

2009年12月英语四级阅读考试训练(三十)英语四级考试 PDF转换可能丢失图片或格式，建议阅读原文

[https://www.100test.com/kao\\_ti2020/645/2021\\_2022\\_2009\\_E5\\_B9\\_B412\\_E6\\_c83\\_645733.htm](https://www.100test.com/kao_ti2020/645/2021_2022_2009_E5_B9_B412_E6_c83_645733.htm) rrrrr"> Just five one-hundredths of an inch thick, light golden in color and with a perfect “ saddle curl, ” the Lays 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 companys 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 companys \$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 that consumes--especially young people are linked across cultures by shared beliefs and tastes. Potato chips are an American invention, but most Chinese, for instance, do not know that Frito-Lay is an American company. Instead, Risky, the companys research and development head, would hope they associate the brand with the new world of global communications and business. 百考试题 - 全国最大教育类网站(100test.com) 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. Rather, 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.

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

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

2. What do we learn about Frito-Lay from Paragraph 2?

[A] Its products used to be popular among overseas consumers. [B] Its expansion has caused fierce competition in the snack market. [C] It gives half of its annual profits to its parent company. [D] It needs to turn to the world market for development.

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

[A] Consumers worldwide today are attracted by global brands [B] Local brands cannot compete successfully with American brands [C] Products suiting Chinese consumers needs bring more profits [D] Products identified as American will have promising market value

4. Why did Riskey have the Frito-Lay logo redesigned?

[A] To suit changing tastes of young consumers. [B] To

promote the companys strategy of globalization. [C]To change the companys long-held marketing image. [D]To compete with other American chip producers. 5.Frito-Lays executives claim that the promoting of American foo in the international market\_\_\_\_\_.

[A]wont affect the eating habits of the local people [B]will lead to economic imperialism [C]will be in the interest of the local people [D]wont spoil the taste of their chips

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