 2014. Now the fast-food behemoth is experimenting with what probably should have been the focus in the first place: the menu."

1

The paragraph is about a change of company identification. The text says: "McDonald's recently overhauled an outlet in Sydney by stripping it of the usual red-and-yellow branding and renaming it The Corner. (The only sign it's a McEstablishment: the word 'McCafe' in small print on the logo.)"

2

The previous sentences imply that there were changes to the usual McDonald's appearance, and the following sentence continues with new food on the menu. The text says: "The restaurant is 'a learning lab,' according to Business Insider Australia, and serves a menu that includes salads with Moroccan roast chicken breast, chipotle pulled pork, pumpkin, and eggplant. It also offers sandwiches on brioche buns."

3

The sentence is about the new project and the company's attitude towards it. The text says: "McDonald's spokesperson Skye Oxenham told Business Insider Australia that the project shows the company's commitment to 'real noticeable change.'"

4

The sentence is about sales and that something is not turning out as desired. The text says: "Sales numbers, however, suggest that customers haven't been buying into the fast-food chain's recent efforts. Perhaps its woes began with the 2004 documentary *Super Size Me*, which laid bare the consequences of eating a McDonald's diet."

5

The sentence is about obesity rates and awareness campaigns regarding the public's perception of McDonald's. The text says: "Recent obesity rates and health awareness campaigns have made the Golden Arches even more unpopular."

6

The sentence is about a certain age group visiting McDonald's less often. The text says: "People in their 20s and 30s in particular have been taking their business elsewhere, including to fast-casual chains such as Chipotle and Five Guys. According to restaurant consulting firm Technomic, the percentage of Americans aged 19 to 21 who eat at McDonald's monthly has dropped 12.9 percent since 2011."

7

The sentence is about McDonald's new advertising campaign. The text says: "McDonald's is pulling out all the stops to attract a more discerning customer. In October, it began testing build-your-own-burger kiosks in California. On Friday it launched ads expanding on the 'I'm Lovin' It' slogan because, well, the company recognizes 'all the negativity that surrounds daily life and [it's] choosing to celebrate lovin' more.'"

8

The sentence is about McDonald's trying to improve the situation. The text says: "It is unclear whether The Corner's experimental food items will make it to other locations. But McDonald's dwindling sales might make the company desperate enough to overhaul the unhealthy menu that made it a household name."

4 Fashion 'roll' models

	R	F	akzeptiert	nicht akzeptiert
0	X		<i>Today, a new generation</i>	
1		X	Its founder, Sarah Ellison	Bootleg Airstream, which launched
2	X		I could see over	I got to the
3		X	She settled on the	When Bootleg opened, people (<i>the sentence mentions 'tiny space' but does not refer to where the space is or that Ellison bought anything</i>) Capitalizing on the unexpected
4		X	When Bootleg opened, people	Capitalizing on the unexpected (<i>the idea of happening 'at first' is not in the sentence</i>)
5		X	As with Lewis, the We had all kinds	
6	X		Once we got to	
7	X		While some see trailers	
8	X		But these stores, defined	Fashion blogs throw around (<i>neither 'the scaled-down approach' nor 'good old-fashioned Southern hospitality' reflect the idea of catering to individual needs</i>)

Begründungen

0

The text says: "Today, a new generation of entrepreneurial Southerners are channeling that traveling tradition in retrofitted trucks and trailers—and doing it in high style." This sentence confirms that some start-up businesses are carrying on the old tradition of traveling salesmen.

1

The text says: "Its founder, Sarah Ellison Lewis, scours style hubs such as New York, London, and Milan for limited runs, one-offs, and resales from couture labels like Proenza Schouler and LD Tuttle, which she then sells, literally, in the street." This sentence does not confirm that Lewis sells fakes of well-known designers.

2

The text says: "I could see over the ladder but still couldn't sustain a savings account." This sentence confirms that Lewis thought she made too little money in her former job.

3

The text says: "She settled on the idea of a mobile store with a small, focused inventory and chased down a listing for a gutted 1968 Airstream Land Yacht in Houston." This sentence does not confirm that first Lewis bought a tiny shop back in her hometown.

4

The text says: "When Bootleg opened, people came out of curiosity and to shop, then lingered in the tiny space to swap stories about boots, trailers, returning home, and taking risks." This sentence does not confirm that at first Lewis' shop generated little interest.

5

The text says: "As with Lewis, the pair had started their careers outside of the South—Los Angeles, in their case—but felt restricted. [...] 'We had all kinds of ideas for businesses that we might open together, but none felt doable in L.A.,' Orr says." This sentence does not confirm that Cook and Orr found that the area they worked in first offered unlimited opportunities.

6

The text says: "Once we got to Durham, we were able to reach back into that bag of ideas again." This sentence confirms that after their move Cook and Orr found a place to realize the business plans they had made.

7

The text says: "While some see trailers as incubators for more traditional retail models, others, like Abigail Franklin of the Trunk—a 1986 Chevy Step Van in Nashville, Tennessee, flush with wall-to-wall cases of jewelry and accessories from local designers—are in no hurry to trade in their wheels for brick and mortar." This sentence confirms that there are those who have little interest in exchanging their trucks for buildings.

8

The text says: "But these stores, defined by close quarters, offer a noticeably more personalized shopping experience—and judging from the growing number of trailers cropping up, the model seems to work." This sentence confirms that trailers cater to the individual needs of customers.