

2/2 課題 3_Listening

■英文音声を聞き、質問に解答してください。解答は以下の「**2/2 課題 3 の提出サイト**」から提出してください。

■提出締め切り：2月2日（火）

・提出時の注意や対応は、**BEEF 上の「こちらをお読み下さい_授業概要と成績評価」**をよく読み、早めに提出して下さい。

■2/2 課題 3 の提出サイト

http://www.kashiwagi-lab.jp/questionnaire/4Q/kadai3_4/MyQuestionnaire.php

■ネット接続が途中で切れる等を考慮して、以下の対応をとって下さい。

- ・課題 PDF やリスニング用映像は**自身の PC にダウンロード**してから、実施して下さい。
- ・課題提出サイトに直接、解答を入力するのではなく、自身の PC で「メモ帳」「Word」等に、**予め解答データを入力保存**しておき、保存した解答データを**コピーペースト**してオンライン提出に使用して下さい。
- ・答えがわからない問題は「**未解答**」「**解答をスキップ**」と入力（**？マーク、データ送信時にエラーの可能性があるので、使用しないで下さい**）して下さい。

■語句表現

hands-on, tangible, prospective, empirical, exposition

■英文を聞いて、最も適切なものを選びなさい。

1. According to paragraph 1 (Marketers ~ or taste it), all of the following are true about product demonstrations EXCEPT:
 - (1) They allow consumers to see how a product works.
 - (2) They make customers more likely to purchase a product.
 - (3) They display a product more effectively than a commercial.
 - (4) They can be used through various forms of print advertisement.
2. Which of the following is NOT true according to paragraph 2 (One of the ~ the likelihood a purchase significantly)?
 - (1) Demonstrations can make a product seem real.
 - (2) Vehicle test drives often increase car sales.

- (3) Car dealers often offer test drives to customers.
- (4) Over 90% of car customers take a test drive.

3. According to paragraph 3 (Another benefit ~ sales of the cookware soared), all of the following are true EXCEPT:

- (1) Demonstrations can change a customer's opinion of a product.
- (2) Demonstrations work best after customers have seen a print ad first.
- (3) Many customers do not buy a product until they have seen it used.
- (4) A cookware company increased sales with product demonstrations.

■リスニングした英文の内容に合うように、() に入る最も適切な語句を以下より選びなさい。各単語は1回ずつの使用となります。

According to the passage, while product advertising is (4) in selling goods and services, a hands-on demonstration is often more effective with (5) customers. Product demonstration makes an item more (6) to buyers, in that they can actually touch and use it before they buy it. This shows (7) what a product's function is, which can lead to higher sales of the product. For example, a manufacturer of non-stick cookware made many more sales after demonstrating its product at an (8).

advantageous / consumers / exposition / prospective / tangible

■product demonstration の定義、利点とその事例を、日本語で説明しなさい。

Definition	Advantage	Example
(9)	(10) Advantage 1:	(11) Example 1:
	(12) Advantage 2:	(13) Example 2: