

1997年6月大学英语六级阅读理解真题及答案英语六级考试
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https://www.100test.com/kao_ti2020/645/2021_2022_1997_E5_B9_B46_E6_9C_c84_645104.htm jiefu"> Questions 21 to 25 are based on the following passage: It is said that the public and Congressional concern about deceptive packaging rumpus 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 10.5 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 and supermarket shelves will convince any observer that all possible size 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 product's market position. When a packaging expert explained that he was able to multiply the price of hard sweets by 2.5, from 1 dollar to 2.50 dollars 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 dollars a year for bottles, cans, boxes, jars and other containers, most of which can't be used 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 the package size. B) Expensive packaging for poor quality products. C) A senator's discovery of the tricks in packaging. D) The rise in the unit price for many products. 22. The word "undue" (Para. 2) means "_____". A) improper B) adequate C) unexpected

百考试题 - 全国最大教育类网站(www . Examda . com) D) excessive 23. Consumers are concerned about the changes in the package size, mainly because _____.

A) they hate to see any changes in things they are familiar with B) they unit price for a product often rises as a result C) they have to pay for the cost of changing package sizes D) 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 consumers B) suit all kinds of products C) enhance the market position of products

采集者退散 D) introduce new products 25. The author is critical mainly of _____. A) dishonest packaging B) inferior

packaging C) the changes in package size D) exaggerated illustrations
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