

第2回パソコン入力スピード認定試験問題 (20.2.9)

英 語 部 門

(制限時間 10 分)

試験委員の指示があるまで、下の事項を読みなさい。

[書 式 設 定]

1. A4 縦長用紙
2. 1 行の文字数を半角 76 字 (全角 38 字)、1 ページの行数を 29 行に設定しなさい。
3. ヘッダーに試験実施校名、受験番号を入力しなさい。
4. ページ番号を答案用紙の下に入れること。
5. フォントの種類は明朝体、フォントのサイズは 12 ポイントに設定すること。(問題のフォントは Courier New で作成している。)
6. プロポーショナルフォントは使用しないこと。

[注 意 事 項]

1. 問題のとおり、すべて半角英数文字で入力しなさい。
2. 入力したものの訂正などの操作は制限時間内に行いなさい。

試験終了後

1. 答案用紙が 2 枚以上になった場合、左端上をステープラー (ホッチキス) でとめなさい。
2. 答案用紙、試験問題を提出しなさい。

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It seems like every time I pass through a major station in Tokyo	65
there is someone handing out free packets of pocket tissues with an	133
advertising insert. Is this form of marketing unique to Japan? I have	205
never seen it in any other country. What really puzzles me is that	273
sometimes the person handing out the tissues seems to be giving them	342
only to certain people. Just the other day, in Shibuya, a tissue man	412
did not offer me one of his packs, and when I put out my hand to ask,	482
he actually refused!	504
Four billion packets of free tissues are distributed every year	568
in Japan, a large proportion of which end up in my apartment. I just	638
went through the places they collect, including a kitchen drawer and a	709
basket just inside our entranceway, and found give-away tissues from	778
travel agencies, consumer finance companies, fitness clubs, optical	846
chains, banks and so on. The most interesting find was a pack with	914
recruiting information for Japan's Self-Defense Forces.	971
Why would such a range of organizations use tissues to promote	1034
their messages? Because, in Japan, tissue-marketing is a proven and	1103
inexpensive way to advertise. For a cost of as little as ¥10 to ¥25	1172
you can get your message directly into the hands of potential	1234
customers. What's more, consumers who accept the tissues are likely	1303
to read your advertisement. If you are lucky, they will look it over	1373
several times before the tissues are used up.	1420
In a recent Internet survey of over 100,000 Japanese consumers	1483
conducted by a research company, 76 percent said they accept free	1549
tissues. (That is a much higher acceptance rate than for leaflets.)	1619
When asked if they look at the advertisement accompanying the tissues,	1690
slightly more than half said they either "definitely look" or "at least	1762
glance" at the advertisement. When asked why, many respondents said	1831
they hoped to find a coupon or special offer. Yet others displayed a	1901

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very Japanese sense of obligation for having received a gift, giving	1970
answers like "because they were so kind to have given me something" and	2042
"if I accepted them, I figure it would be rude not to look."	2104
As you surmised, the concept of tissue marketing was indeed	2164
developed in Japan. It dates back to the late 1960s, when the founder	2235
of a paper-goods manufacturer in Kochi Prefecture was looking around for	2308
ways to expand demand for paper products. At the time, the most common	2380
marketing freebie in Japan was boxes of matches, often given away by	2449
banks and used primarily by women in the kitchen.	2500
Figuring tissues would have wider appeal (because everyone has	2563
to blow their nose, and carry insurance against public toilets with	2631
no tissues), the company developed the machinery to fold and package	2700
tissues into easy-to-carry pocket-sized packs. The new product was	2768
marketed only as a form of advertising and was not sold to consumers.	2839
Even now, pocket tissues hardly exist as a retail category in Japan	2907
because everyone expects to receive them for free.	2959
Japan is still the main market for tissue-pack advertising, but the	3027
practice is beginning to spread overseas. A subsidiary of a Japanese	3097
trading giant introduced tissue marketing in New York in 2005 and now	3167
offers it throughout the United States.	3208
"Our first clients were Japanese companies, who were already	3269
familiar with the concept, but as awareness of the medium increased,	3338
U. S. companies began to adopt tissues as a way to promote their	3403
brands," they said.	3424
It's quite common to target a certain demographic; a company	3485
advertising a beauty product, for example, will ask distribution	3550
staff to favor women in their 20s when passing out the tissues. At a	3620
Kyoto-based advertising agency, more than half of tissue-marketing	3687
clients request targeted distribution, according to their Internet sales	3760

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manager. But such requests are tricky. 3801

"People like to receive free tissues, and passersby outside of the 3868
targeted group may ask for a pack," he allowed. "Refusing might create 3940
bad feelings and hurt the advertiser's image, so we instruct our workers 4013
to give them to anyone who asks." 4048

Unfortunately for those of us who count on a steady supply of free 4115
nose-wipes, the tissue-marketing industry is suffering a slump along 4184
with its biggest users, major consumer loan companies. With advertisers 4257
cutting back, some tissue-pack suppliers are reporting a 20 to 25 4323
percent drop in orders. Even so, the industry in Japan alone is still 4394
generating approximately ¥75 billion in sales. And that's certainly 4463
nothing to sneeze at! 4484