

次の英文を読み、その後続く設問 1～10 について、正しいと思われるものを一つずつ選びなさい。

¶ 1 ①Many people believe that the basic issue in marketing is convincing *prospects that you have a better product or service.

¶ 2 ①Not true. ②If you have a small market share and you have to do battle with larger, better-financed competitors, then your marketing strategy was probably wrong in the first place. ③You violated the first law of marketing.

¶ 3 ①The basic issue in marketing is creating a (1)category you can be first in. ②It's the law of leadership: (2)It's better to be first than it is to be better. ③It's much easier to get into the mind first than to try to convince someone you have a better product than the one that did get there first.

¶ 4 ①You can demonstrate the law of leadership by asking yourself two questions:

1) What's the name of the first person to fly the Atlantic Ocean alone?

Charles Lindbergh, right?

2) What's the name of the second person to fly the Atlantic Ocean alone?

Not so easy to answer, is it?

¶ 5 ①The second person to fly the Atlantic Ocean alone was Bert Hinkler. ②Bert was a better pilot than Charles — he flew faster, he consumed less fuel. ③Yet who has ever heard of Bert Hinkler?

¶ 6 ①In spite of the evident superiority of the Lindbergh approach, (3)most companies go the Bert Hinkler route. ②They wait until a market develops. ③Then they jump in with a better product. ④In today's competitive environment, a me-too product has little hope of becoming a big, profitable brand.

¶ 7 ①The leading brand in any category is almost always (4). ②Hertz in rent-a-cars. ③IBM in computers. ④Coca-Cola in cola.

¶ 8 ①After World War II Heineken was the first imported beer to make a name for itself in America. ②So four decades later, what is No.1 imported beer? ③The one that tastes the best? ④Or Heineken? ⑤There are 425 brands of imported beer sold in America. ⑥(5)Surely one of these brands must taste better than Heineken, but does it really matter? ⑦Today, Heineken is still the No.1 imported beer, with 30 percent of the market.

¶ 9 ①The first domestic light beer was Miller Lite. ②So what is the largest-selling light beer in America today? ③The one that tastes the best? ④Or the one that got in to the mind first?

¶ 10 ①The law of leadership applies to any product, any brand, any category. ②Let's say you didn't know the name of the first college (6) in America. ③You can always make a good guess by substituting *leading* for *first*. ④So what's the name of the leading college in America? ⑤Most people would probably say Harvard, which is also the name of the first college (6) in America. (⑥What's the name of the second college (6) in America? ⑦The college of William and Mary, which is only slightly more famous than Bert Hinkler.)

¶ 11 ①(7)One reason the first brand tends to maintain its leadership is that the name often becomes a general term. ②Xerox, the first plain-paper copier, became the name for all plain-paper copies. ③People will stand in front of a Ricoh or a Sharp or a Kodak machine and say, "How do I make a Xerox copy?" ④They will ask for the Kleenex when the box clearly says

Scott. ⑤They will offer you a Coke when all they have is Pepsi-Cola.

¶ 12 ①If the secret of success is getting into the prospect's mind first, what strategy are most companies committed to? ②The better-product strategy. ③The latest and hottest subject in the business management field is ④benchmarking. ④Praised as the "ultimate competitive strategy," benchmarking is the process of comparing and *evaluating your company's products against the best in the industry. ⑤It's an essential element in a process often called "total quality management."

¶ 13 ①Unfortunately, benchmarking doesn't work. ②Regardless of reality, people perceive the first product into the mind as superior. ③Marketing is a battle of perceptions, not products.

*prospect(s) : 顧客になりそうな人 *evaluating<evaluate : 価値を見極める

(成蹊大)

問1 下線部(1)の単語と同じ位置にアクセントのある語を一つ選びなさい。

1. manufacture 2. demonstration 3. superior 4. difficulty

問2 下線部(2)の内容を最もよく表しているものを一つ選びなさい。

1. マーケティング専門誌という新しいジャンルで成功をおさめるためには、購読者を早くつかむことが何よりも大切だ。
2. マーケティングで成功するためには、その商品のカテゴリーに真っ先に参入することが肝心だ。
3. 消費者と言うものは、自分の欲しい商品を他の人よりも一足先に手に入れたいたいと考えるものだ。
4. 他社にさきがけて独創的なマーケティング戦略を採用する会社よりも、良い商品を作る会社の方が、企業として優れている。

問3 下線部(3)の内容を最もよく表しているものを一つ選びなさい。

1. 優秀なパイロットであったバート・ヒンクラーを手本とすべきなのに、有名だからという理由でリンドバーグを手本とあおぐ企業が多い。
2. 多くの企業が、成功したブランドの商品を真似ることで莫大な利益を得ている。
3. 現代社会のニーズに合った環境に優しい商品を開発すれば、莫大な利益を得ることも夢ではないと考えている企業が多い。
4. たとえ後発商品であっても、品質さえ良ければ、その商品が市場でトップになる可能性はあると考えてしまう企業が多い。

問4 空所(4)に入れるのに最も適当な語を一つ選びなさい。

1. famous for its original design of the logo
2. the fist brand into the prospect's mind
3. the brand with the best product
4. known for its international marketing strategy

問5 下線部⑤の内容を最もよく表しているものを一つ選びなさい。

1. ハイネケンよりも美味しいビールがあってもおかしくはないが、だからといってそのビールの方がよく売れるということにはならない。
2. ハイネケンよりもセンスの良い広告を出す輸入品ブランドは他にもあるかもしれないが、センスの良さが売りに上げに直結するわけではない。
3. 他の輸入ビール製造業者も、品質を高めようと努力はしているが、それがなかなか実現しないのだから仕方がない。
4. もっと趣味のいい名前をつけるべきだったが、ハイネケンという名前はすでに定着しており、今更そんなことを言っても遅い。

問6 空所(6)に入れるのに最も適当な語を一つ選びなさい。

1. discovered
2. founded
3. imitated
4. invented

問7 下線部(7)の内容を最もよく表しているものを一つ選びなさい。

1. If the first brand in a certain category becomes the leader, people usually regard its brand name as the common name of the product.
2. You cannot be too careful when you name a product because it is the name and the name alone that sells the product.
3. The first brand remains first in sales because people always like new products and are willing to buy them.
4. A leading product is generally the first brand because it always proves to have the best quality.

問8 下線部(8)の意味を最もよく表しているものを一つ選びなさい。

1. 市場競争に勝ち残るための最善策
2. 徹底的な在庫管理のために不可欠な原則
3. 自社製品を業界トップの製品と比較する手法
4. 自社製品を高く評価し、業界トップの製品であると信じること

問9 本文の内容と一致するものを一つ選びなさい。

1. マーケティングとは、商品の品質ではなく、消費者が商品に対して抱くイメージの勝負なのである。
2. 他社の追随を許さない最高の商品を作れば、派手な宣伝活動をしなくても消費者の圧倒的な支持を得ることができる。
3. 他社の追随を許さない宣伝活動をすれば、商品自体の品質が劣悪であっても売りに上げを伸ばすことができる。
4. マーケティングの法則は消費財のみに適用されるもので、これ以外のものに適用することはできない。

問10 本文の内容を表すタイトルとして最も適当なものを一つ選びなさい。

1. Benchmarking Your Way to the Top
2. The Law of Leadership
3. On Naming and Trademarks
4. Quality Comes First

文法問題

次の文の空所を埋めて文を完成させるのに最も適当な語または語句を一つ選びなさい。

問1 Hang (), please. Don't give up.

1. up 2. on 3. off 4. back

問2 () he was a professor, but now he works for an investment bank.

1. Eventually 2. Frequently
3. For the time being 4. Previously

問3 Sam's new bicycle was (). His friends were always asking Sam to let them ride it.

1. a mixed blessing 2. his birthday present
3. bought at his friend's shop 4. a big surprise for him

問4 My cat is a creature of contradiction: indifferent yet affectionate, () yet alert.

1. lively 2. loving 3. smart 4. dreamy

問5 How sad it is for a person not to answer when opportunity knocks and () for opportunity to knock again.

1. to wait the rest of his life
2. then we must wait our remaining lives
3. to wait their remaining lifetimes
4. then they wait the rest of their lives