Standardisierte kompetenzorientierte
schriftliche Berufsreifeprüfung

19. September 2017

Englisch
Hören (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* 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 Kurzantworten

Das Ziel der Aufgaben ist es, das Hör- bzw. Leseverständnis der Kandidatinnen und Kandidaten zu über- prüfen. 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 Mutter- sprachlerinnen 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 Air quality in China

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

Begründungen

0
The speaker says: "Most of China's major cities <u>are shrouded in smog</u>. Like Lanzhou, they're facing huge environmental strains, like the break-neck pace of urbanization." China's big towns are therefore mostly covered in thick polluted fog.

1
The speaker says: "China's cities are absorbing <u>a tidal wave of newcomers from the countryside</u>, about 20 million a year. That means more roads, more cars, more steel, more smelters - more pollution." The rapid growth of Chinese towns is therefore brought about by internal migration of rural people.

2
The speaker says: "It's a reminder that China's show-stopping economic rise has come at a huge cost to the environment. <u>But analysts say attitudes are shifting. People are drawing a line, especially when it comes to their health</u>." In regard to health and the environment China's citizens are therefore changing their minds.

3
The speaker says: "We advise the elderly to <u>do exercise in a gym</u>." Therefore, patients who are old are advised to do physical activities indoors.

4
The speaker says: "Two years ago, the U.S. embassy in Beijing began doing something the Chinese government refused to do: it <u>posted air quality readings - from a monitor on its roof to Twitter</u>. Eventually, the Chinese government gave in to public pressure and began publishing its own data." Therefore, the U.S. mission in the capital measured air pollutants to inform the internet community.

5
The speaker says: "Tom Young is a biologist in Shanghai. But his hobby is to crunch the numbers on air pollution. He shows me his website, <u>where he funnels public data into tidy graphs so that anyone can see</u>." Therefore, Tom Young runs a homepage to visualize environmental facts.

6
The speaker says: "While he crunches the numbers, China's environmentalists are getting bolder. <u>There has been an uptick in massive protests over health risks related to industrial projects</u>. Some have turned violent." Opposition by Chinese conservationists is therefore increasing.

2 The Apple logo and the brain

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G	D	F	C

4	5	6	7
A	J	B	K

8
I
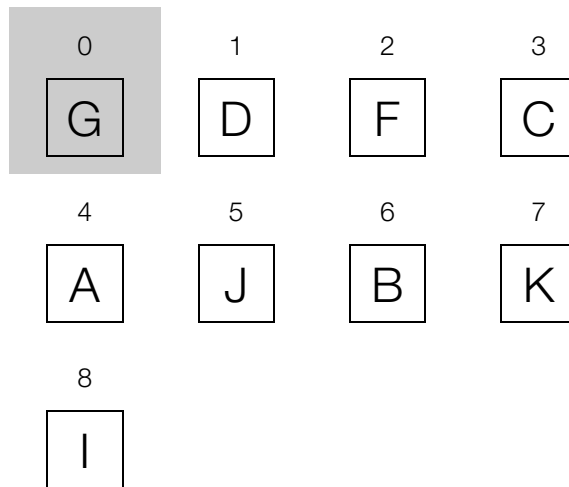
Begründungen

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The speaker says: "A new study indicates that the logo on Apple products like iPods, iPhones, iMacs, stimulates your brain." Therefore, research shows the Apple logo can increase mental activity.

1
The speaker says: "The study found that people who were shown the Apple logo scored higher on a creativity test than those who were exposed to the IBM logo." Therefore, in an experiment the Apple logo helped people to perform better than others in a certain area.

2
The speaker says: "When they think about the IBM logo, they think about the general notion of competence or professional." Therefore, the IBM logo makes people reflect on skills and abilities.

3
The speaker says: "You know, we showed people on the computer for very, very short durations, like 30 milliseconds, either the Apple logo or the IBM logo and then we looked at their behaviour to see if, as you say, they hummed compositions or not." Therefore, the experts used logos to study people's reactions.

4
The speaker says: "But no, to ensure sort of the integrity of the project we've never actually even spoken to anyone at any of the companies whose logos we use." Therefore, the researchers did not talk to the firms in question.

5
The speaker says: "And then we should be strategically surrounding ourselves with logos that have associations that we find to be desirable." Therefore, we should focus on logos which remind us of something pleasant.

6
The speaker says: "If every time you see an Apple logo you find yourself being more creative, you're gonna be a little happier in all likelihood." Therefore, if a logo boosts creativity, we will feel a bit better.

7
The speaker says: "We as consumers will start to pair the brand that we're being exposed to with this increased happiness and that should, you know, result in some increase in loyalty from their customers, I would imagine, over time." Therefore, the feelings that logos create can strengthen commitment to a company.

8

The speaker says: "His study of the impact of logos appears in the April issue of the *Journal of Consumer Research*. Thanks." Therefore, the research described in the interview can be found in a publication.

3 Flipping the classroom

0	1	2	3
F	H	J	E

4	5	6	7
G	A	C	D
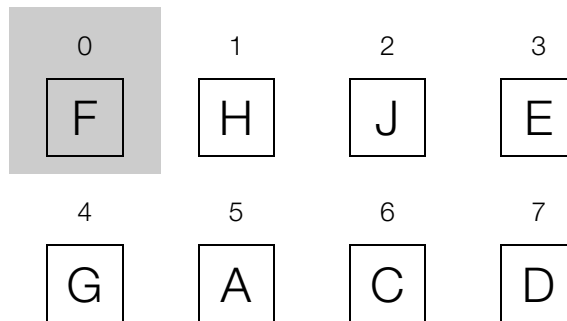
Begründungen

0
The speaker says: "Welcome to the 21st century classroom. It's a world where students watch lectures at home and do homework at school." The new teaching concept therefore reverses class and homework elements.

1
The speaker says: "When Bennett High School sophomore Jessica Miller sits down to do her chemistry homework, she pulls out her notebook, then she turns on an iPad." Therefore, for her task, the high school student in Colorado needs to use a mobile device.

2
The speaker says: "Miller can replay parts of the chemistry video podcast she doesn't understand and fast forward through those that make sense." Therefore, if the student has problems in understanding, she can watch sections of the tutorial again.

3
The speaker says: "Chemistry teacher Jennifer Goodnight walks up and down the rows of her classroom giving verbal quizzes, guiding students through labs and answering questions." Therefore, back in class, instructors will monitor students' understanding.

4
The speaker says: "She's part of a growing group of teachers using the concept since it emerged here in the state in 2007. So far, she says it's paying off with better test scores." Therefore, educators trying the new method found out that it can improve exam results.

5
The speaker says: "He says the concept is popular in math and science classes, where students can easily become frustrated working problem sets at home." Flipped classes are therefore well-liked in subjects which require analytical skills.

6
The speaker says: "Now you can simply just take about five steps and record a video and then simply send it to your students and your parents and keep everybody informed, so now we are becoming even more transparent." A headmaster therefore points out that it has become easy to create short films and pass them on.

7

The speaker says: "<u>I can listen to the video as well when they need help and then I can try to help him understand what she's saying</u>." Parents therefore like flipped classrooms because they can support their children.

4 Help for shops

	akzeptiert	nicht akzeptiert
0	*spend their money*	
1	**people will show up** **the police must come** a cash mob comes a mob arrives any people will come anybody will come anybody will show up anyone shows up arraival of a mob cash mob are coming cash mob is coming enough people come lots of people come many people come many people will come nobody turns up nobody will come nobody will show up people are coming people show up police has to come police have to come police must come police needs to come police will be needed so much people come somebody comes somebody shows up the mob shows up they need the police	3000 turn out *("3 dozen people" are mentioned)* cash mob helps them customers visited the shop improve local economy it affects the economy it is necessary it might work it works it works this way it's encourage shopping people come very early people stand up early police don't come so many people here the concept is good the police come *(idea of police being needed must be included)* the police doesn't act the police is coming *(idea of police being needed must be included)* the police shows up *(idea of police being needed must be included)* the police will appear *(idea of police being needed must be included)* they all buy something they spend nothing they will cope this is against the law
2	**through a vote** **through social media** after a vote because of a vote because of social media by a vote by sozial media by using social media by voting on social media on social media account on the social media over social media through an online vote through social media account through social media vote	and start cash mobs because it's famous because it's quite unpopular because it's small because many people wanted because of local business first cash mob in the past of their customers open for new customers social media accounts to help the manager to make social deals to show in store

		through social networks through vote through vote online through vote via internet using social media account via social media via vote voted on social media	
3	**small local businesses** **any downtown little business** **downtown little local businesses** any downtown stores dieing small businesses downtown local businesses dying businesses dying shops every downtown business every downtown shop every local business every local shops every small business helping small businesses little businesses little local businesses little shops little stores local businesses local small businesses small businesses small companies small downtown shops small shops small stores smaller and local stores supporting local shops the local businesses	any cities anyone business businesses *(too general)* customers customers and storekeepers different countries downtown downtowns every downtown everybody for business good for business increasing shops only downtown other social media deals people with lower budget shops *(too general)* shops stay flow shops stay on flow smart businesses social media social media deals stay a flow stay in flow stay the store open storekeepers the business the shops	
4	**talk about their products** **build a relationship** build relationship building a relationship built relationships built up relationships get into a relationship grow their relationship introduce themselves make relationships new relationship speak about products speak with each other speak with them spend some time together spend time together spend time with customers spend time with them talk about new products talk about products talk about that products talk face to face	ask them bring people together bring strangers together businesses buy more things come to the store convince them to come deal with give it back go shopping improve their social life inform about new problems make social deals meet facebook friends social media deals spend some time *(too vague)* stay in contact strangers talk about the price talk about their problems talk with him tell them to come they become a name	

	talk personally talk to customers talk to people talk to them talk with them	to buy things cheaper understand their problems
5	**meet new people** be social find new contacts find new friends form a community form a real community get social get together interact with other people know new people make new friends meet face to face meet new people meet other stranger meet strangers meet three new people socialize socialize with others socially engage talk face to face to make friendships	bring people together bring strangers together bring three people buy things cheaper buying for themselves connecting social network get things cheaper go online having an online page help in the shop help small businesses help to be social helping small business interfear with others invite facebook friends invite other friends invite others lead more people make people more social make social deals not shop online pay full price people be social relate number of friends shop cheaper shop normally spend some times there spend time in shop support on social media
6	**take ownership** choose their own way control it control it by themselves control it itself determine its own way determine it's own way determine their own way do as they want do it by itself do it by themselves do it oneself do it their way do it theirself do it themselves find its own way find their own way have their own way led the ownership organise it organise it themselves set rules for themselves take care about it take ownership about it take ownership of it	accept this be free to all be informed call the business first connect on social media continue over social media be successful be truthful bring strangers together bring things together call the shops first control themselves do this in facebook find their own get out from computer get out from home go forward go out from home go to the shops inform their facebook friends its own way forward just let it happen keep to it let it flow let it roll live with it

		take responsibility	look for trends look forward look for themselves meet face to face meet three people must go out not be scared not worry not worry about it own way forward own word set trends by shopping take attention take care *(too vague)* watch out
7	**organize a cash mob** build a cash mob do a cash mob do it do it anywhere do it anywhere, anytime have one make a cash mob make a new one make one open a cash mob plan a cash mob plan and organise one plan it plan on themselves plan one plan their own set one up start a cash mob	be a part be social be successful buy everyone and everywhere buy something cash mob anytime complain a cash mob decide by their own enjoy to it get help make a difference make a flash mob meet face to face meet new people organize profit from it shop everywhere and anytime shop in peace to spend some time use anywhere and anytime	

Begründungen

0
The speaker says: "Well that idea has been spun off into 'cash mobs', where large crowds of consumers show up at small businesses to <u>spend their money</u>." Therefore, a "cash mob" encourages people to spend money.

1
The speaker says: "It's 5 o'clock on a Friday, and mostly quiet in Lander's Clothing, a mom-and-pop store in Jamestown, N.Y. But shop owner Ann Powers is anticipating the arrival of a mob."

Ann Powers says: "We get kind of nervous thinking, 'Oh, nobody <u>is gonna show up</u>', or else maybe there'll be so many people that the <u>police have to come</u> to monitor.'" Therefore, the store manager wonders if people will show up or if the police must come.

2
The speaker says: "Lander's was chosen by the mob through <u>a vote on its social media accounts</u>." The organizers therefore picked the store in New York through a vote on social media.

3
The speaker says: "Ann Powers says she feels lucky because this infusion of new customers helps her store stay afloat." Ann Powers says: "Cash mob is good for <u>any downtown little local business</u>, we're dying, we're dinosaurs." Therefore, cash mobs are particularly helpful for downtown little local businesses.

4

The speaker says: "I think with this, because we ask people to come and spend a little time in the store, we encourage the entrepreneur to spend some time with each of the shoppers and introduce themselves, <u>talk about the products</u> they have. <u>It builds a relationship</u> that you don't get with a coupon." When meeting customers, storekeepers therefore get the chance to talk about products and to build a relationship.

5

The speaker says: "Andrew Samtoy runs the national Cash Mob blog from Cleveland. He says the idea has spread so quickly because it's not just about helping small business." Andrew Samtoy says: "We're consciously using social media to get people to actually be social." The speaker says: "For example, Cleveland's group has a rule that every mobber should try to <u>meet</u> at least three <u>new people</u>. Samtoy says these events bring strangers together to rally around a common cause." […] Andrew Samtoy says: "We want people to actually get out from behind their computer screens and <u>meet face to face</u> and <u>form what could be considered a real community</u>." As well as supporting shops, cash mob customers can therefore meet new people.

6

The speaker says: "But Chris Smith admits cash mobs could become another fad since technically no one's in charge of the movement and each local mob must <u>determine its own way forward</u>." Chris Smith says: "The best way to let something grow is to not worry about it, let people <u>take ownership</u> of it and do it the way that works for them." Therefore, nobody controls the trend so the shoppers must take ownership.

7

Chris Smith says: "And as long as you stay true to the original concept, I think you're always gonna be successful." The speaker says: "Which means anyone can <u>plan a cash mob</u> anywhere, anytime." The basic idea of cash mobs is very effective so everybody is therefore able to plan a cash mob.