



고1_2111[기출문제] 22

다음 글에서 전체 흐름과 관계없는 문장은? [21년 11월 22번]

Information is worthless if you never actually use it. Far too often, companies collect valuable customer information that ends up buried and never used. They must ensure their data is accessible for use at the appropriate times. Ⓐ For a hotel, one appropriate time for data usage is check-in at the front desk. Ⓑ I often check in at a hotel I've visited frequently, only for the people at the front desk to give no indication that they recognize me as a customer. Ⓒ The hotel must have stored a record of my visits, but they don't make that information accessible to the front desk clerks. Ⓓ They are missing a prime opportunity to utilize data to create a better experience focused on customer loyalty. Ⓔ A hotel must be aware that private customer information might leak to somewhere else. Whether they have ten customers, ten thousand, or even ten million, the goal is the same: create a delightful customer experience that encourages loyalty.

- ① a ② b ③ c ④ d ⑤ e

다음 글의 밑줄 친 부분 중, 문맥상 낱말의 쓰임이 적절하지 않은 것은? [21년 11월 22번]

Information is ①valueless if you never actually use it. Far too often, companies collect valuable customer information that ends up buried and never used. They must ensure their data is ②accessible for use at the appropriate times. For a hotel, one appropriate time for data usage is check-in at the front desk. I often check in at a hotel I've visited frequently, only for the people at the front desk to give no indication that they ③recognize me as a customer. The hotel must have stored a record of my visits, but they don't make that information available to the front desk clerks. They are ④getting a prime opportunity to utilize data to create a better experience focused on customer loyalty. Whether they have ten customers, ten thousand, or even ten million, the goal is the same: create a delightful customer experience that ⑤promotes loyalty.

- ① a ② b ③ c ④ d ⑤ e



다음 글의 주제로 가장 적절한 것은?² [21년 11월 22번]

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- ① the importance of tighter security for data usage
- ② how customer information is being used everywhere
- ③ the necessity of utilizing data to raise customer loyalty
- ④ the side effects of thoughtlessly using information in hotels
- ⑤ why the loyalty of clerks provides a pleasant customer experience

다음 글의 밑줄 친 부분 중 어법상 어색한 것은?³ [21년 11월 22번]

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- ① a
- ② b
- ③ c
- ④ d
- ⑤ e



다음 빈칸에 들어갈 말로 가장 적절한 것은?4 [21년 11월 22번]

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- ① if you never actually use if
- ② once you collect customer data
- ③ when you genuinely take advantage of it
- ④ unless you improve customer experience
- ⑤ as long as you assess it and apply it to your clerks

다음 글에서 전체 문장과 관계없는 문장은?5 [21년 11월 22번]

Information is worthless if you never actually use it. Far too often, companies collect valuable customer information that ends up buried and never used. They must ensure their data is accessible for use at the appropriate times. For a hotel, one appropriate time for data usage is check-in at the front desk. ㉠ I often check in at a hotel I've visited frequently, only for the people at the front desk to give no indication that they recognize me as a customer. ㉡ The hotel must have stored a record of my visits, but they don't make that information accessible to the front desk clerks. ㉢ That is why the hotel industry is suffering from a rapid decline in sales. ㉣ They are missing a prime opportunity to utilize data to create a better experience focused on customer loyalty. ㉤ Whether they have ten customers, ten thousand, or even ten million, the goal is the same: create a delightful customer experience that encourages loyalty.

- ① a
- ② b
- ③ c
- ④ d
- ⑤ e



다음 빈칸에 들어갈 말로 가장 적절한 것은?6 [21년 11월 22번]

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- ⑤ as long as you assess it and apply it to your clerks

다음 글의 주제로 가장 적절한 것은?7 [21년 11월 22번]

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- ② how customer information is being used everywhere
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- ⑤ why the loyalty of clerks provides a pleasant customer experience



정답

1 ㉟

2 ㉠

3 ㉠

4 ㉢

5 ㉢

6 ㉢

7 ㉠