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https://www.100test.com/kao_ti2020/458/2021_2022__E5_A4_A7_E5_AD_A6_E8_8B_B1_E8_c84_458024.htm Unit 11 Part Reading Comprehension (35 minutes) Directions: There are 4 reading passages in this part. Each passage is followed by some questions or unfinished statements. For each of them there are four choices marked A), B), C) and D). You should decide on the best choice and mark the corresponding letter on the Answer Sheet with a single line through the centre. Questions 21 to 25 are based on the following passage: 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. 21. What started the public

and Congressional concern about deceptive packaging rumpus?A) Consumers complaints about the changes in package size.B) A senators discovery of the tricks in packaging.C) Expensive packaging for poor quality products.D) The rise in the unit price for many

products. 22. The word “ undue ” (Line 2,Para.2) means “ ” .A) improper B) adequate C) excessiveD) unexpected 23. Consumers

are concerned about the changes in package size, mainly because .A) the unit price for a product often rises as a resultB) they hate to see any changes in things they are familiar withC) they have to pay for the cost of changing package sizesD) this entails an increase in the

cost of packaging 24. According to this passage, various types of packaging come into existence to .A) meet the needs of consumersB) suit all kinds of productsC) introduce new productsD) enhance the market position of products 25. The author is critical mainly of .A) inferior packaging B) dishonest packaging C) the changes in package sizeD) exaggerated illustrations on packages 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