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2026년 6월 시행 · 전국연합학력평가

Commercial businesses aim for ① predictability and certainty, especially when it comes to product quality. But predictability and certainty are not always valued in the sporting world, especially when it comes to the delivery of professional sport competitions. From a spectator's perspective the sport experience is better experienced when ② unpredictable. Sport events actually depend on that unpredictability in order to attract people to the game. When the results of games cannot be predicted, attendances at sporting contests are likely to be ③ lower, as are the profits of leagues. However, the absence of predictability also leads to significant ④ variability in the quality of sporting performances. Many factors can contribute to the variability of the sport product, including the weather, player injuries, the venue, the quality of the opponents, the closeness of the scores and even the size of the crowd. A cricket match can be exhilarating, boring or even frustrating, but fans still have to pay the ⑤ same price. Sport marketers may attempt to overcome this by 'improving' the product in systematic ways, such as including a star player, offering premium seating or providing other forms of entertainment and inviting facilities. The uncertain nature of sport contests is just one element of a total experience, although it is an important element for financial success.

1. 어휘 윗글의 밑줄 친 부분 중, 문맥상 낱말의 쓰임이 적절하지 않은 것은?

① ② ③ ④ ⑤

2. 제목 윗글의 제목으로 가장 적절한 것은?

① Why Fans Prefer Predictable Games
② Uncertainty Sells: The Unpredictable Nature of Sport
③ Star Players Guarantee Profits
④ Weather Never Affects Sports
⑤ Businesses Should Avoid Risk

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Those who purchase the goods of a company are called customers. Individuals who purchase goods for personal use are called consumers: beings who consume. Therefore, companies have invented multiple ways to ensure that their customers consume the produced items in larger and larger quantities and more and more frequently. Those who sell food have an easy time, for food is literally consumed, so there is always a need to purchase new food. But with more permanent things, companies must invent reasons for their customers to continue to consume them. One approach is to make the stuff that people already have _____ by convincing them that it is no longer fashionable. The entire fashion industry is built to convince people that fashion matters, so they must purchase new clothing, even though the old is still perfectly functionable. Fashion today extends to far more things than clothes: automobiles, mobile phones, computers—the list is extended indefinitely, limited only by the limits of the creative minds of the marketing divisions of companies.

1. 빈칸 추론 윗글의 빈칸에 들어갈 말로 가장 적절한 것은?

① more useful
② cheaper
③ repairable
④ outdated
⑤ permanent

2. 요지 윗글의 요지로 가장 적절한 것은?

① 음식 판매자는 소비를 늘리기 어렵다.
② 유행은 옷에만 해당한다.
③ 소비자는 기능이 떨어진 물건만 새로 산다.
④ 기업은 소비를 줄이도록 권장한다.
⑤ 기업은 유행을 내세워 소비자가 가진 물건을 뒤처진 것으로 만들어 소비를 늘린다.

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2025년 9월 시행 · 전국연합학력평가

"May I help you?" are the worst four words that a retail salesperson can utter because they don't ① encourage the customer to talk and put them on the defensive. The four words usually draw out a negative response that stops cold a sales transaction. Examples of better questions to use when approaching customers are "Is there anything in particular that you are looking for?" and "Are you shopping for a gift?" If a fashion salesperson ② approaching you with "May I help you?" chances are you would feel the salesperson didn't care. This line is a rote approach that is so ③ overused by untrained and uninterested salespeople. In fact, most of us shudder in horror on hearing these words. The very meaning of the question "May I help you?" ④ implies that the customer is in trouble of some sort and needs rescuing. This almost always puts the customer on the defense. "No, thank you" is usually the immediate response, even if the customer is actually in need of assistance. The subconscious thought by the customer is often "I'm smart enough to figure out what I want, and I don't need your help!" If customers feel ⑤ pressured or cornered, then salespeople won't make any sales. The approach has to promote a comfortable environment that makes customers feel there is no rush. Furthermore, if customers just want to look around, they should feel that it is all right to do so. In situations where customers really do want to look around on their own, salespeople should give customers their business cards and keep themselves accessible in case customers have questions or concerns.

1. 어법 윗글의 밑줄 친 부분 중, 어법상 틀린 것은?

① ② ③ ④ ⑤

2. 제목 윗글의 제목으로 가장 적절한 것은?

① How to Rescue Customers in Trouble
② Customers Love Pushy Salespeople
③ Never Ask "May I Help You?": Better Ways to Greet Customers
④ Business Cards Are Out of Date
⑤ Why Shoppers Always Need Help

2025년 6월 고1 학평 32번

2025년 6월 시행 · 전국연합학력평가

Most entrepreneurs put in tremendous amounts of time and effort in creating and launching new products and services and then make the mistake of overpricing them. ① They have created something they care deeply about, it's theirs, and this powerful sense of ownership distorts their perception of value which causes them to overprice their products. ② While many of them are quick to realize that their initial prices are too high, not all these people are happy or willing to drop their prices to make their products more attractive. ③ Many entrepreneurs also work late at night and on weekends. ④ And this can be a very costly mistake that may lead to the failure of their new business. ⑤ When you launch a new product or service, your priority should be to get sufficient market adoption as soon as possible and you should be ready to sacrifice your initial prices and profits to achieve this aim. Once you have strong sales volumes, you can increase your prices to maximize your profits.

1. **무관한 문장** 윗글에서 전체 흐름과 관계 없는 문장은?

① ② ③ ④ ⑤

2. **요지** 윗글의 요지로 가장 적절한 것은?

① 새 제품은 처음에 가격을 낮춰 시장 채택을 빨리 얻은 뒤 판매량이 늘면 가격을 올려야 한다.
② 새 제품은 처음부터 높은 가격을 매겨야 한다.
③ 소유 의식은 가치를 정확히 판단하게 한다.
④ 가격을 내리는 것은 사업 실패로 이어진다.
⑤ 이익은 출시 초기에 극대화해야 한다.

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2025년 6월 시행 · 전국연합학력평가

Paying with plastic fundamentally changes the way we spend money, altering the calculus of our financial decisions. When you buy something with cash, the purchase involves an actual loss—your wallet is literally lighter. Credit cards, however, make the purchase ① abstract, so that you don't really feel the downside of spending money. Brain-imaging experiments suggest that paying with credit cards actually ② reduces activity in the insula, a brain region associated with negative feelings. As George Loewenstein, a neuroeconomist at Carnegie Mellon, says, "The nature of credit cards ensures that your brain is anesthetized against the pain of payment." Spending money doesn't feel bad, so you spend more money. Consider this experiment: Drazen Prelec and Duncan Simester, two business professors at MIT, organized a real-life, sealed-bid auction for tickets to a Boston Celtics game. Half the participants in the auction were informed that they had to pay with cash; the other half were told they had to pay with credit cards. Prelec and Simester then averaged the bids for the two different groups. It turns out that the average credit card bid was ③ twice as high as the average cash bid. When people used their credit cards, their bids were much more ④ reckless. They no longer felt the need to ⑤ increase their expenses.

1. 어휘 윗글의 밑줄 친 부분 중, 문맥상 낱말의 쓰임이 적절하지 않은 것은?

① ② ③ ④ ⑤

2. 요약문 완성 윗글의 내용을 한 문장으로 요약하고자 한다. 빈칸 (A), (B)에 들어갈 말로 가장 적절한 것은?

Paying with credit cards makes spending feel less (A) _____, which leads people to spend (B) _____ money.

	(A)		(B)
①	painful	……	less
②	pleasant	……	more
③	real	……	less
④	painful	……	more
⑤	exciting	……	less

2024년 10월 고1 학평 33번

2024년 10월 시행 · 전국연합학력평가

When I worked for a large electronics company that manufactured laser and ink-jet printers, I soon discovered why there are often three versions of many consumer goods. (①) If the manufacturer makes only one version of its product, people who bought it might have been willing to spend more money, so the company is losing some income. (②) If the company offers two versions, one with more features and more expensive than the other, people will compare the two models and still buy the less expensive one. (③) But if the company introduces a third model with even more features and more expensive than the other two, sales of the second model go up; many people like the features of the most expensive model, but not the price. (④) They buy the middle item, unaware that they have been manipulated by the presence of the higher-priced item. (⑤)

1. 문장 삽입 글의 흐름으로 보아, 다음 문장이 들어가기에 가장 적절한 곳은?

The middle item has more features than the least expensive one, and it is less expensive than the fanciest model.

① ② ③ ④ ⑤

2. 제목 윗글의 제목으로 가장 적절한 것은?

① Cheaper Is Always Better
② The Decoy Effect: Why the Middle Model Wins
③ Customers Buy the Most Expensive Model
④ One Version Is Enough
⑤ Printers That Never Sell

정답 및 해설

8-01 **1.**③ **2.**② · 8-02 **1.**④ **2.**⑤ · 8-03 **1.**② **2.**③ · 8-04 **1.**③ **2.**① · 8-05 **1.**⑤ **2.**④ · 8-06 **1.**④ **2.**②

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1. ③ 경기 결과를 예측할 수 없을 때 관중 수와 리그 수익이 '더 높아진다'. 스포츠는 예측 불가능성에 의존한다. ③ lower → higher.

2. ② 일반 기업과 달리 스포츠는 예측 불가능성이 관중을 끄는 핵심이지만, 그만큼 경기의 질이 들쭉날쭉하다는 글이다.

8-02 · 2025년 10월 고1 학평 39번

1. ④ 오래 쓰는 물건은 더 이상 유행이 아니라고 설득해 이미 가진 것을 '구식'으로 만들어야 계속 사게 할 수 있다.

2. ⑤ 오래가는 물건을 계속 사게 하려고 기업은 유행을 만들어 멀쩡한 물건을 구식으로 만든다는 것이 요지다.

8-03 · 2025년 9월 고1 학평 41~42번

1. ② 가정법 과거의 if절이므로 과거 동사 approached가 알맞다. ② approaching → approached.

2. ③ "May I help you?"는 고객을 방어적으로 만들므로, 편안한 분위기를 주는 다른 질문과 접근이 필요하다는 글이다.

8-04 · 2025년 6월 고1 학평 32번

1. ③ 글은 새 제품의 가격을 지나치게 높게 매기는 실수를 다룬다. ③은 창업가의 근무 시간 이야기로 흐름과 무관하다.

2. ① 창업가는 애착 때문에 가격을 높게 매기기 쉬우므로, 초기 이익을 희생해 시장 채택을 먼저 얻어야 한다는 것이 요지다.

8-05 · 2025년 6월 고1 학평 41~42번

1. ⑤ 신용 카드를 쓰면 지출을 '제한할' 필요를 더 이상 느끼지 않았다. ⑤ increase → limit.

2. ④ 신용 카드는 지불의 고통을 마비시켜 지출이 덜 '고통스럽게' 느껴지고, 그래서 사람들은 '더 많이' 쓴다.

8-06 · 2024년 10월 고1 학평 33번

1. ④ 세 번째 모델 도입으로 두 번째 모델의 판매가 늘었다는 문장 뒤에 중간 제품의 장점이 설명되고, 이어 They buy the middle item이 결론을 맺는다.

2. ② 가장 비싼 제품을 추가하면 사람들이 중간 제품을 더 많이 사게 된다는 판매 전략을 다룬 글이다.