



SECTION 3

TEST I SAMPLE CONSTRUCTED-RESPONSE ASSIGNMENTS

This section of the Georgia Assessments for the Certification of Educators® (GACE™) Preparation Guide is designed to assist you in responding to the constructed-response assignments on the test. Included in this section are:

- ▶ Constructed-response assignment directions
- ▶ Sample constructed-response assignments
- ▶ Assignment response sheets
- ▶ An example of a strong response to each sample assignment
- ▶ Scoring criteria that will be used in evaluating your response to each assignment

For each sample assignment, you may want to take the following steps to prepare for the test:

- Review the constructed-response assignment directions.
- Print the assignment and the assignment response sheet.
- Use scrap paper to make notes, write an outline, or otherwise prepare your response.
- Use the assignment response sheet to record your response. The assignment response sheet reflects the amount of space available on an actual test.
- After you complete the assignment, review the sample strong response, your response, and the scoring criteria.

CONSTRUCTED-RESPONSE ASSIGNMENT DIRECTIONS

A sample of the directions for the constructed-response assignments is shown in the box below.

CONSTRUCTED-RESPONSE ASSIGNMENT DIRECTIONS

For each constructed-response assignment in this section, you are to prepare a written response of up to one page and record it in the area provided on the appropriate Assignment Response Sheet in your answer document.

Read each assignment carefully before you begin to write. Think about how you will organize what you plan to write. You may use any blank space provided in this test booklet following each assignment to make notes, write an outline, or otherwise prepare your response. *However, each of your final responses must be written on the appropriate Assignment Response Sheet in your answer document.*

Your responses will be evaluated based on the following criteria:

- **Purpose:** The extent to which the response fulfills the purpose of the assignment in relation to relevant GACE framework objectives
- **Application of Content Knowledge and Skills:** The extent to which the response accurately and effectively applies content knowledge and skills in relation to relevant GACE framework objectives
- **Supporting Evidence:** The extent to which the response includes appropriate, specific supporting evidence of content knowledge and skills in relation to relevant GACE framework objectives

Evaluation of each response will be based on the criteria above, not on your writing ability. However, your response must be communicated clearly enough to permit a valid judgment of your knowledge and skills. Your responses should be written for an audience of educators in the field.

Your responses should be your original work, written in your own words, and not copied or paraphrased from some other work. Please write legibly. You may not use any reference materials during the test. Remember to review your work and make any changes you think will improve your responses.

The selected-response section of the answer document containing your name will be removed from your written responses to maintain your anonymity during the scoring process. Do not write your name on any other portion of the answer document, and do not separate any of the sheets from the document.

Please turn the page and begin the constructed-response assignment section of the test.

CONSTRUCTED-RESPONSE ASSIGNMENT ONE

■ Sample Constructed-Response Assignment One

Use the information below to complete the assignment that follows.

An electronics company produces and sells several different models of digital cameras. The company's goal is to maintain its competitive edge by regularly creating new models to meet consumers' changing needs and expectations. The company's marketing department has been asked to provide information on segmenting the digital camera market.

- Define the concept of market segmentation; and
- explain how the company can apply the concept of market segmentation to achieve its goal.

■ Strong Response to Sample Constructed-Response Assignment One

Market segmentation is the process of dividing a large market of potential customers who share common needs and wants into smaller groups of potential customers who share a narrower spectrum of common interests and needs. This process can help an organization plan its marketing strategies in one of two ways. The organization could choose to focus its marketing efforts on a single segment or the organization could focus on several segments, developing a marketing mix to address the needs of each different segment.

The marketing department of this electronics company can apply this second type of market segmentation by assessing the needs of the range of market groups within their total market. They can begin by examining their existing camera models to determine how those models meet the needs of particular segments. They can then select additional segments to which they would like to market new models. For example, they could develop a waterproof model for scuba divers; a very simple point-and-shoot model in various bright colors for kids; a complex, high-quality expensive model for professional photographers and photo buffs; and so on. The range of possibilities is potentially as wide as the level of risk the company is willing and able to undertake to maintain its competitive edge.

CONSTRUCTED-RESPONSE ASSIGNMENT TWO

■ Sample Constructed-Response Assignment Two

Use the information below to complete the assignment that follows.

Star Clothing is a large, well-known fashion boutique with outlets in several of the largest, most popular malls across the United States. The company has just added a new line of clothing consisting of the latest trends in fashion and design. The company is currently discussing several different plans to promote its new products.

- Describe an appropriate promotional method that Star Clothing could use to market its new products; and
- explain why this promotional method would be an effective way to market Star Clothing's new products.

■ Strong Response to Sample Constructed-Response Assignment Two

Since Star Clothing is already well known across the United States, and it is already located around the country in the largest, most popular shopping malls, promoting a new, trendy line of clothes should not be difficult. The company must already have the basics of marketing in place, such as an established image and a reputation for fashion, design, and customer interest. It must also already have a promotional network in place across the country. Therefore, it can probably afford to promote its new line in a splashy high-impact way that goes beyond traditional print and visual media. One appropriate promotion would be to sponsor a high-visibility fashion show at each mall where it has a store. Playing on their name, Star could get models with "star power" from the city, state, or even nationally, particularly if it ties the fashion show in with a fund-raising benefit for a worthy cause. It could announce the shows in print and on T.V., using celebrity endorsements that would attract an audience to come see the clothes on the "stars." This promotional method would be effective because it would launch a new line in a highly visible way that would link its name to high fashion and fame while it also benefits a good cause and assures the company that its customers feel good about it.

CRITERIA FOR SCORING YOUR RESPONSE

Each response will be evaluated based on the following criteria.

PURPOSE	The extent to which the response fulfills the purpose of the assignment in relation to relevant GACE framework objectives
APPLICATION OF CONTENT KNOWLEDGE AND SKILLS	The extent to which the response accurately and effectively applies content knowledge and skills in relation to relevant GACE framework objectives
SUPPORTING EVIDENCE	The extent to which the response includes appropriate, specific supporting evidence of content knowledge and skills in relation to relevant GACE framework objectives

Each response is rated on a three-point scale. The three score points of the score scale correspond to varying degrees of performance that are related to the above criteria.

Score	Description
3	<p>The "3" response reflects thorough understanding of relevant content knowledge and skills as defined in relevant GACE framework objectives.</p> <ul style="list-style-type: none"> • The response fully achieves the purpose of the assignment. • The response demonstrates an accurate and effective application of relevant content knowledge and skills. • The response provides appropriate, specific supporting evidence of relevant content knowledge and skills.
2	<p>The "2" response reflects general understanding of relevant content knowledge and skills as defined in relevant GACE framework objectives.</p> <ul style="list-style-type: none"> • The response largely achieves the purpose of the assignment. • The response demonstrates a generally accurate, generally effective application of relevant content knowledge and skills. • The response provides some appropriate and general supporting evidence of relevant content knowledge and skills.
1	<p>The "1" response reflects limited or no understanding of relevant content knowledge and skills as defined in relevant GACE framework objectives.</p> <ul style="list-style-type: none"> • The response partially achieves or fails to achieve the purpose of the assignment. • The response demonstrates limited, inaccurate, and/or ineffective application of relevant content knowledge and skills. • The response provides limited or no appropriate, specific supporting evidence of relevant content knowledge and skills.

Please note: A response that is unrelated to the assigned topic, illegible, not primarily in the target language, or lacking a sufficient amount of original work to score will be considered **unscorable**. If there is no response to the assignment, then the response will be considered **blank**.