



고1_1811[기출문제] 22

다음 글의 밑줄 친 ㉠~㉥ 중, 문맥상 낱말의 쓰임이 적절하지 않은 것은?¹ [H1-1811 22번]

When we read a number, we are more influenced by the leftmost digit than by the rightmost, since that is the order in which we read, and process, them. The number 799 feels significantly ㉠less than 800 because we see the former as 7-something and the latter as 8-something, whereas 798 feels pretty much like 799. Since the nineteenth century, shopkeepers have taken advantage of this trick by choosing prices ending in a 9, to give the impression that a product is ㉡cheaper than it is. Surveys show that around a third to two-thirds of all retail prices now ㉢end in a 9. Though we are all experienced shoppers, we are still ㉣fooled. In 2008, researchers at the University of Southern Brittany monitored a local pizza restaurant that was serving five types of pizza at €8.00 each. When one of the pizzas was reduced in price to €7.99, its share of sales substantially ㉤declined.

- ① a ② b ③ c ④ d ⑤ e

다음 글의 밑줄 친 ㉠~㉥ 중 문맥상 어색한 표현은?² [H1-1811 22번]

When we read a number, we are more influenced by the leftmost digit than by the rightmost, since that is the order in which we read, and process, them. The number 799 feels significantly less than 800 because we see the former as 7-something and the latter as 8-something, whereas 798 feels pretty much like 799. Since the nineteenth century, shopkeepers have ㉠taken advantage of this trick by choosing prices ending in a 9, to give the impression that a product is ㉡cheaper than it is. Surveys show that around a third to two-thirds of all retail prices now ㉢end in a 9. Though we are all experienced shoppers, we are still ㉣fooled. In 2008, researchers at the University of Southern Brittany monitored a local pizza restaurant that was serving five types of pizza at €8.00 each. When one of the pizzas was reduced in price to €7.99, its share of sales sharply ㉤fell.

- ① a ② b ③ c ④ d ⑤ e



다음 글의 내용을 한 문장으로 요약하고자 한다. 빈칸 (A)와 (B)에 들어갈 말로 가장 적절한 것은?³ [H1-1811 22번]

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↓

Shop marketers have taken advantage of our (A)_____ that makes the first digit on product prices (B)_____ when we read them.

(A) (B)

- ① misperception prominent
- ② misperception diminish
- ③ deletion prominent
- ④ deletion diminish
- ⑤ insight prominent

다음 글의 빈칸에 들어갈 말로 가장 적절한 것은?⁴ [H1-1811 22번]

When we read a number, we _____, since that is the order in which we read, and process, them. The number 799 feels significantly less than 800 because we see the former as 7-something and the latter as 8-something, whereas 798 feels pretty much like 799. Since the nineteenth century, shopkeepers have taken advantage of this trick by choosing prices ending in a 9, to give the impression that a product is cheaper than it is. Surveys show that around a third to two-thirds of all retail prices now end in a 9. Though we are all experienced shoppers, we are still fooled. In 2008, researchers at the University of Southern Brittany monitored a local pizza restaurant that was serving five types of pizza at €8.00 each. When one of the pizzas was reduced in price to €7.99, its share of sales rose from a third of the total to a half.

- ① add numbers to strengthen the credibility of sellers
- ② are well educated to read numbers in a correct way
- ③ are likely to consume products whose prices end in a 9
- ④ know the sales tricks because we're all experienced shoppers
- ⑤ tend to pay more attention to the first digit on the left than by the last one on the right.



다음 글을 읽고 물음에 답을 본문에서 찾아 영어로 쓰시

오.⁵ [H1-1811 22번]

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Q: What does the underlined this trick suggest?

(1)A: _____.

Q: What happened when the pizza restaurant applied this trick to the price of a pizza?

(2)A: _____.

(1) _____

(2) _____

다음 글의 내용과 일치하는 것은? ⁶ [H1-1811 22번]

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① 우리는 수를 읽을 때 오른쪽에서 왼쪽으로 읽고 처리한다.

② 숫자 799는 800 보다 아주 조금 작게 느껴진다.

③ 숫자 798과 799는 아주 큰 차이가 있는 것처럼 느껴진다.

④ 상품이 실제보다 싸다는 인상을 주기 위해 9로 끝나는 가격을 선택하여 이용해왔다.

⑤ Southern Brittany 대학의 연구에서 피자 가격을 €7.99로 인하하자 판매 점유율이 전체의 1/2에서 1/3로 감소했다.



다음 글의 밑줄 친 **this trick**이 의미하는 바로 가장 적절한 것은? [H1-1811 22번]

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- ① to mislead customers into believing that the items are on sale
- ② to manipulate numbers by discounting considerable amount from the original price
- ③ to make customers compare the leftmost digit with the rightmost one by ending the price in a 9
- ④ to price items slightly less than their wholesale price to give an impression that they are cheaper at retail
- ⑤ to price items starting with lower digit based on human tendency to focus more on the left side

다음 글의 빈칸에 들어갈 말로 가장 적절한 것은? [18년 11월 22번]

When we read a number, we are more influenced by the leftmost digit than by the rightmost, since that is the order in which we read, and process, them. The number 799 feels significantly less than 800 because we see the former as 7-something and the latter as 8-something, whereas 798 feels pretty much like 799. Since the nineteenth century, shopkeepers have taken advantage of this trick by choosing prices ending in a 9, to give the impression that a product is _____ . Surveys show that around a third to two-thirds of all retail prices now end in a 9. Though we are all experienced shoppers, we are still fooled. In 2008, researchers at the University of Southern Brittany monitored a local pizza restaurant that was serving five types of pizza at €8.00 each. When one of the pizzas was reduced in price to €7.99, its share of sales rose from a third of the total to a half.

- ① of very high quality
- ② less harmful than it is
- ③ on sale at a low price
- ④ environmentally friendly
- ⑤ mean for specific user groups



정답

1 ㉔

2 ㉕

3 ㉔

4 ㉕

5 (1) We are influenced by the leftmost digit then by the rightmost.
(2) Its share of sales rose from a third of the total to a half.

6 ㉔

7 ㉕

8 ㉓