



고1_2109[기출문제] 41~42

다음 글을 읽고 물음에 답하시오. [21년 9월 41, 42번]

The market's way of telling a firm about its failures is harsh and brief. ㉠ Not only are complaints less expensive to handle but they also can cause the seller to improve. The seller may learn something as well. I remember a cosmetics company that received complaints about sticky sunblock lotion. At the time, all such lotions were more or less sticky, so the risk ㉡ of having customers buy products from a rival company was not great. But this was also an opportunity. The company managed to develop a product that was not sticky and captured 20 percent of the market in its first year. Another company had the opposite problem. Its products ㉢ were not sticky enough. The company was a Royal Post Office in Europe and the product was a stamp. The problem was that the stamp didn't stick to the envelope. Management contacted the stamp producer who made it clear that if people just moistened the stamps properly, they would stick to any piece of paper. What to do? Management didn't take long to come to the conclusion ㉣ what it would be more costly to try to educate its customers to wet each stamp rather than to add more glue. The stamp producer ㉤ was told to add more glue and the problem didn't occur again. Since it is better for the firm to have buyers complain rather than go elsewhere, it is important to make it easier for dissatisfied customers to complain.

위 글의 내용과 일치하는 것은?1

- ① The firm of allowing complaints is morally better than that of ignoring complaints.
- ② How a firm handles customers' complaints determines the cost of its products.
- ③ Since sticky sunblock lotions were common and even popular, the cosmetics company could survive without complaints.
- ④ The cosmetics company could take up 20 percent of the market smoothly before it developed a different product from its rivals'.
- ⑤ Although the stamps themselves had no problem if used properly, management in Royal Post Office came to the conclusion to add more glue.

위 글의 밑줄 친 부분 중 어법상 어색한 것은?2

- ① a ② b ③ c ④ d ⑤ e



다음 글의 내용과 일치하는 것은?³ [21년 9월 41, 42번]

The market's way of telling a firm about its failures is harsh and brief. Complaints are not only less expensive to handle but they also can cause the seller to improve. The seller may learn something as well. I remember a cosmetics company that received complaints about sticky sunblock lotion. At the time, all such lotions were more or less sticky, so the risk of having customers buy products from a rival company was not great. But this was also an opportunity. The company managed to develop a product that was not sticky and captured 20 percent of the market in its first year. Another company had the opposite problem. Its products were not sticky enough. The company was a Royal Post Office in Europe and the product was a stamp. The problem was that the stamp didn't stick to the envelope. Management contacted the stamp producer who made it clear that if people just moistened the stamps properly, they would stick to any piece of paper. What do to? Management didn't take long to come to the conclusion that it would be more costly to try to educate its customers to wet each stamp rather than to add more glue. The stamp producer was told to add more glue and the problem didn't occur again. Since it is better for the firm to have buyers complain rather than go elsewhere, it is important to make it easier for dissatisfied customers to complain.

- ① Telling a firm about its failure directly costs so much money that it is not an ideal way of handling problems.
- ② Due to complains about sticky lotions, the cosmetics company was able to make better products and eventually occupied one-fifth of the market in its first year.
- ③ The stamp producer concluded that making new products by supplementing existing products would be much more effective than educating consumers on how to use existing products properly.
- ④ Companies can learn lessons from dissatisfied customers and reduce the cost of making cheaper and more competitive products.
- ⑤ The cosmetics company and the post office are good examples of showing that it is important for the firm to have satisfied purchasers post their reviews online.



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The market's way of telling a firm about its failures is harsh and brief. Not only are complaints less expensive to handle but they also can cause the seller to improve. The seller may learn something as well. (A) I remember a cosmetics company that received complaints about sticky sunblock lotion. At the time, all such lotions were more or less sticky, so the risk of having customers buy products from a rival company was not great. (B) The company managed to develop a product that was not sticky and captured 20 percent of the market in its first year. Another company had the opposite problem. (C) Its products were not sticky enough. The company was a Royal Post Office in Europe and the product was a stamp. The problem was that the stamp didn't stick to the envelope. (D) Management contacted the stamp producer who made it clear that if people just moistened the stamps properly, they would stick to any piece of paper. What to do? (E) Management didn't take long to come to the conclusion that it would be more costly to try to educate its customers to wet each stamp rather than to add more glue. The stamp producer was told to add more glue and the problem didn't occur again.

위 글의 흐름으로 보아, 주어진 문장이 들어가기에 가장 적절한 곳은?⁴

But this was also an opportunity.

- ① A ② B ③ C ④ D ⑤ E

위 내용을 한 문장으로 요약하고자 한다. 빈칸에 들어갈 내용을 순서대로 쓰시오. (보기의 단어를 모두 활용하되 중복 사용 가능)⁵

Since it is _____ for _____ have _____ complain _____, it is _____ to _____ for _____ complain.

<보기>
important / buyers / go elsewhere / dissatisfied / customers / better / easier / the firm / it / to / rather than / make

→ Since it is _____ for _____ have _____ complain _____, it is _____ to _____ for _____ complain.



다음 글을 읽고, 물음에 답하십시오. [21년 9월 41~42번]

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위 글에서 필자의 주장으로 가장 적절한 것은?6

- ① A firm should deal with buyers' complaints not in public but in private.
- ② Management should priorly accept the producer's opinion to solve the problem.
- ③ Successful sellers have to catch up with preferences of customers.
- ④ It is necessary to make a team of buyers and sellers for a firm to succeed.
- ⑤ A firm needs to take advantage of having buyers complain for its development and advancement.

위 글의 빈칸 (A)에 들어갈 말로 가장 적절한 것은?7

- ① crisis ② opportunity
- ③ familiarity ④ unusualness
- ⑤ unexpectedness



어갈 한 단어를 본문에서 그대로 찾아 쓰시오.* [21년 9월 41, 42번]

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<조건>

- 본문에 없는 단어를 쓸 경우 0점 처리함.
- 예문에서의 형태와는 상관없이 답은 본문 형태 그대로 쓸 것.

(A): _____

(B): _____

(A)

- I had the firm _____ yesterday.
- Her son _____ asthma when he was two.
- K-pop industry has consistently _____ throughout the world.

(B)

- We couldn't have _____ without your help.
- She's 82 and can't _____ on her own any more.
- He has to _____ on less than \$10 a week.



다음 글의 빈칸에 들어갈 말로 가장 적절한 것은? [21년 9월 41-42번]

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- ① cause the seller to improve
- ② make the customer confused
- ③ fail to make serious changes
- ④ reduce the seller's awareness
- ⑤ give the customers new options



정답

1 ㉟

2 ㉠

3 ㉡

4 ㉢

5 better, the firm, to, buyers, rather than, go elsewhere, important, make, it, easier, dissatisfied customers, to

6 ㉟

7 ㉡

8 (A) develop
(B) manage