

平成 23 年 度 (2011)

慶 應 義 塾 大 学 入 学 試 験 問 題

商 学 部

英 語

- 注 意
1. 受験番号と氏名は、解答用紙 A（マークシート）と解答用紙 B のそれぞれ  
所定の欄に必ず記入すること。さらに、解答用紙 A（マークシート）の受  
験番号欄をマークすること。
  2. 解答は、必ず指定された解答用紙の所定の欄に記入ないしマークすること。  
解答欄外の余白および採点欄には一切記入してはならない。
  3. 解答用紙 A（マークシート）への記入に先立って、用紙上に記載された注  
意事項を必ず読むこと。
  4. 解答用紙 A（マークシート）の解答欄にマークするときには、すべて HB  
の黒鉛筆を使用し、また、次の解答例に従うこと。  
(解答例) 

(12)
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 と表示のある問いに対して、3 と解答する場合は、右  
に示すように解答欄 

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 の ③ にマークすること。
  5. 問題用紙は下書きに用いてよろしい。
  6. この冊子の総ページ数は12ページである。

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試験開始の合図とともに全てのページが揃っているか確認し  
てください。ページが抜けていたり重複するページがあった  
ら直ちに監督者に申し出てください。

《指示があるまで開かないこと》

- I. 次の英文を読み、(1)～(9)の設問について最も適切なものを選択肢1～4から選び、その番号を解答用紙A(マークシート)の解答欄          にマークしなさい。

Twenty-five years ago, to the surprise of many people, John Flynn found that Americans were getting smarter—at least as measured by I.Q. scores, which were rising by about three points per decade. What's more, he found that the rise was not limited to the privileged children of the rich and well educated. Scores rose just as much in the middle part of the curve—the people who have supposedly given up reading and substituted the mindless “brain candy” of television programs and video games. More recent research by Steven Johnson suggests that the trend is increasing and that what is making us smarter is precisely what we thought was making us stupid: .

Johnson argues that television, for example, is very different now from what it was thirty years ago. Today at its best it engages us with complex stories, good scripts, and emotional depth. When we watch good TV now, we activate the part of our brain that tracks the emotional lives of people around us—shown in subtle shifts in intonation and gesture and facial expression. TV today makes greater intellectual demands on us than it used to. Interestingly, he extends his argument to video games. Most of the people who hate them have never even played them, at least not recently. Old video games were simple exercises in hand-eye coordination or pattern recognition. Today, a single guidebook to one of the most popular video games is fifty-three thousand words long. Today's games involve a complete imaginary world, dense with detail and levels of complexity.

Indeed, Johnson claims that video games are not games in the sense of card games or board games, pastimes that most adults grew up with. They don't have a set of clear rules that have to be learned and then followed during the course of play. That is why many adults find modern video games so confusing: they are not used to being in a situation in which they have to figure out what to do  fixed rules. They think that they only have to push the buttons faster. But these games withhold important information from players. Players have to explore and sort through information to make sense of the game's environment, which is why a modern video game can take dozens of hours to complete. They require and encourage players to be patient.

At the same time, he says, players have to choose from a huge variety of options. The game presents the player with a series of puzzles, and you can't succeed at the game simply by solving the puzzles one at a time. You have to create a longer-term strategy and coordinate competing interests. In finding fault with the video game, Johnson argues, adults have confused it with other aspects of teenage life, such as the habit of multi-tasking—e-mailing from cell phones, listening to music, and surfing the Internet all at once, for example. Playing a video game is, in fact, an exercise in ranking tasks in order of importance and moving through those tasks in the correct sequence. “It's about finding order and meaning in the virtual world, and making decisions that help create that order,” he writes.

He concludes more controversially, I suppose, that video games and books represent two very  forms of learning, both of which are necessary. When you read a textbook, you are reading to learn the content. Reading is a form of explicit learning. The value in playing a video game is in how it makes you think. Video games are an example of parallel learning: players acquire not only the main ideas but also secondary information, which is no less important. We shall see whether he is correct, though I have yet to be convinced that he is.

[Adapted from an article by Malcolm Gladwell]

(i) In the context of this passage, choose the best word or expression to fill in each blank.

(1) The answer is: .

- |                     |                      |
|---------------------|----------------------|
| 1 poor education    | 2 popular media      |
| 3 extensive reading | 4 rising I.Q. scores |

(2) The answer is: .

- |           |          |
|-----------|----------|
| 1 without | 2 among  |
| 3 inside  | 4 except |

(3) The answer is: .

- |           |             |
|-----------|-------------|
| 1 minimal | 2 different |
| 3 guided  | 4 anxious   |

(ii) In the context of this passage, choose the best answer for each question.

(4) The author uses the underlined phrase "brain candy" to mean something that .

- 1 belongs to better-educated families with more money
- 2 denies the potential of children to develop their minds
- 3 damages the physical well-being of the youth of today
- 4 produces pleasure but has no lasting effect on intellect

(5) Which one of the following is the most appropriate title for this passage?

The answer is: .

- 1 Games: They're Not What They Used to Be
- 2 An Unusual Explanation for Rising I.Q. Scores
- 3 The Place of the Video Game in Popular Culture
- 4 Finding Fault with Modern Teenage Pastimes

(6) Which one of the following does the passage suggest about TV today?

The answer is: .

- 1 It is comparable to the books and video games of the past
- 2 It will lose its hold on children in this age of new media
- 3 It has failed to improve the academic abilities of young people
- 4 It is more intellectually stimulating than it was thirty years ago

(7) Adults are confused by today's video games for all of the following reasons

**EXCEPT:** .

- 1 the rules of the games are vague
- 2 just pushing buttons isn't enough
- 3 time is too short for them to play
- 4 they are used to the old games

(8) According to Johnson, video games require players to do all of the following

**EXCEPT:** .

- |                       |                  |
|-----------------------|------------------|
| 1 limit imagination   | 2 solve problems |
| 3 think strategically | 4 learn patience |

(9) Which one of the following best describes the author's opinion of Johnson's research findings? The answer is: .

1 believing

2 identical

3 hostile

4 undecided

II. 次の英文を読み、(10) ～ (22) の設問について最も適切なものを選択肢 1 ～ 4 から選び、

その番号を解答用紙 A (マークシート) の解答欄

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When I landed in Bangkok, I was met by my friend Davis. He had lived in Thailand for five years, and gave me essential advice for getting along there. "There are four rules you must never break while you are in Thailand," he said. "First, if you are in a temple, never climb on a statue of Buddha. Second, always keep your head lower than the head of a Buddha statue. Third, never touch a Thai person on the head. Fourth, if your feet are lifted off the floor, never allow them to point at a Thai person. That's *very* rude."

"Okay," I said. "I think I can get through my visit to Bangkok without breaking any of those rules."

",

 he said, gloomily. "I just hope you won't break all four."

Davis's house was beautiful, all elegant polished hardwood, opening onto a lovely garden in the back. I removed my shoes and entered. I was introduced to the servants and shown to my bedroom on the second floor.

"We've put the Buddha on top of the tallest piece of furniture in the room," he said, "but you're still taller than the Buddha when you stand. . I'll speak to the servants."

"What about?"

"Well, I think they'll agree to make an exception for you, since you're so tall. But  so you won't be taller than the Buddha any more than necessary."

"? This is a single bedroom," I said. "No one will see me—I'll be all alone in here, and you're telling me to stay bent over because of the Buddha. It seems a little crazy, but I'll try."

I'd thought perhaps Davis was kidding me, but he wasn't. The Thais are wonderful, easygoing people, but they take their religion seriously, and they are not, in these matters, tolerant of foreigners. I later saw a Thai version of a \*Peter Sellers' comedy. To watch this movie was a bizarre experience: Peter Sellers would stand up in his room, and suddenly the Buddha statue on his wall shelf would disappear until Sellers sat down again. Then you could see the peaceful Buddha once more. The Thai \*\*film censor had inked out the image of the Buddha, frame by frame, whenever Peter Sellers was higher than the statue.

So I bent over in the privacy of my bedroom. But, technically, one of the four rules was already broken.

The next day we were walking down a Bangkok street, and we passed some young kids. They were cute and friendly as they gathered around us; I patted one on the head.

"Ah ah ah," Davis said.

Two of four broken.

"The Thais," Davis explained, "believe the head, the highest part of the body, is sacred and

shouldn't be touched. It's barely acceptable with kids, but don't ever touch an adult that way. (14). In fact, it's better not to touch an adult Thai at all."

"All right," I said humbly. That night we were at a dinner party. I met a very interesting Thai fellow. We walked to the dining room together, and when we came to the door, I gestured for him to go through first, and put my hand on his shoulder, to ease him through. It was a very natural, casual gesture. The man froze up for a brief moment, then went through the door.

I looked over. Davis was shaking his head. "(15)," he said. This second rule was more difficult than I had imagined.

After dinner, we sat on cushions, around a low, round table. There was a Thai woman across the table from me. As the night went on, she began to stare at me angrily. I didn't know what her problem was.

"Michael," Davis said. "Ah ah ah." "Feet," he added.

I was sitting on a cushion, leaning back on my elbows on the ground. My legs were crossed. My feet were fine.

"Michael...."

Because my legs were crossed, one foot was off the floor—and pointing at the Thai woman. She was giving me dirty looks because my foot was pointing at her.

I uncrossed my legs and put my feet flat on the floor. The woman smiled pleasantly.

Three out of four rules broken.

Meanwhile, I was making other mistakes as well. I became fascinated by the Thai greeting in which you bow and make a temple of your fingers in front of your face. This is called a *wai*. I liked to do it, and the Thais enjoyed seeing me doing it. One day a little kid in a tailor's shop did it to me. I did it back.

"Never *wai* a kid," Davis said.

"Oh God," I said. By now I was getting used to my ignorance of Thai customs. "Why not?"

"To *wai* an adult is a sign of respect. To *wai* a kid shortens his life."

"(16)."

"It's okay, the parents didn't seem too upset."

注) \*Peter Sellers : a British film actor (1925-1980)

\*\*film censor : 映画の検閲官

[Adapted from a book by Michael Crichton, 1988]

(i) In the context of the passage, choose the best answer to fill in each blank.

(10) The answer is: (10).

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|-----------------|---------------------|
| 1 I doubt it    | 2 You certainly can |
| 3 It's too easy | 4 That's my idea    |

(11) The answer is: (11).

- |                |                    |
|----------------|--------------------|
| 1 It's oral    | 2 That's not good  |
| 3 I am pleased | 4 There's no point |

(12) The answer is: (12).

- 1 keep your shoes on while you're upstairs
- 2 remember you should stand up straight
- 3 move to a hotel if you are comfortable
- 4 try bending over when you're in the room

(13) The answer is: .

- |                  |                     |
|------------------|---------------------|
| 1 Am I too late  | 2 What's so amusing |
| 3 Are you joking | 4 Do you trust them |

(14) The answer is: .

- |                  |                   |
|------------------|-------------------|
| 1 I'm serious    | 2 Pat him again   |
| 3 Don't touch me | 4 Let's apologize |

(15) The answer is: .

- |                              |                          |
|------------------------------|--------------------------|
| 1 You're mastering the rules | 2 You've done it again   |
| 3 You'll have to blame him   | 4 You weren't being rude |

(16) The answer is: .

- |                        |                         |
|------------------------|-------------------------|
| 1 I just didn't know   | 2 That was my intention |
| 3 There are four rules | 4 He was only a kid     |

(ii) Choose the most appropriate answer to each question in the context of this passage.

(17) Which one of the following is the most appropriate title for this passage?

The answer is: .

- 1 Some Essential Advice for Foreigners
- 2 Different Cultures, Same Rules
- 3 The Role of Buddha in Thai Society
- 4 What My Thai Travels Taught Me

(18) The statue of Buddha in the author's room was moved because the author .

- |                      |                  |
|----------------------|------------------|
| 1 had back pain      | 2 was quite tall |
| 3 was not a Buddhist | 4 was so passive |

(19) The author mentions the movie to show that Thais are .

- |            |             |             |             |
|------------|-------------|-------------|-------------|
| 1 tolerant | 2 wonderful | 3 religious | 4 easygoing |
|------------|-------------|-------------|-------------|

(20) The Thai woman stared angrily at the author because .

- 1 he had broken the fourth rule
- 2 she strongly disliked foreigners
- 3 his head was above the Buddha's
- 4 she knew he touched a kid's head

(21) Which one of the following does **NOT** describe Davis's attitude toward Thai culture?

The answer is: .

- |              |             |            |             |
|--------------|-------------|------------|-------------|
| 1 respectful | 2 sensitive | 3 critical | 4 accepting |
|--------------|-------------|------------|-------------|

(22) The author wishes us to understand all of the following points **EXCEPT**: .

- 1 One's own culture often determines one's actions and reactions
- 2 Contact with other societies makes us conscious of our own behavior
- 3 Thai culture is losing many of its unique aspects due to globalization
- 4 We are sometimes unaware of the way that foreigners see our manners

- Ⅲ. 次の英文を読み、(23) ～ (30) の設問について最も適切なものを選択肢 1 ～ 4 から選び、その番号を解答用紙 A (マークシート) の解答欄 

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Probably the best-known theory about the relationship between environmental regulation and innovation is the "Porter hypothesis," conceived by Michael Porter, a professor of the Harvard Business School, in 1991. Simply put, the hypothesis states that environmental regulations that are appropriately planned by government will stimulate technological innovation. This 

(23)
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 will lead to reductions in cost and improvements in quality. These may give domestic business a superior competitive position in international markets, and may also improve industrial productivity.

Another way of putting it, Porter explains, is that pollution is simply waste: wasted resources, wasted energy, wasted materials. Companies that eliminate such waste will be using their capital, technology, and raw materials more productively. They will generate maximum value, and, therefore, will become more competitive. A government that creates well-designed environmental regulations can improve both the environment and the competitiveness of business and the nation.

Those who oppose stricter environmental laws typically say that the costs of following them would be too great. For example, when California introduced laws to reduce air pollution caused by automobiles, the giants of the auto industry first claimed that the technology to meet the new standards did not exist. Then they over-estimated the price of the new \*catalytic converters. They claimed that the devices would cost more than twice what they actually did. Adding a catalytic converter to every car, they said, would be bad for the economy: factories would close and jobs would be lost. 

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, the economy did not suffer and air pollution was reduced significantly.

Researchers have found the same pattern again and again: business and government over-estimate the cost to the economy of meeting higher standards. To some degree, over-estimating is intentional: change brings risks and unexpected costs which business and government would rather avoid. However, to some extent, researchers note, over-estimation of costs happens because industry and government *under-estimate* the ability to innovate in order to meet the higher standards. This ability to come up with creative solutions is known as "unexpected innovation."

Unexpected innovation happens because companies often try completely new ways to meet the challenge of higher standards. Often the new technologies they develop and use bring down costs. Researchers find that strong regulation promotes innovation. In the case of the auto industry such regulation provided a powerful incentive for companies to find new solutions and to lower costs. When the U.S. passed a law requiring car makers to reduce auto emissions by 90 percent, many companies said that it would be impossible. They believed that the only way to reduce emissions was by using the catalytic converters mentioned above. These devices cleaned the gasses after they had left the engine. One company, Honda Motors, found a way to clean the exhaust inside the engine itself. Honda discovered that by "pre-burning" the gas/air mixture, they could reduce emissions without a catalytic converter. Honda's innovation lowered costs, improved efficiency, and met the higher standards 

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. Eventually it was used by other car makers as well.

The lesson here is that companies should welcome the challenge of higher standards and the competition it promotes. The stronger innovative companies consistently meet the standards, while the weaker ones cannot. Government for its part should set new, higher standards, particularly for

energy efficiency, (26). An executive at Google calls energy efficiency “the low-hanging fruit that keeps growing back.” Just as fruit on the lower branches of a tree can easily be picked and will grow back, so well-designed environmental standards can easily be met and should be replaced with newer, stricter ones.

注) \*catalytic converter: 触媒コンバーター (公害防止装置)

[Adapted from a book by Thomas Freidman]

(i) In the context of this passage, choose the most appropriate expression to fill in each blank.

(23) The answer is: (23).

- 1 since then                      2 in turn                      3 off hand                      4 to say

(24) The answer is: (24).

- 1 In price                      2 In decline                      3 In reality                      4 In law

(25) The answer is: (25).

- 1 to everyone's benefit                      2 from our assistance  
3 with all help                      4 as our achievement

(ii) Choose the most appropriate answer to each question in the context of this passage.

(26) Which one of the following best fits in the blank? The answer is: (26).

- 1 if the new standards are rejected  
2 once the old ones have been met  
3 when companies estimate costs  
4 to set up new unreachable goals

(27) Which one of the following best describes the main idea of this passage?

The answer is: (27).

- 1 Companies must recognize that waste—of resources, energy, or materials—is simply one of the many costs of running a business  
2 The Porter hypothesis holds true for large auto firms but is yet to be proved in the case of information technology companies like Google  
3 Stricter U.S. laws motivated Honda Motors' discovery and showed that catalytic converters were not the only way to reduce emissions  
4 Government regulation can promote innovation that will increase competitiveness and productivity and improve the environment

(28) Which one of the following is an instance of “unexpected innovation?”

The answer is: (28).

- 1 California's introduction of anti-pollution laws  
2 Honda's discovery of “pre-burning” gas and air  
3 Business's intentional under-estimation of costs  
4 Fruit that grows not on low but on high branches



- (29) The Porter hypothesis supports all of the following statements **EXCEPT**: (29).
- 1 Auto companies should stop producing polluting vehicles at once
  - 2 Government has a great role in providing direction for business
  - 3 Technology tends to catch up with environmental regulations
  - 4 Reducing waste increases productivity, competitiveness, and value
- (30) According to the passage, which one of the following is true?  
The answer is: (30).
- 1 Government typically under-estimates the cost of standards
  - 2 Business typically over-estimates the ability to innovate
  - 3 Research has found a pattern of over-estimation of costs
  - 4 Pollution estimates encourage business to take more risks

IV. 次の英文 (31) ~ (36) には下線部 1 ~ 4 のいずれか一つに誤りがある。その誤りを含む部分の番号を、解答用紙 A (マークシート) の解答欄 (31) (32) (33) (34) (35) (36) にマークしなさい。

- (31) Experts warn that the virtual world 1 inhabiting among Japanese youth 2 has caused many to become too comfortable with the idea 3 of seeing dead characters 4 return to life.
- (32) I believe that biology teachers should not 1 give in to pressure 2 to be included nonscientific ideas that dispute Darwin's Theory of Evolution in their courses. His theory, 3 which states that life developed through natural selection, 4 is founded on strict scientific observation and evidence.
- (33) As Europeans 1 became better off, they began to spend their vacations abroad. 2 The possibility that their mostly "package tours" could act as forms of cultural exchange was rather small, but the new tourist destinations soon 3 became dependent on visitors and were in this way 4 integrated from the global economy.
- (34) Several years ago, the English historian Paul Johnson 1 came up with the clever idea of nearly doubling 2 the length of America's history 3 by declaring that the idea of the United States did not 4 begin upon the American Revolution in the 1770s but much earlier with the British settlement in Virginia.
- (35) 1 I have always believed that a wise traveler should 2 never try to visit every place in a country, but should always 3 remain something— 4 be it a museum, a landscape, or a restaurant—for the next trip.
- (36) The president is a member of a political party. 1 As the highest elected official, the president is seen as the leader of that party. 2 As the head of state, though, the president 3 stands for national unity 4 who overshadows differences between the political parties.

V. 次の英文 (37) ~ (43) の空所に入る最も適切なものを選択肢 1 ~ 4 から選び、その番号を  
 解答用紙 A (マークシート) の解答欄 

(37)
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(41)
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(42)
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(43)
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- (37) More than 800 students are now enrolled in the new school and that number \_\_\_\_\_ to rise to 2,000.  
 1 will expect      2 is expecting      3 is expected      4 has expected
- (38) Some claim that it is the local police that are causing the violence by firing guns at stone-throwing crowds. The organizers of the protests say that they would be fairly peaceful if they \_\_\_\_\_ less harshly.  
 1 were handled      2 may have handled  
 3 should have handled      4 had handled
- (39) The flooding that the hurricane caused was serious, but watchers had feared much worse. A bit farther north, and it \_\_\_\_\_ the big cities.  
 1 has been hit      2 should have been hit  
 3 had hit      4 might have hit
- (40) The situation of Japanese companies will worsen if the value of the yen does not fall from its current high level. The government must \_\_\_\_\_ up measures to secure employment and stimulate the economy.  
 1 beat      2 fill      3 draw      4 stay
- (41) Sometimes we hold ourselves back simply because we are afraid of what others might think. Don't let criticism \_\_\_\_\_ in the way of your creativity.  
 1 get      2 bring      3 show      4 take
- (42) Outside Japan, *manga* is on the march around the world. Some bookstores have doubled the space \_\_\_\_\_ to *manga* in the past three years.  
 1 consumed      2 devoted      3 carrying      4 managing
- (43) Cabinet members will sign a document \_\_\_\_\_ all countries to cut their carbon emissions.  
 1 calling on      2 naming after      3 singling out      4 writing off

## ここからは解答用紙 B を使用しなさい。

- VI. 次の英文を読み、空所 (a) ~ (f) に入る最も適切な動詞を下記の語群から選び、必要に応じて語形を変えて解答欄に記入しなさい。ただし、各解答欄に記入する語は一語のみとし、同じ語を二回以上使ってはいけない。同じ語を二回以上使った場合、正解が含まれていても得点とはならない。

adopt	compare	visit	fulfill	sum	pay
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Americans are moving from conspicuous consumption—buying without regard to price or value—to a more calculated consumption. In a weak economy, they are saving more and spending less. In June, consumer spending was essentially flat ( a ) with the levels of May.

But the practices that people have ( b ) in response to the economic crisis ultimately could make them happier. Studies of consumption and happiness show that people are happier when they spend on experiences instead of material objects. Some analysts say that consumers may be permanently changing spending habits, buying on the basis of what truly makes them happy or ( c ).

"It's better to go on a vacation than to buy a new couch," said Elizabeth Dunn, a Professor of Social Psychology, ( d ) up her research on consumption and happiness. Another researcher examined nine categories of consumption to find that the only category to be positively related to happiness is leisure: vacations, entertainment, sports and so on. We derive longer-lasting happiness from ( e ) for such experiences than we do from acquiring mere objects like TVs or clothing. To give a concrete example, ( f ) the seaside for a weekend makes us happier than buying the latest luxury brand of bag.

- VII. 次の英文を読み、空所 (a) ~ (e) に入る最も適切な名詞を解答欄に記入しなさい。ただし、下記の動詞群の名詞形のみを使用し、～ing 形は使用しないこと。また、同じ語を二回以上使ってはいけない。同じ語を二回以上使った場合、正解が含まれていても得点とはならない。

例: establish → establishment

oblige	pursue	evaluate	contribute	institute
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Many believe that the origin of the current financial crisis lies in the shameless ( a ) of profit. Some businesses have reacted by stressing their corporate social responsibility. To be sure, a company has a duty to its shareholders but it also has an ( b ) to society at large. The company is an ( c ) that historically has provided us not only with our salaries, but also with our friends and a sense of purpose in life. It supplies consumers with useful goods and services but should also make a ( d ) to what the head of HSBC, the huge international bank, calls "the common good." His company does: it has gotten a good ( e ) in the world rankings of ethical businesses for the past few years.