

2005年12月英语四级B卷试题（阅读2）PDF转换可能丢失图片或格式，建议阅读原文

[https://www.100test.com/kao\\_ti2020/122/2021\\_2022\\_2005\\_E5\\_B9\\_B412\\_E6\\_c83\\_122079.htm](https://www.100test.com/kao_ti2020/122/2021_2022_2005_E5_B9_B412_E6_c83_122079.htm) Passage Two Questions 26 to 30 are based on the following passage. Just five one-hundredths of an inch thick, light golden in color and with a perfect “ saddle curl, ” the Lay ’ s potato chip seems an unlikely weapon for global domination. But its maker, Frito-Lay. Thinks otherwise. ” Potato chips are a snack food for the world, ” said Salman Amin, the company ’ s head of global marketing. Amin believes there is no corner of the world that can resist the charms of a Frito-Lay potato chip. Frito-Lay is the biggest snack maker in America. owned by PepsiCo. And accounts for over half of the parent company ’ s \$3 billion annual profits. But the U.S. snack food market is largely saturated, and to grow. the company has to look overseas. Its strategy rests on two beliefs: first a global product offers economies of scale with which local brands cannot compete. And second, consumers in the 21st century are drawn to “ global ” as a concept. ” Global ” does not mean products that are consciously identified as American, but ones than consumes-especially young people-see as part of a modern, innovative(创新的)world in which people are linked across cultures by shared beliefs and tastes. Potato chips are an American invention, but most Chinese, for instance, do not know than Frito-Lay is an American company. Instead, Risky, the company ’ s research and development head, would hope they associate the brand with the new world of global communications and business. With brand

perception a crucial factor, Risky ordered a redesign of the Frito-Lay logo(标识).The logo, along with the company ' s long-held marketing image of the “ irresistibility ” of its chips. would help facilitate the company ' s global expansion. The executives acknowledge that they try to swing national eating habits to a food created in America, but they deny that amounts to economic imperialism. Rater, they see Frito-Lay as spreading the benefits of free enterprise across the world. “ We ' re making products in those countries, we ' re adapting them to the tastes of those countries, building businesses and employing people and changing lives, ” said Steve Reinemund, PepsiCo ' s chief executive.

26.It is the belief of Frito-Lay ' s head of global marking that\_\_\_\_\_.

A) People the world over enjoy eating their company ' s potato chips B) The light golden color enhances the charm of their company ' s potato chips C) Their company must find new ways to promote domestic sales. D) Potato chips can hardly be used as a

weapon to dominate the world market 27.What do we learn about

Frito-Lay from Paragraph 2? A) It gives half of its annual profits to its parent company. B) It needs to turn to the word market for

development. C) Its products use to be popular among overseas consumers. D) Its expansion has caused fierce competition in the

snack marker. 28.One of the assumptions on which Frito-Lay bases its development strategy is that\_\_\_\_\_.

A) products identified as American will have promising market value B) products suiting Chinese consumers ' needs bring more profits C) local brands

cannot compete successfully with American brands D) consumers

worldwide today are attracted by global brands 29. Why did Riskey have the Frito-Lay logo redesigned? A) To suit changing tastes of young consumers. B) To compete with other American chip producers. C) To change the company ' s long-held marketing image. D) To promote the companys strategy of globalization.

30. Frito-Lays executives claim that the promoting of American food in the international market\_\_\_\_\_. A) will be in the interest of the local people B) will lead to economic imperialism C) won ' t spoil the taste of their chips D) wont affect the eating habits of the local people

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