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题及答案汇总 Read the following text and fill each of the numbered

spaces with ONE suitable word . Write your answers on ANSWER

SHEET 1 . The most obvious purpose of advertising is to inform
the consumer of available products or services . The second (31)

_____ is to sell the product . The second purpose might be more
important to the manufacturers than the (32) _____ . The

manufacturers go beyond only telling consumers about their
products . They also try to persuade customers to buy the (33) _____

_____ by creating a desire (34) _____ it . Because of
advertisement , consumers think that they want something that they

do not need . After buying something , the purchaser cannot
always explain why it was (35) _____ . Even (36) _____ the

purchaser probably does not know why he or she bought something
, the manufacturers (37) _____ . Manufacturers have analyzed

the business of (38) _____ and buying . They know all the
different motives that influence a consumer ' s purchase--some

rational and (39) _____ emotional . Furthermore , they take
advantage of this (40) _____ . Why (41) _____ so many

products displayed at the checkout counters in grocery stores ? The

store management has some good (42) _____ . By the time the customer is (43) _____ to pay for a purchase , he or she has already made rational , thoughtout decisions (44) _____ what he or she needs and wants to buy . The (45) _____ feels that he or she has done a good job of choosing the items . The shopper is especially vulnerable at this point . The (46) _____ of candy , chewing gum , and magazines are very attractive . They persuade the purchaser to buy something for emotional , not (47) _____ motives . For example , the customer neither needs nor plans to buy candy . but while the customer is standing , waiting to pay money , he or she may suddenly decide to buy (48) _____ . This is exactly (49) _____ the store and the manufacturer hope that the customer will (50) _____ . The customer follows his or her plan .

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