



고1_ 2018[기출문제] 21

다음 글의 요지로 가장 적절한 것은?¹ [H1-1806 21번]

Too many companies advertise their new products as if their competitors did not exist. They advertise their products in a vacuum and are disappointed when their messages fail to get through. Introducing a new product category is difficult, especially if the new category is not contrasted against the old one. Consumers do not usually pay attention to what's new and different unless it's related to the old. That's why if you have a truly new product, it's often better to say what the product is not, rather than what it is. For example, the first automobile was called a "horseless" carriage, a name which allowed the public to understand the concept against the existing mode of transportation.

- ① New product development needs accurate prediction of demand.
- ② Excessive advertising competition raises the price of products.
- ③ Contrast with existing products is effective in advertising new products.
- ④ New consumer management approach is required to increase profits.
- ⑤ Providing the sufficient information about a product increases consumer trust.

다음 글의 빈칸에 들어갈 말로 가장 적절한 것은?² [H1-1806 21번]

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_____ In other words, consumers do not usually pay attention to what's new and different unless it's related to the old. That's why if you have a truly new product, it's often better to say what if you have a truly new product, it's often better to say what the product is not, rather than what it is. For example, the first automobile was called a "horseless" carriage, a name which allowed the public to understand the concept against the existing mode of transportation.

- ① different from the old one
- ② associated with consumers' needs
- ③ contrasted against the existing one
- ④ provided to consumers with user instructions
- ⑤ competitive enough to face big companies in the field



다음 글 (A)에서 설명하고 있는 효과적인 전략을 활용한 광고를 글 (B)의 ㉠~㉢에서 선택하고, 그 이유를 우리말로 서술하시오.³ [H1-1806 21번]

(A) Too many companies advertise their new products as if their competitors did not exist. They advertise their products in a vacuum and are disappointed when their messages fail to get through. Introducing a new product category is difficult, especially if the new category is not contrasted against the old one. Consumers do not usually pay attention to what's new and different unless it's related to the old. That's why if you have a truly new product, it's often better to say what the product is not, rather than what it is. For example, the first automobile was called a "horseless" carriage, a name which allowed the public to understand the concept against the existing mode of transportation.

(B) ㉠ If you're marketing a certain product you are probably trying to promote a message that is very similar to every other product in your market, so endeavor to construct and promote that message in a new way. This example for Extra Gum uses the age-old message of chewing gum being good for your teeth, but it presents it in a clever, new way. By using specific shadows, alignment and composition, Extra manages to make that same claim but in a clever and new way – by presenting the gum as a toothbrush substitute. If you're trying to promote an idea that has been 'done' before, don't simply follow in the footsteps of other brands, consider a new way of presenting the message, find relationships and forge a new path.

㉡ Sony engages in a variety of different marketing efforts, as one of the world's largest and most pervasive corporations. Sony's former slogans have been "The One and Only", "It's a Sony" and "like.no.other". Its current slogan is "make.believe". The string of commercials starring Kevin Butler (portrayed by actor Jerry Lambert) has been met with positive acclaim due to its humorous and lively tone. Consumers love it because it's the one and only, unique and there are no other competitors.

㉢ In Samsung's ad, the woman's slow iPhone 6 keeps letting her down, prompting her to visit an Apple Store. The helpful assistant tells her she can turn off the performance management feature to speed things up, but that it may lead to unexpected shutdowns. "Or you can just upgrade it," he adds, though a new \$29 battery for her current phone would also help. Remembering a guy she saw earlier on the plane with a smug look on his face as he played on his shiny new Galaxy S9, she opts for, you guessed it, the Galaxy S9. And in the ad's final shot, she looks really happy for it.

(1) _____

(2) 이유:



다음 글의 요지로 가장 적절한 것은?⁴ [H1-1806 21번]

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- ① Wise consumers need to pay attention to what the products label says.
- ② Companies should invest part of their profits in product development.
- ③ Companies' excessive marketing cost problem brings about unreasonable product price rise.
- ④ Consumers' negative feedbacks on the previous products discourage companies to introduce new products.
- ⑤ For an effective brand-new product promotion, the new products should be compared to the existing ones.

주어진 글 다음에 이어질 글의 순서로 가장 적절한 것은?⁵

[H1-1806 21번]

Too many companies advertise their new products as if their competitors did not exist. They advertise their products in a vacuum and are disappointed when their messages fail to get through.

(A) That's why if you have a truly new product, it's often better to say what the product is not, rather than what it is.

(B) Introducing a new product category is difficult, especially if the new category is not contrasted against the old one. Consumers do not usually pay attention to what's new and different unless it's related to the old.

(C) For example, the first automobile was called a "horseless" carriage, a name which allowed the public to understand the concept against the existing mode of transportation.

- ① (A) - (C) - (B)
- ② (B) - (A) - (C)
- ③ (B) - (C) - (A)
- ④ (C) - (A) - (B)
- ⑤ (C) - (B) - (A)



다음 글의 내용을 읽고 추론할 수 있는 내용이 아닌 것을 두 개 고르면?⁶ [2018년 6월 고1 모의고사 21번]

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- ① You should consider competitors to decide how to advertise
- ② Companies tend to be disappointed when they didn't effectively deliver messages to customers.
- ③ It is tough to introduce new product category when it's differentiated from existing category.
- ④ Consumers generally pay attention to new products only when it's related to old ones.
- ⑤ For truly new products, compare similarities with old products.

다음 글의 내용을 한 문장으로 요약하고자 할 때, 빈칸 (A), (B)에 들어갈 말로 가장 적절한 것은?⁷ [H1-1806 21번]

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Introducing new products as if they are (A)_____ is (B)_____ likely to appeal to consumers.

- | (A) | (B) |
|-------------------|------|
| ① fresh | more |
| ② ingenious | more |
| ③ in existence | less |
| ④ self-originated | more |
| ⑤ unprecedented | less |



다음 빈칸에 들어갈 말로 가장 적절한 것은?⁸ [18년 6월 21번]

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- ① attracts the consumer's mind
- ② is not to be trusted in a market
- ③ is not contrasted against the old one
- ④ needs to be improved in a convenient way
- ⑤ does not have new functions compared to the previous one

다음 글에서 밑줄 친 (A), (B)에 들어갈 말을 <보기>의 단어를 사용하여 <조건>에 맞게 쓰시오.⁹ [H1-1806 21번]

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Consumers do not usually pay attention to what's new and different unless it's related to the old. That's why if you have a truly new product, it's often better to say (A) _____, rather than (B) _____. For example, the first automobile was called a "horseless" carriage, a name which allowed the public to understand the concept against the existing mode of transportation.

<보기>

what / product / the / it / is / not

<조건>

- 각각 5단어 이하로 작성할 것
- <보기> 단어를 필요시 중복사용 가능
- <보기> 단어만 모두 사용하되 변형하지 말 것

(A) _____

(B) _____



다음 빈칸에 들어갈 말로 가장 적절한 것은?¹⁰

[18년 6월 21번]

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- ① erroneous ② abnormal ③ subjective
- ④ established ⑤ undesirable

다음 글의 빈칸 (A), (B)에 들어갈 말로 가장 적절한 것은?¹¹ [2018년 6월 21번]

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Too many companies advertise their new products (A)_____ their competitors did not exist. They advertise their products in a vacuum and are disappointed when their messages fail to get through. Introducing a new product category is difficult, especially if the new category is not contrasted against the old one. Consumers do not usually pay attention to what's new and different (B)_____ it's related to the old. That's why if you have a truly new product, it's often better to say what the product is not, rather than what it is. For example, the first automobile was called a "horseless" carriage, name which allowed the public to understand the concept against the existing mode of transportation.

- | | |
|-------------|-------------|
| (A) | (B) |
| ① and | therefore |
| ② so | however |
| ③ but | also |
| ④ as if | unless |
| ⑤ as though | in addition |



정답

1 ㉓

2 ㉓

3 (1) ㉓

(2) 이 글은 제품 고아고 시, 비교를 통한 광고가 효과적이라고 말하고 있고, ㉓번은 삼성이 Galaxy S9을 광고하기 위해 iPhone 6와 비교하여 효과적으로 광고하고 있다.

4 ㉓

5 ㉒

6 ㉓, ㉓

7 ㉓

8 ㉓

9 (A) what the product is not

(B) what it is

10 ㉒

11 ㉔