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[https://www.100test.com/kao\\_ti2020/122/2021\\_2022\\_\\_E8\\_8B\\_B1\\_E8\\_AF\\_AD\\_E5\\_9B\\_9B\\_E7\\_c83\\_122176.htm](https://www.100test.com/kao_ti2020/122/2021_2022__E8_8B_B1_E8_AF_AD_E5_9B_9B_E7_c83_122176.htm) It is said that the public and Congressional concern about deceptive (欺骗性的) packaging rumpus (喧嚣) started because Senator Hart discovered that the boxes of cereals consumed by him, Mrs. Hart, and their children were becoming higher and narrower, with a decline of net weight from 12 to 10-1/2 ounces, without any reduction in price. There were still twelve biscuits, but they had been reduced in size. Later, the Senator rightly complained of a store-bought pie in a handsomely illustrated box that pictured, in a single slice, almost as many cherries as there were in the whole pie. The manufacturer who increases the unit price of his product by changing his package size to lower the quantity delivered can, without undue hardship, put his product into boxes, bags, and tins that will contain even 4-ounce, 8-ounce, one-pound, two-pound quantities of breakfast foods, cake mixes, etc. A study of drugstore (杂货店) and supermarket shelves will convince any observer that all possible sizes and shapes of boxes, jars, bottles, and tins are in use at the same time, and, as the package journals show, week by week, there is never any hesitation in introducing a new size and shape of box or bottle when it aids in product differentiation. The producers of packaged products argue strongly against changing sizes of packages to contain even weights and volumes, but no one in the trade comments unfavorably on the huge costs incurred by endless changes of package sizes, materials,

shape, art work, and net weights that are used for improving a products market position. When a packaging expert explained that he was able to multiply the price of hard sweets by 2.5, from \$1 to \$ 2.50 by changing to a fancy jar, or that he had made a 5-ounce bottle look as though it held 8 ounces, he was in effect telling the public that packaging can be a very expensive luxury. It evidently does come high, when an average family pays about \$ 200 a year for bottles, cans, boxes, jars and other containers, most of which cant be used for anything but stuffing the garbage can.1. What started the public and Congressional concern about deceptive packaging rumpus?A.

Consumers complaints about the changes in package size.B.

Expensive packaging for poor quality products.C. A senators

discovery of the tricks in packaging.D. The rise in the unit price for

many products. 2. The word "undue" (Line 2, Para. 2) means " ".A.

improperC. unexpected B. adequate D. excessive3. Consumers are

concerned about the changes in package size, mainly because .A.

they hate to see any changes in things they are familiar withB. the unit

price for a product often rises as a resultC. they have to pay for the

cost of changing package sizesD. this entails an increase in the cost of

packaging4. According to this passage, various types of packaging

come into existence to .A. meet the needs of consumersC. enhance

the market position of productsB. suit all kinds of productsD.

introduce new products5. The author is critical mainly of .A.

dishonest packagingB. inferior packagingC. the changes in package

sizeD. exaggerated illustrations on packages 100Test 下载频道开通

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