

Name:	
Klasse/Jahrgang:	

Standardisierte kompetenzorientierte schriftliche
Reifeprüfung / Reife- und Diplomprüfung / Berufsreifeprüfung

30. September 2021

Englisch

Lesen B2

Hinweise zum Bearbeiten der Aufgaben

Sehr geehrte Kandidatin, sehr geehrter Kandidat!

Dieses Aufgabenheft enthält vier Aufgaben.

Verwenden Sie für Ihre Arbeit einen schwarzen oder blauen Stift.

Bevor Sie mit den Aufgaben beginnen, nehmen Sie das Antwortblatt heraus.

Schreiben Sie Ihre Antworten ausschließlich auf das dafür vorgesehene Antwortblatt. Beachten Sie dazu die Anweisungen der jeweiligen Aufgabenstellung. Sie können im Aufgabenheft Notizen machen. Diese werden bei der Beurteilung nicht berücksichtigt.

Schreiben Sie bitte Ihren Namen in das vorgesehene Feld auf dem Antwortblatt.

Bei der Bearbeitung der Aufgaben sind keine Hilfsmittel erlaubt.

Kreuzen Sie bei Aufgaben, die Kästchen vorgeben, jeweils nur ein Kästchen an. Haben Sie versehentlich ein falsches Kästchen angekreuzt, malen Sie dieses vollständig aus und kreuzen Sie das richtige Kästchen an.

A	<input type="checkbox"/>	B	<input checked="" type="checkbox"/>	C	<input checked="" type="checkbox"/>	D	<input type="checkbox"/>
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Möchten Sie ein bereits von Ihnen ausgemaltes Kästchen als Antwort wählen, kreisen Sie dieses Kästchen ein.

A	<input type="checkbox"/>	B	<input checked="" type="checkbox"/>	C	<input checked="" type="checkbox"/>	D	<input type="checkbox"/>
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Schreiben Sie Ihre Antworten bei Aufgaben, die das Eintragen von einzelnen Buchstaben verlangen, leserlich und in Blockbuchstaben. Falls Sie eine Antwort korrigieren möchten, malen Sie das Kästchen aus und schreiben Sie den richtigen Buchstaben rechts neben das Kästchen.

B	<input checked="" type="checkbox"/>	G	F
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Falls Sie bei den Aufgaben, die Sie mit einem bzw. bis zu maximal vier Wörtern beantworten können, eine Antwort korrigieren möchten, streichen Sie bitte die falsche Antwort durch und schreiben Sie die richtige daneben oder darunter. Alles, was nicht durchgestrichen ist, zählt zur Antwort.

falsche Antwort	richtige Antwort
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Beachten Sie, dass bei der Testmethode *Richtig/Falsch/Begründung* beide Teile (*Richtig/Falsch* und *Die ersten vier Wörter*) korrekt sein müssen, um mit einem Punkt bewertet werden zu können.

Jede richtige Antwort wird mit einem Punkt bewertet. Bei jeder Aufgabe finden Sie eine Angabe zu den maximal erreichbaren Punkten.

Viel Erfolg!

NAME:

ANTWORTBLATT

Facial recognition in market research

0	A	<input type="checkbox"/>	B	<input checked="" type="checkbox"/>	C	<input type="checkbox"/>	D	<input type="checkbox"/>
1	A	<input type="checkbox"/>	B	<input type="checkbox"/>	C	<input type="checkbox"/>	D	<input type="checkbox"/>
2	A	<input type="checkbox"/>	B	<input type="checkbox"/>	C	<input type="checkbox"/>	D	<input type="checkbox"/>
3	A	<input type="checkbox"/>	B	<input type="checkbox"/>	C	<input type="checkbox"/>	D	<input type="checkbox"/>
4	A	<input type="checkbox"/>	B	<input type="checkbox"/>	C	<input type="checkbox"/>	D	<input type="checkbox"/>
5	A	<input type="checkbox"/>	B	<input type="checkbox"/>	C	<input type="checkbox"/>	D	<input type="checkbox"/>
6	A	<input type="checkbox"/>	B	<input type="checkbox"/>	C	<input type="checkbox"/>	D	<input type="checkbox"/>
7	A	<input type="checkbox"/>	B	<input type="checkbox"/>	C	<input type="checkbox"/>	D	<input type="checkbox"/>

Von der
Lehrperson
auszufüllen

richtig falsch

☐ ☐☐ ☐☐ ☐☐ ☐☐ ☐☐ ☐☐ ☐

___ / 7 P.

1

Failing and succeeding

0	<i>when they make mistakes</i>
1	
2	
3	
4	
5	
6	
7	

Von der
Lehrperson
auszufüllen

richtig falsch

☐ ☐☐ ☐☐ ☐☐ ☐☐ ☐☐ ☐☐ ☐

___ / 7 P.

2

NAME:

ANTWORTBLATT

3

Places to live and work

0 B	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>

Von der Lehrperson auszufüllen

richtig falsch	richtig falsch	richtig falsch	richtig falsch
	1 <input type="checkbox"/> <input type="checkbox"/>	2 <input type="checkbox"/> <input type="checkbox"/>	3 <input type="checkbox"/> <input type="checkbox"/>
4 <input type="checkbox"/> <input type="checkbox"/>	5 <input type="checkbox"/> <input type="checkbox"/>	6 <input type="checkbox"/> <input type="checkbox"/>	7 <input type="checkbox"/> <input type="checkbox"/>

___ / 7 P.

4

Legal battle in the world of fashion

0 C	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>	7 <input type="checkbox"/>
8 <input type="checkbox"/>	9 <input type="checkbox"/>		

Von der Lehrperson auszufüllen

richtig falsch	richtig falsch	richtig falsch	richtig falsch
	1 <input type="checkbox"/> <input type="checkbox"/>	2 <input type="checkbox"/> <input type="checkbox"/>	3 <input type="checkbox"/> <input type="checkbox"/>
4 <input type="checkbox"/> <input type="checkbox"/>	5 <input type="checkbox"/> <input type="checkbox"/>	6 <input type="checkbox"/> <input type="checkbox"/>	7 <input type="checkbox"/> <input type="checkbox"/>
8 <input type="checkbox"/> <input type="checkbox"/>	9 <input type="checkbox"/> <input type="checkbox"/>		

___ / 9 P.

___ von 30 P.

Read the text from 2016 about how marketing uses new digital technologies. Then choose the correct answer (A, B, C or D) for each question (1-7). Put a cross (☒) in the correct box on the answer sheet. The first one (0) has been done for you.

Facial recognition in market research

One of the hottest areas of technology development in marketing research (MR) for 2016 is that of facial and emotion recognition. Understanding emotions is hugely powerful in MR but notoriously difficult to achieve. Facial expressions are strongly linked to emotions, and research organizations have used human observation of recorded videos to try to assess emotional response for many years. Human assessment has many limitations, however, and facial expression recognition technology offers an opportunity to overcome some of these limitations, delivering a much greater level of insight about personal sentiment and reactions.

According to research by Dr. Paul Ekman, a pioneer in the study of emotions and facial expressions and Professor Emeritus of Psychology at the University of California Medical School, brief flashes of emotion displayed on the respondent's face – or "micro-expressions" – reveal a person's beliefs and their propensity to act or buy.

The scope for this technology goes beyond pure research. Customer experience leaders have declared 2016 "The Year of Emotion," continuing the trend for MR and Voice of the Customer (VoC) to become increasingly complementary disciplines. This trend is also likely to fuel demand from enterprises who expect their MR providers to offer the most cutting-edge research technologies.

Emotions drive spending and loyalty. Organizations managing research programs and customer experience activities can use emotion detection technology to analyze people's emotional reactions at the point of experience. This knowledge not only gives researchers a greater understanding of behavior patterns but also helps predict likely future actions of those consumers.

The result? An unprecedented level of insight into what affects customer emotions. Such valuable information can drive better business decisions, resulting in improved product and service offerings and experiences.

Marketing researchers are under increasing pressure to deliver real business value to their customers. Adding to that pressure, however, are the ongoing decline of survey response rates and challenges with collecting data from specific demographic groups. The challenge to find ways to complement panels, focus groups and surveys is on and emotion detection provides some real opportunities.

As with many leading-edge technologies, the range of applications out there is vast, but will start from relatively niche or specific beginnings. The primary use case for those researchers implementing emotional detection is advertisement testing. Within a survey, an advertisement can be shown during which the respondent's webcam will record their reaction. Traditionally, respondents would answer questions about the advertisement, rating it on various scales. While broadly effective in most cases, results are dependent on the respondent's ability to recall what they've just been shown, their interpretation of their own emotions, and their ability to put those emotions into words. Researchers can also observe and record emotions while the video content is being shown, but great skill is required and consistency is difficult to achieve.

0 So far, the interpretation of people's feelings has

- A been considered impossible by scientists.
- B combined technology and people's judgement.**
- C taken place without any technology.
- D had immediate benefits for businesses.

- 1 **When people watch and interpret feelings, the results are**
 - A often predictable.
 - B more useful for marketing.
 - C likely to be far from perfect.
 - D influenced by the interpreter's mood.

- 2 **US studies prove that tiny signs of feelings**
 - A have little impact on somebody's actions.
 - B show somebody's attitudes.
 - C leave a lasting impression on the observer.
 - D influence the buying decisions of others.

- 3 **In marketing there is a tendency to**
 - A concentrate on digital surveys.
 - B record face-to-face interviews.
 - C go back to less technical methods.
 - D use the latest technical tools.

- 4 **With the help of the new technologies, scientists can**
 - A design even better marketing software.
 - B persuade buyers to buy certain goods.
 - C find out what influences the feelings of buyers.
 - D use the private data of buyers better.

- 5 **Marketing experts face the problem that**
 - A people get tired of taking part in polls.
 - B too many enquiries are carried out.
 - C customers feel manipulated by commercials.
 - D customer choices are difficult to influence.

- 6 **When doing market research, the new technology**
 - A influences the consumers' choices.
 - B adapts the questions to the individual consumer.
 - C offers the consumer different commercials.
 - D films the consumer while watching a commercial.

- 7 **In conventional market research, the success of a survey was influenced by the**
 - A layout of the questionnaire.
 - B short-term memory of the participants.
 - C type of questions asked.
 - D number of issues covered.

Read the text about making mistakes. Complete the sentences (1-7) using a maximum of 4 words. Write your answers in the spaces provided on the answer sheet. The first one (0) has been done for you.

Failing and succeeding

Bob Dylan once declared that "there's no success like failure." At first glance, this line makes no sense: Success is the opposite of failure. Or is it?

Mr. Dylan's lyric neatly summarizes an essential principle of education, which is that students learn best when they make mistakes. There's no shortcut around this unpleasant process. But not every failure is created equal. Some people are able to translate their failures into success, while others fail again and again. Why are some people so much more effective at learning from their errors?

In recent years, scientists have discovered that every mistake generates two distinct reactions within the brain. The first reaction is called error-related negativity (ERN). It appears about 50 milliseconds after a screw-up and is mostly involuntary. The second signal, which is known as error positivity (Pe), arrives anywhere between 100 to 500 milliseconds after the failure. This signal occurs when we pay attention to the error, dwelling on the disappointing result. It turns out that subjects learn much more effectively when their brains demonstrate two properties: (1) a larger ERN signal, suggesting a more potent initial response to the mistake, and (2) a more consistent Pe signal, which means that they are focusing on the failure and thus trying to learn from it.

A new study, led by the psychologist Jason Moser at Michigan State University, extends this research by looking at how beliefs about education shape these signals in the brain. He tested a dichotomy first proposed by Carol Dweck, a psychologist at Stanford. In her influential research, Dr. Dweck distinguishes between people with a fixed mindset—they agree with statements such as "You have a certain amount of intelligence and cannot do much to change it"—and those with a growth mindset, who believe that they can get better at almost anything, provided they invest the necessary time and energy. While people with a fixed mindset tend to see failures as purely negative—a sign that they aren't talented enough for the task—those with a growth mindset see mistakes as an essential precursor to knowledge, the engine of education.

Dr. Moser's experiment involved giving subjects a tedious cognitive test in which they had to identify sequences of letters. The tediousness was the point: Dr. Moser wanted subjects to get bored and to make silly mistakes. Subjects with a growth mindset generated a much larger Pe signal following a mistake and became far more accurate over time.

How can we instill the right mindset in students? Dr. Dweck has shown that even seemingly minor cues can have a dramatic influence. She randomly assigned several hundred fifth-graders to two different praise conditions. One group was routinely praised for "being smart." They tended to slip into a fixed mindset, assuming that mistakes were a sign of stupidity, that there was nothing redeeming about failure. By contrast, students praised for their effort tended to pursue a growth model of learning. (Teaching kids about neural plasticity—how the brain changes in response to experience—can also induce this mindset.) They were much less scared of making

mistakes and routinely transformed failure into success. On a standardized test, those praised for effort scored 30% higher after a few months, while the children praised for their smarts saw their scores drop nearly 20%. The wrong mindset had made them regress.

The psychologist David Nussbaum has shown that whether we tend to learn from mistakes or brush them aside, the response is rooted in repairing our self-esteem. Failure is never fun, but success requires that we learn to fight through our frustration and find the upside of error.

0	A song points out that learners are most successful ____.
1	Compared to those who benefit from mistakes, there are those who tend to ____.
2	Brain research shows that every error we make ____.
3	Our brain's most immediate response to failure ____. (Give <u>one</u> answer.)
4	In order to acquire knowledge more easily, the brain has to ____. (Give <u>one</u> answer.)
5	People with an established way of thinking believe that cleverness ____.
6	One study shows that when faced with a boring task, all of the participants ____.
7	In an exam, students who were congratulated on being clever ____.

Read the texts about various locations in Australia. Choose the correct texts (A-E) for each statement (1-7). You can use a text more than once. Write your answers in the boxes provided on the answer sheet. The first one (0) has been done for you.



Places to live and work

A

GEELONG

When the Ford motor company made the decision to no longer produce cars at its Geelong plant, the region was confronted with the prospect of an exodus of the city's workers. Local politicians, business leaders and community organisations not only had to meet this challenge but have since followed the path set by Newcastle before BHP closed down the steel works in that city. Geelong is building on its manufacturing legacy with a billion dollar transport hub at Avalon airport, a A\$300 million investment in CSIRO's Animal Health Laboratory and, like Newcastle, it has undertaken an extensive waterfront redevelopment near the city centre. The area's proximity to Melbourne (75km away) makes the area accessible to Melburnians seeking to stretch their property dollar, although the one-hour-and-10-minute train commute provides a compelling case for improving the train link to this area.

B

ORANGE

Orange, at 200km west of Sydney, has been on the march for the last decade. The region has a strong food and wine history, excellent schools, an agricultural hub as well as mining through Mount Canobolas. The region's surrounding towns, including Millthorpe, have long been a magnet for 'tree changers' from the city. Orange has a well-developed commercial centre with the New South Wales government maintaining offices for lands and agriculture, while Macquarie Bank opened an office in 2015. Recruitment firm Berryman Executive founder, Tim Berryman, not only made the move to a regional centre but established a business using his experience gained in the Sydney market. "We moved to Orange in 2009 after 10 years of living and working in Sydney. My wife and I were expecting our first child and we had always wanted to raise kids outside of Sydney," he said.

C**TOOWOOMBA**

Being 130km west of Brisbane, Australia's second largest inland city is booming with the airport providing a transformative effect on the region with daily flights to major capital cities. The area has traditionally been strong in agriculture but has been increasing its visitor profile in recent years. Geraint Hudson, who spent a decade working in the corporate sector in Sydney, made the move to Toowoomba for family reasons and has not looked back. "The move to Toowoomba was initially to be closer to my wife's family," he said. "Toowoomba has more of a community feel and a better social life. There are good business opportunities in Toowoomba specifically because it is a boom town."

D**GOLD COAST / NORTHERN NSW**

The upgraded Pacific Highway now sees the golden strip that is the Gold Coast and increasingly Northern NSW lure more than just tourists looking for a break. The area is moving beyond a narrow band of industries in tourism and property development with higher education, research and commercial industries also taking root in the area. The southern part of the area towards Coolangatta and Tweed Heads provides access to the surrounding hinterland towns and professional opportunities for those wanting a tree change.

E**NEWCASTLE**

At 160km north of Sydney, Newcastle still offers access to Australia's largest city while residents of the area get to take in scores of pristine beaches. Ease of access to nearby centres, including the Hunter Valley, provides a far greater choice of homes. According to PRD, the median house price in the Hunter Valley is A\$400,000. To live on the beach in Newcastle city itself, the price tag is more expensive at A\$1 million dollars. Since BHP left Newcastle, the area has been forced to become more diversified and make that inevitable pivot towards the services sector. The area attracts large tourist numbers and stages international events from sporting to music concerts.

This Australian location...

was chosen by a resident to benefit the next generation.	0
is a place where people get on well together.	1
has started to focus more on the academic sector.	2
provides entertainment from all over the world.	3
has actively dealt with economic difficulties.	4
is in need of infrastructure development in one more area.	5
offers jobs for specific state employees.	6
forces people to move to surrounding areas for financial reasons.	7

Read the text from 2011 about a dispute between two famous fashion designers. Some parts are missing. Choose the correct part from the list (A-L) for each gap (1-9). There are two extra parts that you should not use. Write your answers in the boxes provided on the answer sheet. The first one (0) has been done for you.

Legal battle in the world of fashion

When Christian Louboutin sued Yves Saint Laurent for trademark infringement last month in a legal tussle over a pair of shoes, it was clear the accused, one of the grandest labels in France, would not take the slur lying down.

Now YSL is fighting back in a dispute which (0) _____. The best-selling styles, including the Tribute, the Palais and the Woodstock, came with coloured soles which perfectly matched their leather uppers. It was the red shoes Louboutin and his legal advisors took exception to.

Louboutin's designs have been spotted on the feet of celebrities from Oprah Winfrey and Carla Bruni to Victoria Beckham and Beyoncé Knowles. The designer is among the most prolific on the international catwalks and, in his case, the prized instant recognition which is fashion's life blood (1) _____.

Louboutin claims to have introduced his trademark in the early Nineties while studying a prototype. "There was this big, black sole," he told The New Yorker recently, "and then, thank God, there was this girl painting her nails." He swiftly used the enamel in question (2) _____ and one of fashion's status symbols was born.

Or so he thought. YSL argues that Louboutin (3) _____ – on the soles of his shoes or indeed elsewhere – and that its shoes have sported red soles since the Seventies. "Red outsoles are a commonly used ornamental design feature in footwear, (4) _____ and the ruby-red shoes that carried Dorothy home in The Wizard of Oz," said court papers filed by Yves Saint Laurent and released this week.

"As an industry leader who has devoted his entire professional life to women's footwear, Mr Louboutin either knew or should have known about some or all of the dozens of footwear models that rendered his sworn statement false."

Louboutin, 47, is (5) _____ which, he argues, has copied his signature sole on "virtually identical" shoes. According to court documents, Louboutin, which sells more than 500,000 pairs of shoes in more than 40 countries, was (6) _____.

"The shiny red colour has no function other than (7) ____ that they are mine," the designer told a court in his application. With this in mind, Louboutin has, in the past, obtained injunctions against several companies (8) ____, including, last February, Kimera International, which was found to have "engaged in acts of trademark counterfeiting and trademark dilution." Taking on a name with the clout of Yves Saint Laurent, today owned by PPR (Pinault-Printemps-Redoute), among the largest luxury goods conglomerates in the world, is another matter.

Charles Colman, a New York-based intellectual property rights lawyer, told trade paper Women's Wear Daily that any litigation was likely (9) _____. "When you're dealing with two large parties, both of which have large and skilled law firms working for them, you don't have that leverage differential that you may have in other situations," he said, going on to point out that it was also less likely that inflated legal fees would run either party into the ground.

A	comes with his poppy-red lacquered soles
B	attracted a huge following
C	started with a collection of pumps
D	attempting to replicate it
E	to cover the shoe
F	trying to reach an agreement
G	has no monopoly on the colour
H	awarded a registered trademark for its red sole by the US Patent and Trademark Office in 2008
I	to prove a long, drawn-out affair
J	to identify to the public
K	seeking damages of \$1m (£620,000) from YSL
L	dating as far back as the red shoes worn by King Louis XIV in the 1600s

Bildquellen

Aufgabe 3: © Kollsd / www.pixabay.com

Textquellen

Aufgabe 1: Lawlor, Terry: Facial recognition in market research: The next big thing?

<https://www.insightsassociation.org/article/facial-recognition-market-research-next-big-thing> [15.02.2021] (adaptiert).

Aufgabe 2: Lehrer, Jonah: The art of failing successfully.

<https://www.wsj.com/articles/SB10001424052970204644504576651323346219428> [24.11.2020] (adaptiert).

Aufgabe 3: Petrie, Dan: Five cities you should move to and why.

<https://www.news.com.au/finance/economy/australian-economy/heres-five-regional-cities-you-should-move-to-and-why/news-story/aaaf9fde886e4daebb7b42c72fe1d6fb> [15.02.2021] (adaptiert).

Aufgabe 4: Frankel, Susannah: You don't have sole right to red soles, YSL tells Louboutin.

<https://www.independent.co.uk/life-style/fashion/news/you-dont-have-sole-right-to-red-soles-ysl-tells-louboutin-2288583.html> [15.02.2021] (adaptiert).