



고1\_1911[기출문제] 40

다음 글을 읽고 물음에 답하시오. [고1 2019년 11월 모의고사 40번]

The perception of the same amount of (A)\_\_\_\_\_ on a product depends on its (B)\_\_\_\_\_ to the initial price. In one study, respondents were presented with a purchase situation. The persons put in the situation of buying a calculator that cost \$15 found out from the vendor that the same product was available in a different store 20 minutes away and at a promotional price of \$10. In this case, 68% of respondents decided to make their way down to the store in order to save \$5. In the second condition, which involved buying a jacket for \$125, the respondents were also told that the same product was available in a store 20 minutes away and cost \$120 there. This time, only 29% of the persons said that they would get the cheaper jacket. In both cases, the product was \$5 cheaper, but in the first case, the amount was 1/3 of the price, and in the second, it was 1/25 of the price. What differed in both of these situations was the price context of the purchase. In summary, when the same amount of discount is given in a purchasing situation, the relative value of the discount affects how people perceive its value.

위 글의 빈칸에 들어갈 단어를 각각 쓰시오.<sup>1</sup>

답: (A) \_\_\_\_\_  
(B) \_\_\_\_\_

위 글을 읽고 아래 표의 빈칸에 들어갈 어구를 순서대로 쓰시오.<sup>2</sup>

	Name of item to purchase	Price	
		in the store people are at	in another store 20 min away
Condition 1	(1)_____	15 dollars	(3)_____
Condition 2	a jacket	(2)_____	120 dollars

답: (1) \_\_\_\_\_  
(2) \_\_\_\_\_  
(3) \_\_\_\_\_



다음 밑줄 친 부분 중, 어법상 어색한 것은?³ [19년 고1 11월 모의고사 40번]

The perception of the same amount of discount on a product depends on ①its relation to the initial price. In one study, respondents were presented with a purchase situation. The persons put in the situation of buying a calculator that cost \$15 ②were told that the same product was available in a different store 20 minutes away and at a promotional price of \$10. In this case, 68% of respondents decided to make their way down to the store in order to save \$5. In the second condition, which involved ③to buy a jacket for \$125, the respondents were also informed that the same product was available in a store 20 minutes away and cost \$120 there. This time, only 29% of the persons said that they would get the cheaper jacket. In both cases, the product was \$5 cheaper, but in the first case, the amount was ④a third of the price, and in the second, it was 1/25 of the price. One thing ⑤that differed in both of these situations was the price context of the purchase.

- ① a    ② b    ③ c    ④ d    ⑤ e

다음 글에서 밑줄 친 “the price context of the purchase”가 의미하는 바로 가장 적절한 것은?⁴ [19년 11월 40번]

The perception of the same amount of discount on a product depends on its relation to the initial price. In one study, respondents were presented with a purchase situation. The persons put in the situation of buying a calculator that cost \$15 found out from the vendor that the same product was available in a different store 20 minutes away and at a promotional price of \$10. In this case, 68% of respondents decided to make their way down to the store in order to save \$5. In the second condition, which involved buying a jacket for \$125, the respondents were also told that the same product was available in a store 20 minutes away and cost \$120 there. This time, only 29% of the persons said that they would get the cheaper jacket. In both cases, the product was \$5 cheaper, but in the first case, the amount was 1/3 of the price, and in the second, it was 1/25 of the price. What differed in both of these situations was “the price context of the purchase.”

- ① the material cost in initial price  
 ② the perceived value by the vendor  
 ③ the distance between two stores  
 ④ the relative value of the proportion in initial price  
 ⑤ the amount of discount given in a purchasing situation



다음 글의 빈칸 (A), (B)에 들어갈 알맞은 한 단어를 각각 쓰시오. (단, 주어진 철자로 시작할 것)<sup>5</sup> [19년 11월 40번]

The research by Tversky and Kahneman concerned the (A)r\_\_\_\_\_ perception of the same discount amount relating to the (B)i\_\_\_\_\_ price of the product. In the study, respondents were presented with a purchase situation. The persons put in the situation of buying a calculator that cost \$15 found out from the vendor that the same product was available in a different store 20 minutes away and at a promotional price of \$10. In this case, 68% of respondents decided to make their way down to the store in order to save \$5. In the second condition, which involved buying a jacket for \$125, the respondents were also told that the same product was available in a store 20 minutes away and cost \$120 there. This time, only 29% of the persons said that they would get the cheaper jacket. In both cases, the product was \$5 cheaper, but in the first case, the amount was 1/3 of the price, and in the second, it was 1/25 of the price. What differed in both of these situations was the price context of the purchase.

정답 : (A) \_\_\_\_\_  
(B) \_\_\_\_\_

다음 글을 요약할 때 빈칸 (A), (B)에 가장 적절한 것은?<sup>6</sup> [2019 11월 고1 40번]

The perception of the same amount of discount on a product depends on its relation to the initial price. In one study, respondents were presented with a purchase situation. The persons put in the situation of buying a calculator that cost \$15 found out from the vendor that the same product was available in a different store 20 minutes away and at a promotional price of \$10. In this case, 68% of respondents decided to make their way down to the store in order to save \$5. In the second condition, which involved buying a jacket for \$125, the respondents were also told that the same product was available in a store 20 minutes away and cost \$120 there. This time, only 29% of the persons said that they would get the cheaper jacket. In both cases, the product was \$5 cheaper, but in the first case, the amount was 1/3 of the price, and in the second, it was 1/25 of the price. What differed in both of these situations was the price context of the purchase.

↓

When the same amount of discount is given in a purchasing situation, the (A)\_\_\_\_\_ is perceived higher than the (B)\_\_\_\_\_ of the discount.

- |                  |                |
|------------------|----------------|
| (A)              | (B)            |
| ① frequency      | amount         |
| ② amount         | frequency      |
| ③ quantity       | quality        |
| ④ absolute value | relative value |
| ⑤ relative value | absolute value |



다음 글의 빈칸에 들어갈 말로 가장 적절한 것은? [19년 11월 40번]

The perception of the same amount of discount on a product \_\_\_\_\_ . In one study, respondents were presented with a purchase situation. The persons put in the situation of buying a calculator that cost \$15 found out from the vendor that the same product was available in a different store 20 minutes away and at a promotional price of \$10. In this case, 68% of respondents decided to make their way down to the store in order to save \$5. In the second condition, which involved buying a jacket for \$125, the respondents were also told that the same product was available in a store 20 minutes away and cost \$120 there. This time, only 29% of the persons said that they would get the cheaper jacket. In both cases, the product was \$5 cheaper, but in the first case, the amount was 1/3 of the price, and in the second, it was 1/25 of the price. What differed in both of these situations was the price context of the purchase. When the same amount of discount is given in a purchasing situation, relative value of the discount affects how people perceive its value.

- ① has nothing to do with the context price
- ② promotes commercial sales
- ③ depends on its relation to the initial price
- ④ corresponds with its absolute value
- ⑤ is in direct proportion to the initial price

주어진 글 다음에 이어질 글의 순서로 가장 적절한 것은? [2019 11월 모의 40번]

The perception of the same amount of discount on a product depends on its relations to the initial price. In one study, respondents were presented with a purchase situation.

(A) In this case, 68% of the respondents decided to make their way down to the store in order to save \$5 in that situation. In the second condition, which involved buying a jacket for \$125, the respondents were also told that the same product was available in a store 20 minutes away and cost \$120 there.

(B) The persons put in the situation of buying a calculator that cost \$15 found out from the vendor that the same product was available in a different store 20 minutes away and at a promotional price of \$10.

(C) This time, only 29% of the persons said that they would get the cheaper jacket. (D) In both cases, the product was \$5 cheaper, but in the first case, the amount was 1/3 of the price, and in the second, it was 1/25 of the price. (E) What differed in both of these situations was the price context of the purchase.

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



다음 빈칸에 들어갈 말로 가장 적절한 것은? [19년 11월 40번]

The perception of the same amount of discount on a product depends on its relation to the initial price. In one study, respondents were presented with a purchase situation. The persons put in the situation of buying a calculator that cost \$15 found out from the vendor that the same product was available in a different store 20 minutes away and at a promotional price of \$10. In this case, 68% of respondents decided to make their way down to the store in order to save \$5. In the second condition, which involved buying a jacket for \$125, the respondents were also told that the same product was available in a store 20 minutes away and cost \$120 there. This time, only 29% of the persons said that they would get the cheaper jacket. In both cases, the product was \$5 cheaper, but in the first case, the amount was 1/3 of the price, and in the second, it was 1/25 of the price. What differed in both of these situations was the price context of the purchase. From these two cases, we can infer customers

- ① hesitate to spend money on a product that isn't on sale
- ② change the perception on a product according to its initial price
- ③ are willing to buy a product on sale in the distant place from their place
- ④ perceive the same amount of discount differently based on products' size
- ⑤ tend to purchase a product depending on the relative value of the discount

다음 글을 읽고 아래와 같이 정리하고자 한다. 빈칸에 들어갈 말을 <조건>을 참고하여 완성하시오. [19년 11월 40번]

There is a famous Spanish proverb that says, "The belly rules the mind." This is a clinically proven fact. Food is the original mind-controlling drug. Every time we eat, we bombard our brains with a feast of chemicals, triggering an explosive hormonal chain reaction that directly influences the way we think. Countless studies have shown that the positive emotional state induced by a good meal enhances our favorable attitude. It triggers an instinctive desire to repay the provider. This is why executives regularly combine business meetings with meals, why lobbyists invite politicians to attend receptions, lunches, and dinners, and why major state occasions almost always involve an impressive banquet. Churchill called this "dining diplomacy," and sociologists have confirmed that this principle is a strong motivator across all human cultures.

↓

According to this passage, "the principle of dining diplomacy" is founded on the fact that we can increase \_\_\_\_\_ derived from a superb cuisine.

<조건>

- mood / accept / by / the positive / of / the probability / build up의 단어를 한 번씩만 모두 사용하시오.
- 필요한 경우 어형을 변화시키시오.

정답 :



다음 글의 빈칸에 들어갈 말로 가장 적절한 것은?<sup>11</sup> [H1-1911 40번]

The perception of the same amount of discount on \_\_\_\_\_ . In one study, respondents were presented with a purchase situation. The persons put in the situation of buying calculator that cost \$15 found out from the vendor that the same product was available in a different store 20 minutes away and at a promotional price of \$10. In this case, 68% of respondents decided to make their way down to the store in order to save \$5. In the second condition, which involved buying a jacket for \$125, the respondents were also told that the same product was available in a store 20 minutes away and cost \$120 there. This time, only 29% of the persons said that they would get the cheaper jacket. In both cases, the product was \$5 cheaper, but in the first case, the amount was 1/3 of the price, and in the second, it was 1/25 of the price. What differed in both of these situations was the price context of the purchase.

- ① how much you can save
- ② its initial discounted price
- ③ its relation to the original price
- ④ how long it takes to get to the store
- ⑤ the number of customers purchasing the product

다음 글의 흐름으로 보아, 주어진 문장이 들어가기에 가장 적절한 곳은?<sup>12</sup> [H1-1911 40번]

This time, only 29% of the persons said that they would get the cheaper jacket.

The perception of the same amount of discount on a product depends on its relation to the initial price. In one study, respondents were presented with a purchase situation. (A) The persons put in the situation of buying a calculator that cost \$15 found out from the vendor that the same product was available in a different store 20 minutes away and at a promotional price of \$10. (B) In this case, 68% of respondents decided to make their way down to the store in order to save \$5. (C) In the second condition, which involved buying a jacket for \$125, the respondents were also told that the same product was available in a store 20 minutes away and cost \$120 there. (D) In both cases, the product was \$5 cheaper, but in the first case, the amount was 1/3 of the price, and in the second, it was 1/25 of the price. (E) What differed in both of these situations was the price context of the purchase.

- ① A    ② B    ③ C    ④ D    ⑤ E



다음 글의 내용과 일치하지 않는 것은? <sup>13</sup> [19년 11월 40  
번]

The perception of the same amount of discount on a product depends on its relation to the original price. In one study, respondents were presented with a purchase situation. The persons put in the situation of buying a calculator that cost \$ 15 found out from the vendor that the same product was available in a different store 20 minutes away and at a promotional price of \$ 10. In this case, 68% of respondents decided to make their way down to the store in order to save \$ 5. In the second condition, which involved buying a jacket for \$ 125, the respondents were also told that the same product was available in a store 20 minutes away and cost \$ 120 there. This time, only 29% of the persons said that they would get the cheaper jacket. In both cases, the product was \$ 5 cheaper, but in the first case, the amount was  $\frac{1}{3}$  of the price, and in the second, it was  $\frac{1}{25}$  of the price. What differed in both of these situations was the price context of the purchase.

- ① More people would go to the other store to save on a calculator than they would to save on a jacket.
- ② A saving \$ 5 seems to have more value next to the original price of \$ 125 than \$ 15.
- ③ In both situations, people would save the same amount of money.
- ④ The difference between the first and the second case is the original price.
- ⑤ People seem to think  $\frac{1}{3}$  of the price has more value than  $\frac{1}{25}$  of the price.



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**정답**

- 1 (A) discount  
(B) relation
- 2 (1) (a) calculator  
(2) 10 dollars  
(3) 125 dollars
- 3 ③
- 4 ④
- 5 (A) relative  
(B) initial
- 6 ⑤
- 7 ③
- 8 ②
- 9 ⑤
- 10 the probability of accepting by building up the positive mood
- 11 ③
- 12 ④
- 13 ②