



고1_1811[기출문제] 40

다음 글의 밑줄 친 ㉠~㉤ 중, 어법상 옳은 것은?1 [H1-1811 40번]

We cannot predict the outcomes of sporting contests, ㉠that vary from week to week. This heterogeneity is a feature of sport. It is the uncertainty of the result and the quality of the contest that consumers find ㉡appealingly. For the sport marketer, this is problematic, as the quality of the contest cannot be ㉢guarantee, no promises can be made in relations to the result and no assurances can be given in respect of the performance of star players. Unlike consumer products, sport cannot and does not display consistency as a key feature of marketing strategies. The sport marketer therefore must avoid ㉣to adopt marketing strategies based solely on winning, and must instead focus on developing product extensions such as the facility, parking, merchandise, souvenirs, food and beverages rather than on the core product (that is, the game itself). In short, sports have the essential nature of being unreliable, which ㉤requires that the marketing strategies feature products and services more than just the sports match.

- ① a ② b ③ c ④ d ⑤ e

다음 글의 빈칸 (A), (B)에 들어갈 말로 가장 적절한 것은?2 [H1-1811 40번]

We cannot predict the outcomes of sporting contests, which vary from week to week. This heterogeneity is a feature of sport. It is the uncertainty of the result and the quality of the contest that consumers find attractive. For the sport marketer, this is problematic, as the quality of the contest cannot be guaranteed, no promises can be made in relations to the result and no assurances can be given in respect of the performance of star players. Unlike consumer products, sport cannot and does not display (A)_____ as a key feature of marketing strategies. The sport marketer therefore must (B)_____ marketing strategies based solely on winning, and must instead focus on developing product extensions such as the facility, parking, merchandise, souvenirs, food and beverages rather than on the core product (that is, the game itself).

* heterogeneity: 이질성(異質性)

- | | |
|-----------------|-----------|
| (A) | (B) |
| ① consistency | maintain |
| ② consistency | avoid |
| ③ inconsistency | avoid |
| ④ inconsistency | maintain |
| ⑤ inconsistency | establish |



다음 글을 읽고 물음에 답하시오. [18년 11월 40번]

We cannot predict the outcomes of sporting contests, which vary from week to week. This heterogeneity is a feature of sport. It is the uncertainty of the result and the quality of the contest that consumers find attractive. For the sport marketer, this is problematic, as the quality of the contest cannot be guaranteed, no promises can be made in relations to the result and no assurances can be given in respect of the performance of star players. Unlike consumer products, sport cannot and does not display (A) _____ as a key feature of marketing strategies. The sport marketer therefore must avoid marketing strategies based solely on winning, and must instead focus on developing product extensions such as the facility, parking, merchandise, souvenirs, food and beverages rather than on the core product (that is, the game itself).

*heterogeneity: 이질성(異質性)

위 글의 빈칸 (A)에 들어갈 말로 가장 적절한 것은?³

- ① profit ② context
- ③ consistency ④ modification
- ⑤ productivity

위 글의 내용을 요약하고자 한다. <조건>에 맞도록 빈칸을 채워 완성하시오.⁴

→We can't be c _____ of the results of sporting events, which is p _____ to the sport marketers. So sport marketers must e _____ the product lists instead of depending completely on marketing strategies based on winning of sport games.

<조건>

- 가. 어법에 맞게 적을 것.
- 나. 빈칸 하나당 주어진 철자로 시작하는 단어 하나씩 적을 것.
- 다. 지문에 나오는 어휘를 참고하여 필요시 어형을 변형할 것.

c _____ p _____

e _____



다음 글의 내용과 일치하지 않는 것은?⁵ [H1-1811 40번]

We cannot predict the outcomes of sporting contests, which vary from week to week. This heterogeneity is a feature of sport. It is the uncertainty of the result and the quality of the contest that consumers find attractive. For the sport marketer, this is problematic, as the quality of the contest cannot be guaranteed, no promises can be made in relations to the result and no assurances can be given in respect of the performance of star players. Unlike consumer products, sport cannot and does not display consistency as a key feature of marketing strategies.

* heterogeneity: 이질성(異質性)

- ① 스포츠 경기의 결과를 예측할 수 없다.
- ② 이질성이 스포츠의 특징이다.
- ③ 경기 결과의 불확실성에 소비자들은 매력을 느낀다.
- ④ 스포츠 경기의 수준은 보장될 수 없다.
- ⑤ 스타 선수의 경기력은 확실하게 예측할 수 있다.

다음 글의 흐름으로 보아, 주어진 문장이 들어가기에 가장 적절한 곳은?⁶ [H1-1811 40번]

The sport marketer therefore must avoid marketing strategies based solely on winning.

We cannot predict the outcomes of sporting contests, which vary from week to week. (A) This heterogeneity is a feature of sport. (B) It is the uncertainty of the result and the quality of the contest that consumers find attractive. (C) For the sport marketer, this is problematic, as the quality of the contest cannot be guaranteed, no promises can be made in relations to the result and no assurances can be given in respect of the performance of star players. (D) Unlike consumer products, sport cannot and does not display consistency as a key feature of marketing strategies. (E) They must instead focus on developing product extensions such as the facility, parking, merchandise, souvenirs, food and beverages rather than on the core product (that is, the game itself).

- ① A ② B ③ C ④ D ⑤ E



다음 글의 (A), (B)의 각 빈칸에서 문맥에 맞는 연결사로 가장 적절한 것은?7 [H1-1811 40번]

We cannot predict the outcomes of sporting contests, which vary from week to week. This heterogeneity is a feature of sport. It is the uncertainty of the result and the quality of the contest that consumers find attractive. For the sport marketer, (A) _____, this is problematic, as the quality of the contest cannot be guaranteed, no promises can be made in relations to the result and no assurances can be given in respect of the performance of star players. Unlike consumer products, sport cannot and does not display consistency as a key feature of marketing strategies. (B) _____, the sport marketer must avoid marketing strategies based solely on winning, and must instead focus on developing product extensions such as the facility, parking, merchandise, souvenirs, food and beverages rather than on the core product (that is, the game itself).

다음 글의 밑줄 친 부분 중 문맥상 낱말의 쓰임이 적절하지 않은 것은?8 [H1-1811 40번]

We cannot predict the outcomes of sporting contests, which vary from week to week. This heterogeneity is a feature of sport. It is the diversity of the result and the quality of the contest that consumers find attractive. For the sport marketer, this is problematic, as the result of the contest is unpredictable and no guarantees can be given in respect of the performance of star players. Unlike consumer products using certainty as a key feature of marketing strategies, sport cannot and does not get rid of inconsistency. The sport marketer therefore must cling to marketing strategies based solely on winning, and must instead focus on developing product extensions such as the facility, parking, merchandise, souvenirs, food and beverages rather than on the core product (that is, the game itself).

- | | |
|----------------|-------------|
| (A) | (B) |
| ① however | as a result |
| ② similarly | therefore |
| ③ in contrast | for example |
| ④ in addition | to sum up |
| ⑤ consequently | besides |

- ① a ② b ③ c ④ d ⑤ e



다음 글의 괄호 (A), (B), (C)에서 문맥에 맞는 낱말로 가장 적절한 것은?⁹ [H1-1811 40번]

We cannot predict the outcomes of sporting contests, which vary from week to week. This heterogeneity is a feature of sport. It is the (A) [certainty / uncertainty] of the result and the quality of the contest that consumers find attractive. For the sport marketer, this is problematic, as the quality of the contest cannot be guaranteed, no promises can be made in relations to the result and no assurances can be given in respect of the (B)[performance / persuasion] of star players. Unlike consumer products, sport cannot and does not display consistency as a key feature of marketing strategies. The sport marketer therefore should not (C)[ignore / follow] marketing strategies based solely on winning, and must instead focus on developing product extensions such as the facility, parking, merchandise, souvenirs, food and beverages rather than on the core product (that is, the game itself).

- | (A) | (B) | (C) |
|---------------|-------------|--------|
| ① uncertainty | performance | follow |
| ② certainty | persuasion | follow |
| ③ uncertainty | persuasion | ignore |
| ④ certainty | performance | ignore |
| ⑤ uncertainty | performance | ignore |

다음 글의 밑줄 친 부분 중, 문맥상 그 쓰임이 적절하지 않은 것은?¹⁰ [H1-1811 40번]

We cannot predict the outcomes of sporting contests, which @differ from week to week. This heterogeneity is a feature of sport. It is the @uncertainty of the result and the quality of the contest that consumers find attractive. For the sport marketer, this is problematic, as the quality of the contest cannot be @guaranteed, no promises can be made in relations to the result and no assurances can be given in respect of the performance of star players. Unlike consumer products, sport cannot and does not display @consistency as a key feature of marketing strategies. The sport marketer therefore must @promote marketing strategies based solely on winning, and must instead focus on developing product extensions such as the facility, parking, merchandise, souvenirs, food and beverages rather than on the core product (that is, the game itself).
*heterogeneity: 이질성(異質性)

- ① a ② b ③ c ④ d ⑤ e



다음 글을 읽고 질문에 대한 답을 주어진 강조구문 형식에 맞게 빈칸 (A), (B)를 채워 문장을 완성하십시오.¹¹ [H1-1811 40번]

We cannot predict the outcomes of sporting contests, which vary from week to week. This heterogeneity is a feature of sport. It is the uncertainty of the result and the quality of the contest that consumers find attractive. For the sport marketer, this is problematic, as the quality of the contest cannot be guaranteed, no promises can be made in relations to the result and no assurances can be given in respect of the performance of star players. Unlike consumer products, sport cannot and does not display consistency as a key feature of marketing strategies. Sport marketers therefore must avoid marketing strategies based solely on winning, and must instead focus on developing product extensions such as the facility, parking, merchandise, souvenirs, food and beverages rather than on the core product (that is, the game itself).

*heterogeneity: 이질성(異質性)

Q: What do sport marketers have to develop for sport marketing?

A: It (A)_____ that

(B)_____.

(A)_____

(B)_____

다음 글에서 언급된 내용이 아닌 것은?¹² [H1-1811 40번]

We cannot predict the outcomes of sporting contests, which vary from week to week. This heterogeneity is a feature of sport. It is the uncertainty of the result and the quality of the contest that consumers find attractive. For the sport marketer, this is problematic, as the quality of the contest cannot be guaranteed, no promises can be made in relations to the result and no assurances can be given in respect of the performance of star players. Unlike consumer products, sport cannot and does not display consistency as a key feature of marketing strategies. The sport marketer therefore must avoid marketing strategies based solely on winning, and must instead focus on developing product extensions such as the facility, parking, merchandise, souvenirs, food and beverages rather than on the core product that is, the game itself.

- ① the unpredictable results at sporting contests
- ② the secrets to raise winning chance at sports betting
- ③ the comparison between sport marketing and customer product sales
- ④ the reason why sport marketers avoid focusing on the game itself
- ⑤ the key marketing strategies to attract customers to sports matches



다음 글에 스포츠가 갖는 불확실한 본질적 속성으로 인해 스포츠 마케팅 담당자가 해야 할 역할을 본문에서 찾아 유리말로 쓰시오.¹³ [H1-1811 40번]

We cannot predict the outcomes of sporting contests, which vary from week to week. This heterogeneity is a feature of sport. It is the uncertainty of the result and the quality of the contest that consumers find attractive. For the sport marketer, this is problematic, as the quality of the contest cannot be guaranteed, no promises can be made in relations to the result and no assurances can be given in respect of the performance of star players. Unlike consumer products, sport cannot and does not display consistency as a key feature of marketing strategies. The sport marketer therefore must avoid marketing strategies based solely on winning, and must instead focus on developing product extensions such as the facility, parking, merchandise, souvenirs, food and beverages rather than on the core product (that is, the game itself)

* heterogeneity: 이질성

1)

2)

주어진 글 다음에 이어질 글의 순서로 가장 적절한 것은?¹⁴ [H1-1811 40번]

We cannot predict the outcomes of sporting contests, which vary from week to week. This heterogeneity is a feature of sport. It is the uncertainty of the result and the quality of the contest that consumers find attractive.

(A) She or he, instead, has to focus on developing product extensions such as the facility, parking, merchandise, souvenirs, food and beverages rather than on the core product (that is, the game itself).

(B) Unlike consumer products, sport cannot and does not display consistency as a key feature of marketing strategies. The sport marketer therefore must avoid marketing strategies based solely on winning.

(C) For the sport marketer, this is problematic, as the quality of the contest cannot be guaranteed, no promises can be made in relations to the result and no assurances can be given in respect of the performance of star players.

① (A) - (C) - (B) ② (B) - (A) - (C)

③ (B) - (C) - (A) ④ (C) - (A) - (B)

⑤ (C) - (B) - (A)



다음 빈칸에 들어갈 단어 중, 밑줄 친 부분과 의미하는 바가 가장 거리가 먼 것은?¹⁵ [18년 11월 40번]

We cannot predict the outcomes of sporting contests, which vary from week to week. This heterogeneity is a feature of ㉠_____. It is the uncertainty of the result and the quality of ㉡_____ which consumers find attractive. For the sport marketer, this is problematic, as the quality of ㉢_____ cannot be guaranteed, no promises can be made in relations to the result and no assurances can be given in respect of the performance of star players. Unlike consumer products, sport cannot and does not display ㉣_____ as a key feature of marketing strategies. The sport marketer therefore must avoid marketing strategies based solely on winning, and must instead focus on developing product extensions such as the facility, parking, merchandise, souvenirs, food and beverages rather than on ㉤_____.

- ① ㉠ ② ㉡ ③ ㉢ ④ ㉣ ⑤ ㉤



정답

1 ㉟

2 ㉠

3 ㉡

4 certain / problematic / exten

5 ㉟

6 ㉟

7 ㉠

8 ㉟

9 ㉠

10 ㉟

11 (A) is product extensions

(B) they(sports marketers) must develop(focus on)

12 ㉠

13 1. 순전히 승리에만 기반한 마케팅 전략을 피해야 한다.

2. 시합 그 자체보다는 시설, 주차, 상품, 기념품, 식음료와 같은 제품 확장 개발에 집중해야만 한다.

14 ㉟

15 ㉠