

平成 26 年度 (2014)

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) 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 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。



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)～(8)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(1)～(8)にマークしなさい。

Social networks often stand accused of being enemies of productivity. According to one popular (if questionable) online source of information, the use of Facebook, Twitter and other such sites at work costs the American economy \$650 billion each year. Our attention spans are weakening, our test scores declining, because of these “weapons of mass distraction.” Yet such worries have arisen before. In England in the late 1600s, similar concerns were expressed about another new media-sharing environment, the appeal of which seemed to be undermining young people’s ability to concentrate on their studies and their work: the coffeehouse. It was the social-networking site of its day.

Like coffee itself, coffeehouses were an import from the Arab world. England’s first coffeehouse opened in Oxford in the early 1650s, and hundreds of similar establishments sprang up across England in the following years. People went to coffeehouses not just to drink coffee, but to read the latest pamphlets and news-sheets, catch up on rumor and gossip, and talk to other coffee drinkers, both friends and strangers. Some coffeehouses were used as post offices, and patrons would visit their favorite coffeehouses several times a day to check for mail. Some coffeehouses specialized in discussion of particular topics, like politics, literature or business. As customers moved from one shop to another, information circulated with them in wide-ranging conversations. One reason these conversations were so lively was that social distinctions were not recognized within coffeehouse walls. Patrons were not merely permitted but encouraged to strike up conversations with strangers from entirely different walks of life.

Not everyone was pleased. Critics worried that coffeehouses were keeping people from productive work. But rather than functioning as enemies of industry, coffeehouses were in fact hotbeds of creativity because of the way in which they facilitated the mixing of both people and ideas. Members of the Royal Society, England’s pioneering scientific society, frequently retired to coffeehouses to extend their discussions. It was a coffeehouse argument among fellow scientists that spurred Isaac Newton to write his foundational works of modern science.

Coffeehouses were platforms for innovation in the world of business, too. Merchants used coffeehouses as meeting rooms, which gave rise to new companies and business models. A London coffeehouse called Jonathan’s, where merchants kept particular tables to transact business, turned into the London Stock Exchange. Lloyd’s coffeehouse, a popular meeting place for ship captains, ship-owners and traders, became the well-known insurance market. And the economist Adam Smith wrote much of his masterpiece *The Wealth of Nations* in the British Coffee House, a popular meeting place for Scottish intellectuals, among whom he circulated early drafts of his book for discussion.

(1) there was some time-wasting going on in coffeehouses. But their merits far outweighed their drawbacks. Now the spirit of the coffeehouse has been reborn in our social-media platforms. They, too, are open to all comers, and allow people from different walks of life to meet, debate, and share information with friends and strangers alike, making new connections and sparking new ideas. Such conversations may be entirely virtual, but they have enormous potential to bring about change in the real world. Progressive companies are embracing “enterprise social networks” to encourage collaboration, discover hidden talents and knowledge among their employees, and reduce the use of e-mail. A recent study found that use of social networking within companies increased productivity by 20 to 25 percent. The use of social media in education, meanwhile, demonstrates that students learn more effectively when they interact with other learners. There is always an adjustment period when new technologies appear,

During this transitional phase, which can take years, technologies are often criticized for disrupting existing ways of doing things. But what we understand from the coffeehouse is that modern fears about the dangers of social networking are overdone. As we grapple with the issues raised by new technologies, there is much we can learn from the past.

[Adapted from an article by Tom Standage]

In the context of the passage, choose the best answer for each question.

- (1) Choose the best expression to fill in the blank. The answer is: .
- 1 Similarly 2 No doubt 3 Rarely 4 Suspiciously
- (2) Which of the following is true? Adam Smith .
- 1 was involved in helping to start the London Stock Exchange
2 spent time discussing and revising his ideas with associates
3 was an economist whose ideas laid the foundations of social networks
4 met ship captains and traders gathering at the British Coffee House
- (3) What is the most appropriate title for the passage? The answer is: .
- 1 The Unrecognized Influence of Arab Culture on British Society
2 The Surprising Diversity of Coffeehouses in English History
3 The Lesson of Coffeehouses for Online Social Networks
4 The Enemy of Productivity for Developing Businesses Today
- (4) What was a benefit of historical coffeehouses? The answer is: .
- 1 Employers began to criticize workers for wasting time at coffeehouses
2 Many people gathered in coffeehouses to defy groundless rumors
3 Coffeehouses allowed for open talk and debate in various fields
4 Coffeehouses helped to reduce the amount of unnecessary correspondence
- (5) What is **NOT** suggested by the author? The answer is: .
- 1 Informal talk with friends stimulates the brain to come up with new ideas
2 Online sites like Facebook are a major source of unproductive distraction
3 Networking sites like Twitter function in many ways as historical coffeehouses
4 New developments in technology often take time to be accepted as valuable
- (6) People visited coffeehouses for all of the following purposes **EXCEPT** .
- 1 to chat with strangers and debate new ideas that had begun to be talked about
2 to read about what was happening in the news and keep up with current events
3 to carry out business deals and conduct trades with other merchants
4 to move up the social ladder by meeting with prestigious individuals

- (7) What is NOT a role of social networks today? The answer is to (7).
- 1 increase the productivity of workers who discuss company policies and practices
 - 2 expose users to a wide range of issues, from science to politics and literature
 - 3 make connections with others who are trying to solve similar problems
 - 4 discover hidden information from employees who work at rival companies
- (8) Which is true for both coffeehouses and online networks? The answer is: (8).
- 1 Existing ways of doing business promote innovations that bring change
 - 2 It is easy to distinguish the different cultural backgrounds of people
 - 3 There are opportunities for coming into contact with interesting ideas
 - 4 Public institutions like the post office are being hurt by online transactions

II 次の英文を読み、(9)～(17)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(9)～(17)にマークしなさい。

Square Wallet is an innovative new app (application) that is changing the way we spend our money. Here's how it works: you link your credit card to the app, shop, take your items to a cashier at a participating retailer and, as the company's website says, "simply say your name at checkout to pay." Your name and photograph appear on the register, the cashier gives you a nod, and you walk happily out the door with what you wanted to buy. This kind of seamless convenience has obvious advantages, but it comes with hidden costs. Technology makes it possible to get movies, games and books the moment we want them and to worry about money later. It's a payment system that encourages (9) instant gratification. Interestingly, however, research suggests that we derive greater happiness from goods we pay for immediately, but don't use for some time, than we do from goods we use now but pay for later.

The app's chief appeal is that it makes payment essentially invisible, which is exactly what makes it so dangerous. The app soothes the pain connected to handing over hard-earned money, but numbing that pain is tricky. Just as the sensation of burning tells you to pull your hand from the stove, the pain of paying can keep spending in check. (10) This isn't just a metaphor. Paying high prices for goods and services activates the region of the brain associated with the sensation of actual physical pain. When MBA students were given the opportunity to bid on tickets to a sporting event, those who had to pay in cash bid roughly half as much as those who were permitted to charge. It hurts to hand over cash, so we're less likely to overspend and thus less likely to sink into debt. According to the Census Bureau, the median American household debt in 2011 was \$70,000. Nearly half of Americans report worrying about debt. Though accumulating debt is sometimes sensible, research shows that it exerts an enormous negative influence on happiness. Prepayment reduces the dread of debt and also increases the happiness connected with possession.

In a recent study, researchers in Europe gave 99 people the chance to buy a gift basket filled with treats. Some got the basket right away and paid later; others got the basket only after paying in full. Everyone then rated how much joy and contentment their gift baskets gave. Although the baskets were identical, they brought more happiness to those who paid in advance. Perhaps this explains why people frequently experience a happiness boost in the weeks before a vacation. Stuck in an office, the anticipation

of the beach is almost as enjoyable as the beach itself.

Delayed pleasure not only increases anticipatory excitement but also enhances the pleasure once it is eventually enjoyed. In one study, students were selected to eat a piece of chocolate, but some had to wait 30 minutes before they could eat it, while others ate the chocolate immediately. Those who had to wait were more likely to fantasize about the chocolate and visualize what it would be like to taste it. And fantasies matter, because waiting enhanced enjoyment and increased people's desire to buy more chocolate.

The danger with delayed consumption is that raised expectations result in disappointment when the purchase doesn't live up to our hopes. Luckily, the mind ⁽¹¹⁾ paints over minor gaps between expectations and reality. In a recent study, people enjoyed a video game more if they were presented with tempting details about it before they played. And this was true even when researchers offered them a low-quality version of the game.

⁽¹²⁾ , some of the coolest innovations of the past decades may be undermining our happiness. Technologies that push payment into the future, making paying so convenient that it's practically painless, put us in danger of overspending. Those that allow us to have everything immediately rob us of the anticipation period. The challenge for the next generation of innovation lies in combining the vast potential of computer technology with fundamental principles of happiness science.

[Adapted from an article by E.W. Dunn & M. Norton]

In the context of the passage, choose the best answer for each question.

- (9) The problem with ⁽⁹⁾ instant gratification is that ⁽⁹⁾ .
- 1 we receive increased happiness when we delay paying for a purchase
 - 2 enjoyment tends to decrease when we have not yet made the payment
 - 3 it is never possible to get all the items we want when we would like them
 - 4 at the moment of purchase, we are most intensely worried about the cost
- (10) The sentence ⁽¹⁰⁾ "This isn't just a metaphor" suggests that ⁽¹⁰⁾ .
- 1 the pain of burning tells the brain to pull one's hand away from a flame
 - 2 the memory associated with buying increases the number of purchases
 - 3 the app increases the pain connected with spending cash on a purchase
 - 4 the brain feels real pain associated with giving away one's own money
- (11) What does the phrase ⁽¹¹⁾ paints over mean? The answer is to ⁽¹¹⁾ .
- | | |
|------------------------|--------------------|
| 1 redecorate carefully | 2 basically ignore |
| 3 dream about | 4 struggle with |
- (12) Choose the best word to fill in the blank. The answer is: ⁽¹²⁾ .
- | | | | |
|---------------|-------------|--------------|----------------|
| 1 Impulsively | 2 Initially | 3 Ironically | 4 Indefinitely |
|---------------|-------------|--------------|----------------|

- (13) Which of the following is true about *Square Wallet*? The answer is: (13).
- 1 Extra costs are charged in order to cover the added convenience
 - 2 There is no charge to the consumer since payment is essentially invisible
 - 3 A credit card and license with current photo identification are needed
 - 4 It makes payment with a charge to the customer's account
- (14) In the research involving the MBA students, it is clear that (14).
- 1 those who had to pay in cash offered a smaller amount of money for the tickets
 - 2 those who used a credit card turned out to pay less than the regular ticket price
 - 3 those who could pay for the tickets in cash were more likely to sink into debt
 - 4 those who paid in cash did not understand precisely how to make a charge
- (15) What did the gift basket study reveal? The answer is: (15).
- 1 The students who paid for their baskets afterward received a happiness boost
 - 2 The baskets given to the two groups were not equivalent in monetary value
 - 3 The students reported that all the baskets gave them joy and contentment
 - 4 The students who paid for their baskets in advance felt enhanced enjoyment
- (16) What did the study using chocolate NOT suggest? The answer is: (16).
- 1 The anticipation of receiving the chocolate actually improved its taste
 - 2 Eating the chocolate right away increased visualization of its flavor
 - 3 A waiting period increased people's desire to purchase more chocolate
 - 4 People who had to wait tended to imagine themselves eating the chocolate
- (17) What is the general conclusion of the passage? The answer is: (17).
- 1 Separating computer science from psychology helps generate new products
 - 2 New payment systems allow us to anticipate the joy of making a purchase
 - 3 Technology increases convenience but often reduces enjoyment of the product
 - 4 Delaying a purchase increases frustration which causes overspending

Ⅲ 次の英文を読み、(18)～(23)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(18)～(23)にマークしなさい。

All pilots know the importance of flying with a compass; without one, they would be in danger of straying far from course. No wonder that modern airplane cockpits are equipped with a range of dials and indicators—from compass and fuel gauge to altitude and speed meters. Pity, then, that economic policymakers have used nothing similar for charting the course of the whole economy. The excessive attention given to gross domestic product (GDP) in recent decades as an indicator of a nation's economic performance is like trying to fly a plane by its altitude meter alone: it tells you if you are going up or down, but nothing of where you are headed or how much fuel you have left in the tank. Such focus on monetary economic output has failed to reflect the growing degradation of natural resources and the inequalities of income that leave people in every society facing poverty and social exclusion. GDP's dominance has long passed its legitimacy: it is clearly time to create a better set of instruments for navigating the twenty-first century's journey toward equality and sustainability.

In 2009, Nobel prize-winning economists Joseph Stiglitz and Amartya Sen led a commission of economic thinkers to reassess how best to measure economic performance and social progress. They concluded, "We cannot function properly when the measurement systems on which action is based are ill-designed. Fortunately, research in recent years has enabled us to improve our measurements, and it is time to incorporate some of these advances." Standards for assessing environmental sustainability are under development—from calculating ecological footprints to quantifying natural capital. But a new measurement framework that focused only on bringing environmental sustainability into the picture would fail to reflect social outcomes and would overlook the social implications of pursuing sustainability. For where there is a limit on resource availability, there is always a question of how those limited resources are to be distributed and used. If that question is left unaddressed, it can result in political deadlock, injustice, and suffering. So in any discussion of what it will take to achieve global environmental sustainability, it is crucial to bring the issue of international social justice in resource distribution explicitly into the framework, including into the economic measurements to be used.

Although mainstream economics treats environmental degradation as an "external" factor that largely falls outside economic calculations, natural scientists have effectively discarded that approach and proposed a numerical set of resource-use boundaries within which the global economy should operate if we are to avoid critical Earth System tipping points. These boundaries are described not in monetary but natural measurements fundamental to ensuring the planet's resilience for remaining in a state of balance. Yet even while the nuances of defining the nature and scale of boundaries are being debated, (18). Human well-being depends on keeping total resource use below critical natural thresholds, but it equally depends upon every person having a claim on the resources they need to lead a life of dignity and opportunity. International human rights norms have long asserted the fundamental moral claim each person has to life's essentials—such as food, water, basic healthcare, education, freedom of expression, political participation, and personal security. Just as there is an outer boundary of resource use, an "environmental ceiling" beyond which lies unacceptable environmental degradation, so too there is (22) an inner boundary of resource use, a "social foundation" below which lies unacceptable human deprivation. Between the social foundation of human rights and the environmental ceiling of planetary boundaries lies a space that is both environmentally safe and socially just for humanity.

[Adapted from an article by Kate Raworth]

In the context of the passage, choose the best answer for each question.

- (18) Choose the best expression to fill in the blank. The answer is: (18).
- 1 a crucial part of the picture is still missing
 - 2 new technological innovations will solve the problem
 - 3 natural scientists are going beyond the limits
 - 4 the natural crisis has little to do with the economy
- (19) The author mentions pilots in the first paragraph to indicate that (19).
- 1 the airline industry is a symbol of economic prosperity in any nation
 - 2 business management must be bold and precise to maximize its profit
 - 3 instrument manufacturers are the first to suffer in an economic recession
 - 4 the economy is in short supply of adequate assessments to make policy
- (20) Economists Stiglitz and Sen are (20).
- 1 unconcerned about economic evaluations that are ill-designed
 - 2 critical of mainstream measurements of financial performance
 - 3 inattentive to the financial implications of environmental sustainability
 - 4 skeptical of attempts to distribute social capital more fairly
- (21) What is the author's opinion of GDP? The answer is: (21).
- 1 It is like flying a plane with a full panel of economic instruments
 - 2 It does not necessarily point to the fundamental welfare of people
 - 3 It is seldom affected by the financial difficulties of the airline industry
 - 4 It must be analyzed to develop economic growth in the global market
- (22) The phrase ⁽²²⁾an inner boundary refers to (22).
- 1 the strict border between personal freedom and political obligation
 - 2 the vital threshold of protecting the Earth's environmental balance
 - 3 the essential space between one human being and another in society
 - 4 the necessary provision of resources to lead a life of dignity and opportunity
- (23) Which one of the following is true? The answer is: (23).
- 1 Airlines do not meet new measurement standards for economic profitability
 - 2 The problem of resource distribution is not a task for economists to address
 - 3 Social justice cannot be disregarded any more than sustainability can be
 - 4 The Nobel prize-winning economists support established perspectives

IV 次の英文 (24) ~ (27) 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 (24) ~ (27) にマークしなさい。

- (24) People have the right to expect that the river passing through their city _____ visually appealing and unpolluted.
1 having 2 being 3 has 4 be
- (25) After studying all afternoon, the students debated _____ abandon their books for a movie or return to the library in the evening.
1 whether to 2 either 3 not yet 4 about to
- (26) Natural ability is necessary to become an expert in anything, but _____ important is the willingness to make an effort.
1 nevertheless 2 less than 3 no less 4 the least
- (27) Monetary policy _____ more effective in the U.S. had more attention been devoted to credit blockages.
1 has been 2 would have been 3 was 4 will be

V 次の英文の空所 (28) ~ (34) 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 (28) ~ (34) にマークしなさい。

The food industry has gone (28) many changes in the past two decades, mostly due to the development of new technologies to (29) growing demand. Only 60% of meals today are prepared in the home, largely because the increasing number of working parents (30) less time to cook. Pizza, one of the most commonly purchased items in retail food stores, has (31) its market share through the changing nature of the processed foods industry and even grown in popularity. Pizza production is predicted to increase further in the next decade (32) a growing world population. The market today offers a vast (33) of pizzas to suit all tastes and occasions. This adaptability, together with its growing acceptance as a nutritious food, has (34) widespread popularity across many population groups.

- (28) 1 up 2 through 3 between 4 before
- (29) 1 separate 2 apply 3 meet 4 submit
- (30) 1 saves 2 contains 3 approaches 4 means
- (31) 1 maintained 2 concluded 3 totaled 4 reduced
- (32) 1 in response to 2 in spite of 3 in opposition to 4 in charge of
- (33) 1 kind 2 excellence 3 sound 4 array
- (34) 1 hit back 2 taken off 3 given out 4 led to

VI 次の英文 (35) ~ (37) を読み、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 (35) ~ (37) にマークしなさい。

- (35) It is not that the jobs have changed; it's that the people doing the jobs have. Historically, low-wage work tended to be done either by the young or by women looking for part-time jobs to supplement family income. The giant discount retailer Wal-Mart in its early days sought explicitly to hire unemployed married women. Fast-food workforces, meanwhile, were dominated by teen-agers. Now these low-wage jobs are increasingly being taken by heads of households.

Which one of the following does the passage imply? The answer is: (35).

- 1 The economic position of American families is isolated from historical changes
- 2 More breadwinners are struggling to keep their families above the poverty line
- 3 The number of working women has declined compared to teenage workers
- 4 Fewer people are eating fast food and doing their shopping at discount retailers

- (36) When someone accidentally bumps into us on the street, the usual reaction is to apologize and move on. But when driving a car, near misses are often met with anger—and in some cases, road rage. Research shows that car drivers more readily dehumanize other drivers and pedestrians in ways they wouldn't when interacting in person. This loss of restraint is similar to the way some of us behave in online environments.

Which one of the following does the passage imply? The answer is: (36).

- 1 People who use computers often become less polite in face-to-face situations
- 2 Person-to-person contact strengthens the sense of responsibility we feel to others
- 3 Driving a car while using an online electronic device risks causing an accident
- 4 The incidence of road rage is increasing recently because of reckless driving

- (37) Maybe it was the election of Barack Obama that made it seem as if there was no more glass ceiling. While the president's aura has dimmed considerably since his election in 2008, the fact that an African-American occupies the highest office in the U.S. remains a source of pride. Regardless of who becomes the next president, it still feels, on a good day, as if we've entered a time when there are fewer limits on what women can aspire to.

Which one of the following does the passage imply? The answer is: (37).

- 1 Obama lost popularity after 2008 due to criticism from political conservatives
- 2 Equality among ethnic minorities was achieved with the election of Obama
- 3 Thanks to the 2008 election, there is no longer a glass ceiling for women in the U.S.
- 4 An African-American president has given hope for greater gender equality

ここからは解答用紙 B を使用しなさい。

- 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その正解は得点にならない。

例：announce → announcement

approve emphasize prescribe corrupt expand complain

The number of young people out of work globally is nearly as large as the population of the U.S. The most obvious way to tackle this problem is to stimulate an economic (a), but that is easier said than done in a world held back by debt. Throughout the current global recession, many companies have continued to make the (b) that they cannot find enough young people with the right skills. As a result, increasing (c) is being put on reforming labor markets. This (d) for change is certainly needed and should be implemented enthusiastically. For example, some countries have made it easier for small businesses to get licenses and for venture firms to get quicker (e) for start-ups.

- VIII 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その正解は得点にならない。

hinder overtake integrate leave call contend

Progress in a globally interdependent society relies more than ever on the smooth flow of information. With national commerce and finance so thoroughly (a) into the fabric of the global economy and countries finding themselves dependent on each other in fundamentally new ways, we have (b) behind the time when any single country could (c) with matters of great consequence on its own. Whether the problem is climate change, terrorism, or infectious disease, the solution (d) for international cooperation. In the Cold War era, efforts to guarantee press freedom were once seen as (e) the formation of authoritarian regimes, but now that purpose has been (f) by the need to establish conditions for critical thinking and tolerance in the global marketplace of ideas.

〈以下余白〉