8-01 · 8-1 시장은 어떻게 작동하는가
08 경제와 일 · 교재 p.180

2024학년도 수능 30번
2023년 11월 시행 · 대학수학능력시험

Bazaar economies feature an apparently flexible price-setting mechanism that sits atop more enduring ties of shared culture. Both the buyer and seller _____. In Delhi's bazaars, buyers and sellers can assess to a large extent the financial constraints that other actors have in their everyday life. Each actor belonging to a specific economic class understands what the other sees as a necessity and a luxury. In the case of electronic products like video games, they are not a necessity at the same level as other household purchases such as food items. So, the seller in Delhi's bazaars is careful not to directly ask for very high prices for video games because at no point will the buyer see possession of them as an absolute necessity. Access to this type of knowledge establishes a price consensus by relating to each other's preferences and limitations of belonging to a similar cultural and economic universe.

1. 빈칸 추론 윗글의 빈칸에 들어갈 말로 가장 적절한 것은?

① hide their true financial situations
② are aware of each other's restrictions
③ follow fixed prices set by the state
④ depend on foreign markets
⑤ refuse to negotiate over price

2. 요지 윗글의 요지로 가장 적절한 것은?

① 판매자는 비디오 게임에 언제나 높은 가격을 요구한다.
② 바자르에서는 가격이 전혀 유연하지 않다.
③ 전자 제품은 식료품만큼 필수품으로 여겨진다.
④ 바자르 경제의 가격은 서로의 제약과 선호를 아는 공유된 문화적·경제적 이해 위에서 합의된다.
⑤ 구매자와 판매자는 서로 다른 문화권에 속한다.

2025학년도 수능 36번

2024년 11월 시행 · 대학수학능력시험

The potential for market enforcement is greater when contracting parties have developed reputational capital that can be ① devalued when contracts are violated. Farmers and landowners develop reputations for ② honesty, fairness, producing high yields, and consistently demonstrating that they are good at what they do. In small, close-knit farming communities, reputations are well known. Over time landowners ③ indirectly monitor farmers by observing the reported output, the general quality of the soil, and any unusual or extreme behavior. Farmer and landowner reputations act as a ④ bond. In any growing season a farmer can reduce effort, overuse soil, or underreport the crop. Similarly, a landowner can undermaintain fences, ditches, and irrigation systems. Accurate assessments of farmer and landowner behavior will be made over time, and those farmers and landowners who attempt to gain at each other's expense will find that others may ⑤ agree to deal with them in the future.

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 Reputation as a Bond: How Trust Enforces Farm Contracts
② Why Landowners Should Distrust Farmers
③ Measuring Soil Quality Each Season
④ The End of Small Farming Communities
⑤ Written Contracts Always Work Best

2026학년도 수능 31번

2025년 11월 시행 · 대학수학능력시험

The early grain trade firms were active in both surplus-producing and food deficit regions, and these firms ① made it their business to know the state of supply and demand in both. Because this information was the key to their profitability, these firms worked in relative secrecy, frequently ② built on family ties, trust, and loyalty. In addition, these firms were able to benefit from the rise of commodity exchanges and commodities futures markets that ③ emerged in the mid-1800s. Agricultural markets are naturally unstable, due to changes in harvest size that result from variable weather patterns and other factors. Locking-in prices by buying and selling grain for future delivery ④ helped these firms to minimize such risks. It made sense for the grain trading companies to manage their risks within a single firm that was ⑤ operated in more than one country, rather than operating as independent national companies trading with each other. Their access to information in multiple markets enabled them to easily cover the risks associated with agricultural commodity trade.

1. 어법 윗글의 밑줄 친 부분 중, 어법상 틀린 것은?

① ② ③ ④ ⑤

2. 주제 윗글의 주제로 가장 적절한 것은?

① why grain markets were always stable
② the decline of family businesses in trade
③ how early grain firms used information to manage market risks
④ how weather forecasting began
⑤ the dangers of futures markets for farmers

2027학년도 수능 39번

2026년 11월 시행 · 대학수학능력시험

Trends toward a marked increase in competition have forced companies to adopt much more aggressive innovation strategies. Innovation provides one way of getting out of the competition, which is to say situations in which activities are not very profitable. Innovation indeed provides an opportunity to set oneself apart and temporarily to assume a monopoly position; this provides an opportunity to make a profit either by increasing prices or by reducing costs. There are, of course, other means that can be relied upon to survive and prosper in a market economy. These conventional means rely mainly on geographical distances and transportation costs, the limited capacity of consumers to compare prices and qualities fully, and the existence of regulated activities. All these mechanisms reduce the degree of competition and allow companies to survive even if they do not have the best product or the cheapest price. However, globalization, deregulation, and some antitrust policies are all trends which dramatically weaken the effectiveness of those conventional means. Innovative strategies, therefore, appear as _____ in the new competitive environment.

1. 빈칸 추론 윗글의 빈칸에 들어갈 말로 가장 적절한 것은?

① a risky strategy for small firms
② less effective than regulation
③ a temporary trend
④ the only way to survive and prosper
⑤ a way to raise prices only

2. 요지 윗글의 요지로 가장 적절한 것은?

① 지리적 거리와 운송비는 오늘날 경쟁을 더 줄여 준다.
② 경쟁이 심해지고 기존의 생존 수단이 약화되면서 혁신이 기업 생존의 핵심 전략이 되었다.
③ 혁신은 기업의 비용을 늘려 수익을 떨어뜨린다.
④ 규제가 많을수록 혁신이 활발해진다.
⑤ 최고의 제품만이 시장에서 살아남는다.

2026학년도 수능 22번

2025년 11월 시행 · 대학수학능력시험

A sport ecosystem exists based on the type and rate of coopetition existing. Coopetition is defined as “the simultaneous pursuit of cooperation and competition among firms to leverage strategically important resources for superior value creation purposes”. It is a useful way to understand the dynamic nature of sport businesses which need to collaborate for resource efficiency purposes but potentially compete with each other. This special relationship should be managed properly due to trust and confidence issues being paramount. It can be challenging to be collaborative and competitive in sport as they involve different forms of behaviour. This means _____ may be required in terms of the amount of emphasis placed on each activity. Often sport managers will try to be more competitive due to performance reasons and less collaborative. By necessity they may need to share information but do so in a cautious manner. This means it might be better to have plans in place about how to pursue both simultaneously. This will ensure one is not neglected at the expense of the other.

1. 빈칸 추론 윗글의 빈칸에 들어갈 말로 가장 적절한 것은?

① a complete focus on competition
② an end to all cooperation
③ a single fixed strategy
④ an increase in secrecy
⑤ a careful balancing act

2. 제목 윗글의 제목으로 가장 적절한 것은?

① Why Sport Managers Should Never Share Information
② Competition: The Only Path to Performance
③ The Decline of Trust in Sport Businesses
④ Cooperate and Compete: Balancing Coopetition in Sport
⑤ Resource Efficiency Without Collaboration

2023학년도 6월 모평 33번

2022년 6월 시행 · 한국교육과정평가원

Manufacturers design their innovation processes around the way they think the process works. The ① vast majority of manufacturers still think that product development and service development are always done by manufacturers, and that their job is always to find a need and fill it rather than to sometimes find and commercialize an innovation that lead users have already developed. Accordingly, manufacturers have set up market-research departments to ② explore the needs of users in the target market, product-development groups to think up ③ suitable products to address those needs, and so forth. The needs and prototype solutions of lead users—if encountered at all—are typically ④ welcomed as outliers of no interest. Indeed, when lead users' innovations do enter a firm's product line—and they have been shown to be the actual source of many major innovations for many firms—they typically arrive with a lag and by an unusual and ⑤ unsystematic route.

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

① ② ③ ④ ⑤

2. 주제 윗글의 주제로 가장 적절한 것은?

① manufacturers' failure to recognize innovations by lead users
② how market research discovers new needs
③ the benefits of rejecting outlier ideas
④ why lead users never innovate
⑤ the history of product-development groups

정답 및 해설

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

8-01 · 2024학년도 수능 30번

1. ② 델리 시장의 구매자와 판매자는 서로의 경제적 제약과 무엇이 필수품·사치품인지를 이해한다. 뒤 문장이 이를 풀어 설명한다.

2. ④ 유연해 보이는 가격 결정은 사실 공유된 문화와 서로의 필요·한계에 대한 지식에 바탕을 둔 합의라는 것이 요지다.

8-02 · 2025학년도 수능 36번

1. ⑤ 상대를 희생시켜 이득을 보려는 사람은 앞으로 다른 사람들이 그와의 거래를 '거부한다'는 것을 알게 된다. ⑤ agree → refuse.

2. ① 작고 긴밀한 농촌 공동체에서 평판이 담보 역할을 하여, 계약 위반을 막는 시장의 강제력을 높인다는 글이다.

8-03 · 2026학년도 수능 31번

1. ⑤ a single firm that was operating ~의 진행형으로, 회사가 '운영하고 있는' 능동의 의미이므로 operating이 알맞다. ⑤ operated → operating.

2. ③ 초기 곡물 무역 회사들은 여러 시장의 정보와 선물 거래를 활용해 본래 불안정한 농산물 시장의 위험을 관리했다는 내용이다.

8-04 · 2027학년도 수능 39번

1. ④ 세계화·탈규제·반독점 정책이 기존의 생존 수단을 약화시키므로, 혁신 전략이 새로운 경쟁 환경에서 살아남는 유일한 길이 된다.

2. ② 혁신은 경쟁을 벗어나 일시적 독점을 가능하게 하며, 기존 수단이 약해진 지금 유일한 생존 전략이 되었다는 것이 요지다. ①은 글과 반대다.

8-05 · 2026학년도 수능 22번

1. ⑤ 협력과 경쟁은 서로 다른 행동을 요구하므로, 각각에 둘 비중을 신중하게 조절하는 균형 잡기가 필요하다.

2. ④ 스포츠 산업은 협력과 경쟁을 동시에 추구하므로, 신뢰를 관리하며 둘 사이의 균형을 계획해야 한다는 글이다.

8-06 · 2023학년도 6월 모평 33번

1. ④ 선도 사용자의 요구와 해결책은 '관심 없는 예외'로 취급되어 대개 '거부된다'. ④ welcomed → rejected.

2. ① 제조업체는 혁신을 자신들이 한다고 믿어, 실제로 많은 주요 혁신의 원천인 선도 사용자의 혁신을 놓친다는 내용이다.