

平成 21 年度 東海大学 一般入試 S 方式 (キャンパス限定方式)  
英語 I・英語 II・リーディング・ライティング (70 分)  
理学部・情報理工学部・情報通信学部・工学部・芸術工学部・  
産業工学部・開発工学部・海洋学部・生物理工学部・農学部  
平成 21 年 2 月 2 日

1 次の英文を読み, 下の問いに答えなさい。

Many people would agree that they spend a lot of their free time shopping. At times though, after buying something, the shopper cannot always explain why it was bought. Of course, need remains the most important reason for buying something. Food is a real need, but what about the sugar-coated breakfast food advertised on television? It is neither necessary nor healthful. What causes or motivates the shopper to buy this product? Perhaps the children want it. Maybe the package is colorful and attractive.

Even though purchasers probably do not know why they bought something, the manufactures <sup>(1)</sup>do. Manufactures have analyzed the business of buying and selling. They know all the different motives, or reasons for buying products, that influence a consumer's purchase — some rational and some emotional. Furthermore, they take advantage of <sup>(2)</sup>this knowledge.

Most purchases are rational, or carefully thought out. People generally consider value, dependability, and convenience when they are purchasing a product. Thus, they think carefully about their needs and finances before purchasing something.

At other times, the reasons behind a purchase may not be clear to consumers. Why are so many products displayed at the checkout counters in grocery stores? The store management has some good reasons. By the time customers are ready to pay for a purchase, they have already made rational decisions on what they need and want to buy. Shoppers are easily influenced, especially, at this point. The displays of candy, chewing gum, and magazines are very attractive. They persuade the purchasers to buy something for emotional, not rational motives. For example, the customers neither need nor plan to buy candy, but while they are standing and waiting to pay money, they may suddenly decide to buy some. <sup>(3)</sup>This is exactly what the store and the manufacturer hope that customers will do.

Manufacturing companies also compete for special display places in the supermarket. In fact, there is strong competition among them. Each company wants to win the display space at eye level in the store. Products that are placed on the top or bottom shelves are not purchased by as many shoppers as products placed at eye

level. The easiest product to choose is the one that is easiest to see, so there are advantages to having a product (4) where it is easily spotted.

Manufacturers also try to persuade customers to buy their products through advertising, by creating a desire for them. Because of advertising, consumers think that they want something that they do not actually need. Consumers may be influenced by an advertisement on television showing a sports hero using the product. This picture remains in the consumers' minds even when they are not thinking about the hero. The consumers may want to copy the sports hero by using the product and so choose it.

There are various reasons behind buying something. However, understanding these reasons makes people better shoppers and helps them spend money more wisely.

問1 下線部 (1) ~ (4) の意味・内容として最も適切なものを、それぞれア ~ エの中から一つ選びなさい。

- (1) ア. have a reason for buying something  
 イ. do not know what the shoppers will buy  
 ウ. analyze how to buy things  
 エ. know the shoppers' reasons for buying products
- (2) ア. knowing what kind of advertising influences people  
 イ. understanding why people decide to buy things  
 ウ. knowing what people have bought  
 エ. understanding what children like
- (3) ア. shoppers suddenly buying something that they did not plan to buy  
 イ. shoppers buying something because they got tired of standing and waiting  
 ウ. shoppers carefully choosing something that they need  
 エ. shoppers being told by the store to buy something
- (4) ア. in the back      イ. on the top shelf  
 ウ. at eye level      エ. on the bottom shelf

問2 次の1~3の文を完成するために最も適切なものを、それぞれア~エの中から一つ選びなさい。

1. All of the following words used in the passage mean "a person who buys something" EXCEPT  
 ア. consumer.      イ. customer.      ウ. purchaser.      エ. manufacturer.

2. According to the passage, one of the jobs of the store management is to
  - ア. decide where and how to display certain products.
  - イ. ask sports heroes to come to the store.
  - ウ. teach manufacturing companies how to display products.
  - エ. control which customers come into the store.
3. Shoppers at grocery stores might buy something for emotional reasons
  - ア. when the product is not dependable.
  - イ. as they are waiting to pay for their purchases.
  - ウ. if they know what they need and want to buy.
  - エ. if they have not seen it advertised anywhere.

問3 次の1~4の問いの答えとして最も適切なものを、それぞれア~エの中から一つ選びなさい。

1. Which of the following is true according to the passage?
  - ア. All shopping decisions are influenced by emotional reasons.
  - イ. Candy is something that a shopper plans to buy.
  - ウ. In most cases, what people buy is carefully thought out.
  - エ. Sugar-coated breakfast food is bought for its nutritious value.
2. According to the passage, which would be an emotional behavior?
  - ア. The shopper chooses the product for its attractive appearance.
  - イ. The shopper has considered the usefulness of the product.
  - ウ. The shopper likes the product because of its reasonable price.
  - エ. The shopper decides on the product because it is easy to use.
3. According to the passage, how does advertising affect shoppers?
  - ア. Heroes want to use a lot more products.
  - イ. It forces shoppers to shop for rational reasons.
  - ウ. It makes people become wiser shoppers.
  - エ. People buy more for emotional motives.
4. Which of the following would be the best title for this passage?
  - ア. What Bothers Shoppers
  - イ. Choosing a Supermarket
  - ウ. Why People Buy
  - エ. The Advertising Industry

2 次の1～10の英文の空所に入る最も適切な語(句)を、それぞれア～エの中から一つ選びなさい。

1. The number of poor people in Tokyo receiving public assistance (        ) about 4,000.  
ア. was      イ. were      ウ. it was      エ. it were
2. I'll visit my relatives in England (        ) five days.  
ア. at      イ. in      ウ. by      エ. until
3. It is only in the last 200 years (        ) have begun climbing mountains for pleasure.  
ア. because people      イ. as people      ウ. of people      エ. that people
4. I'll try to go to bed (        ) from now on.  
ア. earlier than      イ. too earliest      ウ. earlier      エ. as early as
5. Hurry up, (        ) you will miss your plane.  
ア. and      イ. or      ウ. when      エ. so
6. Many people say that the peanuts grown in Hadano are (        ) from other regions.  
ア. the tastiest are the ones      イ. the tastier ones  
ウ. the tastiest      エ. tastier than the ones
7. She had four sons, all (        ) became actors.  
ア. of whose      イ. which      ウ. of whom      エ. who
8. If I don't finish my dinner, I (        ) dessert.  
ア. can't eat      イ. might have been eaten  
ウ. might have eaten      エ. can't have eaten
9. (        ) the girls came on the school trip.  
ア. Neither      イ. Nobody of      ウ. None of      エ. No one
10. Can you (        ) with me later?  
ア. go to shopping      イ. go shopping  
ウ. to shop      エ. to shopping

3 次の1～10の英文を読み、下線部の意味に最も近い語をそれぞれア～エの中から一つ選びなさい。

1. The manager of the company promised to look into the matter at once.  
ア. examine    イ. learn    ウ. mind    エ. encourage
2. I couldn't make out what she was saying.  
ア. achieve    イ. inform    ウ. include    エ. understand
3. What do the stars and stripes in the American flag stand for?  
ア. repeat    イ. count    ウ. represent    エ. behave
4. Her father has tried to give up smoking many times, but he can't.  
ア. stop    イ. remind    ウ. intend    エ. make
5. I made up my mind to buy a personal computer.  
ア. watched    イ. decided    ウ. remembered    エ. repaid
6. His brother is always finding fault with other people's work.  
ア. keeping    イ. studying    ウ. making    エ. criticizing
7. The teacher listened to the poem the student learned by heart.  
ア. memorized    イ. read    ウ. resembled    エ. wrote
8. The food I ate the restaurant was awful.  
ア. tasty    イ. reasonable    ウ. terrible    エ. rare
9. The members of the team waited for her for two hours, but she didn't shown up.  
ア. turn    イ. appear    ウ. practice    エ. happen
10. I am convinced that he didn't steal the money.  
ア. doubtful    イ. consulted    ウ. regretful    エ. sure

4 次の1~5の会話文の空所に入る最も適切なものを，それぞれア～エの中から一つ選びなさい。

1. A: This stew is very tasty. Did you make it?  
B: Not really. I used a ready-made meal.  
A: ( )  
B: Oh, I'm glad you like it.  
ア. Nobody would think this is ready-made.  
イ. No one likes ready-made food any longer.  
ウ. They're always disappointing, aren't they?  
エ. You'll have to get it ready then.
  
2. A: You won't believe what happened to me on my way back from Chicago.  
B: What? I know you missed an important job interview, though.  
A: ( )  
B: If that's the case, won't they reschedule you for another date?  
ア. That's right. The interview was in Chicago.  
イ. I was surprised that the public transport is so good.  
ウ. There was a snowstorm, and all the flights were delayed.  
エ. I almost missed my flight, but luckily got there in time.
  
3. A: What do you think of Akiko?  
B: ( )  
A: I'm thinking of asking her to be the leader of this year's senior school dance committee.  
B: I think that's a great idea. She's perfect for the job.  
ア. I think she graduated last year.  
イ. Actually, I don't know her at all.  
ウ. I don't think she's at school now.  
エ. She's very popular and confident.

4. A: Did you hear about Yumiko?  
B: Oh, what about her?  
A: ( )  
B: Wow! I don't know she had a good voice.  
ア. She composed a symphony.  
イ. She won first prize in the dance contest.  
ウ. She's going to attend the school festival.  
エ. She's joining an opera group.
5. A: Sarah, could you help me take out the trash?  
B: Mom, I'm leaving to catch the bus. Could you ask Mike to do it?  
A: Why are you leaving so early today?  
B: ( )  
A: Oh, then you'd better go.  
ア. Please ask Dad if Mike left early.  
イ. We have an extra class first thing this morning.  
ウ. I really don't feel like doing it today.  
エ. I'm tied up with my English homework now.

5 次の問1と問2に答えなさい。

問1 次の会話の状況を表す最も適切な文を，ア～エの中から一つ選びなさい。

Danna: I hate to keep you waiting. Why don't you go on ahead?

Gary : Take your time. It's still early for the 7:18 bus.

Dana : Are you sure? Thanks.

- ア. There isn't time to go.
- イ. They do not have much time.
- ウ. They want to leave early.
- エ. There is no need for them to hurry.

問2 次の場面の状況に合うように空所に最も適切なものを，それぞれア～エの中から一つ選びなさい。

1. After a live concert, everyone in the audience claps loudly and cheers for the performers. Some stand and yell, "Bravo! Bravo!"

The audience is ( ).

- ア. funny    イ. calm    ウ. impressed    エ. disappointed

2. Lydia and Peter are looking for a house to buy. When they arrive at a house that Lydia especially likes, Peter says, "I'd rather take a closer look at it before we decide to buy it."

Peter ( )

- ア. wants to examine the house carefully
- イ. wants to look for a better house
- ウ. agrees to buy the house
- エ. suggests giving up buying the house



6 次の問1～3の英文を読み，意味が通るように並べ替えた場合，最も適切なものはどれか。それぞれア～エの中から一つ選びなさい。

- 問1
1. Anyone who wants to drive must have a driver's license.
  2. Driving a car is a necessity in today's mobile society.
  3. One then needs to learn how to drive, take the written test, and finally take the driving test.
  4. Getting a driver's license, though, is a long process which requires one to first study the traffic laws.

- ア. 2 → 3 → 1 → 4  
 イ. 2 → 1 → 4 → 3  
 ウ. 4 → 3 → 1 → 2  
 エ. 4 → 2 → 3 → 1

- 問2
1. Wolves, which are social animals, live together in groups and depend on each other for survival.
  2. One explanation may be that dogs are related to wolves.
  3. For example, they hunt and take care of their young together and protect each other.
  4. Have you ever wondered why pet dogs are so loyal to their owners?

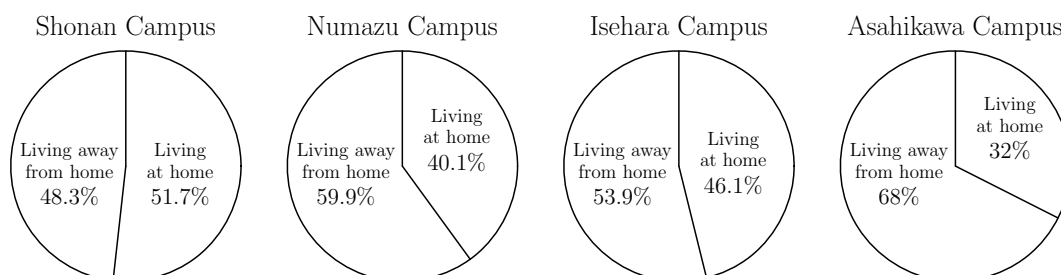
- ア. 4 → 2 → 1 → 3  
 イ. 4 → 1 → 3 → 2  
 ウ. 1 → 3 → 2 → 4  
 エ. 1 → 4 → 2 → 3

- 問3
1. On the other hand, in some cultures, parents arrange their children's marriages.
  2. In many cultures, young men and women choose their own marriage partners.
  3. Choosing a husband or wife is one of the most important decisions in a person's life.
  4. Such arranged marriages have both advantages and disadvantages.

- ア. 2 → 1 → 3 → 4  
 イ. 2 → 3 → 4 → 1  
 ウ. 3 → 4 → 2 → 1  
 エ. 3 → 2 → 1 → 4

- 7 次の円グラフを見て，問1～4の空所に最も適切なものを，それぞれア～エの中から一つ選びなさい。

### Housing Choice of Tokai University Students (2007)



- 問1 The graphs show ( ) of where Tokai University students at the four campuses live.  
 ア. a combination イ. a comparison ウ. the amount エ. the number
- 問2 ( ) half of the students at the Shonan Campus live with their families.  
 ア. Exactly イ. Less than ウ. Over エ. Just
- 問3 More students at each of the campuses, ( ) the Shonan Campus, live away from home.  
 ア. except for イ. including ウ. for example エ. equally
- 問4 At the Asahikawa Campus, the percentage of students living away from home is ( ) students living with their families.  
 ア. equally as high as イ. half the number of  
 ウ. smaller compared to エ. more than double that of

## 解答

1

問1				問2			問3			
1	2	3	4	1	2	3	1	2	3	4
エ	イ	ア	ウ	エ	ア	イ	ウ	ア	エ	ウ

2

1	2	3	4	5	6	7	8	9	10
ア	イ	エ	ウ	イ	エ	ウ	ア	ウ	イ

3

1	2	3	4	5	6	7	8	9	10
ア	エ	ウ	ア	イ	エ	ア	ウ	イ	エ

4

1	2	3	4	5
ア	ウ	エ	エ	イ

5

問1	問2	
	1	2
エ	ウ	ア

6

問1	問2	問3
イ	ア	エ

7

問1	問2	問3	問4
イ	ウ	ア	エ