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https://www.100test.com/kao_ti2020/122/2021_2022__E8_8B_B1_E8_AF_AD_E5_9B_9B_E7_c83_122524.htm Taste is such a subjective matter that we dont usually conduct preference tests for food. The most you can say about anyones preference, is that its one persons opinion. But because the two big cola (可乐饮料) companies-Coca-Cola and Pepsi Cola are marketed so aggressively, weve wondered how big a role taste preference actually plays in brand loyalty. We set up a taste test that challenged people who identified themselves as either Coca-Cola or Pepsi fans: Find your brand in a blind tasting. We invited staff volunteers who had a strong liking for either Coca-Cola Classic (传统型) or Pepsi, Diet (低糖的) Coke, or Diet Pepsi. These were people who thought theyd have no trouble telling their brand from the other brand. We eventually located 19 regular cola drinkers and 27 diet cola drinkers. Then we fed them four unidentified samples of cola one at a time, regular colas for the one group, diet versions for the other. We asked them to tell us whether each sample was Coke or Pepsi. then we analyzed the records statistically to compare the participants choices with what mere guess-work could have accomplished. Getting all four samples right was a tough test, but not too tough, we thought, for people who believed they could recognize their brand. In the end, only 7 out of 19 regular cola drinkers correctly identified their brand of choice in all four trials. The diet-cola drinkers did a little worse-only 7 to 27 identified all four samples correctly. While both groups did better

than chance would predict, nearly half the participants in each group made the wrong choice two or more times. Two people got all four samples wrong. Overall, half the participants did about as well on the last round of tasting as on the first, so fatigue, or taste burnout, was not a factor. Our preference test results suggest that only a few Pepsi participants and Coke fans may really be able to tell their favorite brand by taste and price.

1. According to the passage the preference test was conducted in order to _____. [A] find out the role taste preference plays in a persons drinking [B] reveal which cola is more to the liking of the drinkers [C] show that a persons opinion about taste is mere guess-work [D] compare the ability of the participants in choosing their drinks

2. The statistics recorded in the preference tests show _____. [A] Coca-Cola and Pepsi are peoples two most favorite drinks [B] there is not much difference in taste between Coca-Cola and Pepsi [C] few people had trouble telling Coca-Cola from Pepsi [D] peoples tastes differ from one another

3. It is implied in the first paragraph that _____. [A] the purpose of taste tests is to promote the sale of colas [B] the improvement of quality is the chief concern of the two cola companies [C] the competition between the two colas is very strong [D] blind tasting is necessary for identifying fans

4. The word "burnout" (Para. 5) here refers to the state of _____. [A] being seriously burnt in the skin [B] being unable to burn for lack of fuel [C] being badly damaged by fire [D] being unable to function because of excessive use

5. The authors purpose in writing this passage is to _____. [A] show that taste preference is highly subjective [B] argue that taste testing is an important marketing

strategy [C] emphasize that taste and price are closely related to each other [D] recommend that blind tasting be introduced in the quality control of colas 100Test 下载频道开通，各类考试题目直接下载。详细请访问 www.100test.com