

1. 次の英文を読んで質問に答えなさい。

In a supermarket, you can see various products in different kinds of packages and in different colors. But manufacturers use specific colors and avoid other colors.

Everybody know that colors are connected with certain feelings. Some people paint the walls of their rooms yellow and others pink. The same is true in stores. Producers want us to feel something when we look at their products.

Green, { ① } example, tries to show a product is good for us or for our environment. It also signalizes* that the product is (②), has (③) fat and maybe (④) calories. Red, { ⑤ } the other hand is an aggressive color that is often used for packaging food. [makes, red, hungry, feel, us]. Purple is a very rare color and indicates that it is something special. Producers use purple to show that something is of good quality. Blue is not very often found in food packaging because there are not [⑥] foods that have a blue color.

Consumers are aware that certain foods or beverages must have certain colors. When Pepsi bring out a crystal clear cola in 1992, it thought that consumers would buy it because clear meant pure and healthy. After a few months Pepsi found out that a cola had to be dark-colored. Crystal Pepsi failed and the company pulled it out of the market.

Advertising professionals often need to look at a product through the consumer's eyes when choosing a color. The right packaging colors can truly improve the sales of a product but a [⑦] color could lead to failure.

*: signalize 際立たせる

問1 本文中の、{ ① }、{ ⑤ }に入る適切な前置詞を答えなさい。

問2 本文中の、(②)、(③)、(④)に入るものを下から選び記号で答えなさい。

但し、それぞれ一度だけしか選べません。

ア) more イ) less ウ) healthier エ) higher オ) fewer

問3 本文中の、[⑥]、[⑦]に入るものを、各組の中からそれぞれ一つずつ選び、記号で答えなさい。

⑥ ア many イ much ウ lot ⑦ ア simple イ wrong ウ white

問4 下線部know、bringの動詞をそれぞれ適切な形にしなさい。

問5 []の中の語を、次の日本語の意味になるように並べ替えなさい。

但し、最初に来る語は大文字で書き始めなさい。

「私たちは赤色を見ると空腹を感じます。」

問6 下線部itのitは何を指すか、本文中から抜き出して答えなさい。

問7 次の単語は本文中のもので、名詞形を書きなさい。

① different ② connect ③ true ④ aware ⑤ improve

問8 下のそれぞれの語で最も強く発音する音節は前から何番目か答えなさい。

① su-per-mar-ket ② prod-uct ③ ag-gres-sive ④ ad-ver-tis-ing

問9 二重線部 を日本語に訳しなさい。

問10 メーカーが作る食品パッケージについて筆者が述べていないものを2つ選び記号で答えなさい。

ア、ある特定の色を使い、他の色を避ける。

イ、商品を見つけやすいように文字を大きくする。

ウ、環境に良いものだと示すために緑を使う。

エ、紫はありふれた色なのでとりわけ多くの商品に使う。

オ、青い色の食品は少ないので青はめったに使わない。

2. 次の各組の文の内容が同じになるように () に入る適切な語を答えなさい。

- (1) ① He was so young that he couldn't go to school.
② He was (ア) young (イ) go to school.
- (2) ① I don't know what I should do next.
② I don't know (ア) (イ) do next.
- (3) ① Time is the most precious thing.
② (ア) is (イ) precious than time.

3. 次の各組で左の語の下線部と同じ発音を含む語を選び、記号で答えなさい。

- (1) glove : ア home イ hot ウ long エ won
- (2) breach : ア tea イ break ウ sweat エ speak
- (3) hour : ア flour イ four ウ court エ pour
- (4) eight : ア height イ weight ウ either エ foreign
- (5) finished : ア worked イ studied ウ played エ needed

4. 次の各説明文は下欄のどの語のものか、記号で答えなさい。

- (1) a large building which was built in the past by kings or queens, or other important people
- (2) a building which contains books that can be looked at or borrowed
- (3) an area of public land in a town or a city where people go to walk, play and relax
- (4) a large sports ground which is surrounded by rows of seats
- (5) a country in central Europe, which was split into two countries and reunited in 1990

ア stadium	イ castle	ウ Germany	エ Korea	オ Slovakia
カ library	キ theater	ク mansion	ケ school	コ park

5. カタカナで記された語を正しい英語で書きなさい。

- (1) ジュース (2) ビタミン (3) スカート (4) タオル (5) マラソン

6. 次の単語は、すべて身体の一部を表すものです。日本語に直しなさい。

- (1) eyelash (2) elbow (3) toe (4) rib (5) lung

7. 次の文中の（ ）内に入る適切な語を下の語群の中から選んで答えなさい。

但し、それぞれ一度だけしか選べません。

- (1) A: Good afternoon. How can I () you? B: A table for two, please.
- (2) A: Would you like () to drink? B: I'd like a glass of white wine, please.
- (3) A: Can I () you a favor? B: What is it? A: Would you look after my dog?
- (4) A: I didn't like carrots when I was young. B: Neither () I.
- (5) A: What do you do to stay fit? B: I don't eat () after eight p.m.
- (6) The important thing is not to win the game, () to take part in it.
- (7) You had better quit smoking () the doctor advised you.
- (8) I use e-mail to keep () touch with friends who live far away.
- (9) No matter where he goes, he will think () his family.
- (10) My sister decided to marry him because he could cook very () .

as / but / though / in / or / something / out / of / did / do / ask / help / well / anything / every / good
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