

## אנגלית

### על פי תכנית הרפורמה ללמידה משמעותית

## Module C

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

Read the informative text below and then answer questions 1-7.

#### AMAZON GO, THE STORE OF THE FUTURE

You notice there's something unusual about Amazon's store of the future even before you enter. A row of electronic gates guards the entrance, so it looks like the entrance to a train station. These gates open only for people who have the store's smartphone's app\*. This store is called Amazon Go and it is in Seattle, Washington.

Inside you find the same food you can find in other supermarkets like milk, bread and drinks. But the technology at Amazon Go gives the customer a unique shopping experience. There are no cashiers. There aren't any shopping carts either. Instead, customers put items directly into shopping bags.

- 5 Every time shoppers take something off a shelf and put it into their shopping bags, the item automatically appears on their online account. If they put an item back on the shelf, Amazon removes it from their account. Shoppers leave the store through the same gates they entered without ever using a credit card or money. Their Amazon Go online account is automatically charged for what they take out of the store. The technology that makes all this possible is the use
- 10 of hundreds of small cameras above the shelves.

Everyone knows how long it usually takes to pay at a supermarket. But at Amazon Go you don't need to stand in line to pay. It feels like you're getting something for free. This feeling goes away

טלפון: 074-7031138 נייד: 054-5411385

רחוב חיים לבנון 63, מתחם מעונות הסטודנטים, בניין A

rachelbd.center@gmail.com

[www.rachelbd.co.il](http://www.rachelbd.co.il)

only a few minutes after leaving the store, when customers get an online receipt on their  
15 smartphones for what they bought.

How does Amazon plan to use this technology in the future? They don't say. However, for now, shoppers at Amazon Go should be careful. Without cashiers at the exit, it's easy to spend too much.

Answer questions 1-7 in English according to the article. In questions 1, 4, 5 and 7, circle the number of the correct answer. In the other questions, follow the instructions.

1. What do we learn about Amazon Go in paragraph I?

- i) Why it is near a train station.
- ii) Who likes to shop at the store.
- iii) **How it is different from other stores.**
- iv) Why it needs guards at the entrance.

(8 points)

2. If you want to shop at Amazon Go, what must you have? (paragraph I)

ANSWER: **The store's smartphone's app.**

(9 points)

3. Give ONE way that Amazon Go is similar to other supermarkets and ONE way it is different from other supermarkets. (paragraph II)

- (1) Similar: **It sells foods like milk, bread and drinks.**
- (2) Different: **There are no cashiers.**

(2x9=18 points)

4. How does Amazon know what the customer is buying? (paragraph III)

- i) It gives customers shopping bags.
- ii) The items appear on the customer's phone.
- iii) The customer orders items on his phone.
- iv) **The cameras see what the customer takes.**

(9 points)

5. When do Amazon Go customers know how much they paid for their shopping?

(paragraph IV)

- i) **Soon after they leave the store.**
- ii) When they get home.
- iii) When they use a credit card.
- iv) After they remove an item from the shelf.

(8 points)

6. Give ONE disadvantage of shopping at Amazon Go? (paragraph V)

ANSWER: **It's easy to spend too much at the store.**

(9 points)

7. According to the text, how does Amazon Go give shoppers a unique shopping experience?

- i) You don't have to pay for what you buy.
- ii) The app helps you choose items.
- iii) The store has some unusual items.

iv) **You don't need money or a credit card.**

(9 points)

## PART II: WRITTEN PRESENTATION (30 points)

Write a description according to the instructions below. Write 70-90 words.

**Describe a famous person you admire. Explain why you admire him or her.**

**בהצלחה!**