

历年大学英语四级真题及答案解析之阅读理解1 (2017年6月第二套)

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Section C

Directions: There are 2 passages in this section. Each passage is followed by some questions or unfinished statements. For each of them there are four choices marked A), B), C) and D). You should decide on the best choice and mark the corresponding letter on Answer Sheet 2 with a single line through the centre.

Passage One

Questions 46 to 50 are based on the following passage.

Shoppers in the UK are spending less money on toilet paper to save money, research has shown.

Penny-pinching UK consumers choose cheaper products from discounters such as Aldi and Lidl rather than luxury alternatives.

This has wiped 6% off the value of the soft tissue paper market in the UK. It has shrunk from £1.19 billion in 2011 to £1.12 billion in 2015, according to a new report from market research company Mintel. Furthermore, the future of the market looks far from rosy, with sales expected to fall further to £1.11 billion in 2016.

In the last year alone, despite an increase in the UK population and a subsequent rise in the number of households, sales of toilet paper fell by 2%, with the average household reducing their toilet roll spending from £43 in 2014 to £41 in 2015.

Overall, almost three in five people say they try to limit their usage of paper—including facial tissue and kitchen roll—to save money. "Strength, softness and thickness remain the leading indicators of toilet paper quality, with just a small proportion of consumers preferring more luxurious alternatives, such as those with flower patterns or perfume, said Mintel analyst Jack Duckett. "These extra features are deemed unnecessary by the majority of shoppers, which probably reflects how these types of products are typically more expensive than regular toilet paper, even when on special offer."

While consumers are spending less on toilet paper, they remain fussy—in theory at least—when it comes to paper quality. Top of Britons' toilet paper wish list is softness (57%) followed by strength (45%) and thickness (36%).

One in 10 buyers rank toilet rolls made from recycled paper among their top considerations, highlighting how overall the environment is much less of a consideration for shoppers than product quality. In a challenge for manufacturers, 81% of paper product users said they would consider buying recycled toilet tissue if it were comparable in quality to standard paper.

46. The market sales of toilet paper have decreased because .

- A) Britons have cut their spending on it
- B) its prices have gone up over the years
- C) its quality has seen marked improvement
- D) Britons have developed the habit of saving

47. What does the author think of the future of the tissue paper market in the UK?

- A) It will expand in time.
- B) It will remain gloomy.
- C) It will experience ups and downs.
- D) It will recover as population grows.

48. What does Jack Duckett say about toilet paper?

- A) Special offers would promote its sales.
- B) Consumers are loyal to certain brands.
- C) Luxurious features add much to the price.
- D) Consumers have a variety to choose from.

49. What do we learn about Britons concerning toilet paper?

- A) They are particular about the quality of toilet paper.
- B) They emphasize the strength of toilet paper the most.
- C) They prefer cheap toilet paper to recycled toilet paper.
- D) They reject using toilet paper with unnecessary features.

50. What can we infer from the last paragraph?

- A) More and more Britons buy recycled toilet paper to protect the environment.
- B) Toilet paper manufacturers are facing a great challenge in promoting its sales.
- C) Toilet paper manufacturers compete with one another to improve product quality.
- D) Environmental protection is not much of a concern when Britons buy toilet paper.

答案解析：

46. 根据“Shoppers in the UK are spending less money on toilet paper to save money”以及“This has wiped 6% off the value of the soft tissue paper market in the UK.”，可知英国卫生纸市场销售额下降是因为英国人削减了这方面的开支，所以选A。

27. 根据“Furthermore, the future of the market looks far from rosy, with sales expected to fall further to £1.11 billion in 2016.”，可知作者认为英国卫生纸市场的未来将依然黯淡，所以选B。

48. 根据“‘These extra features are deemed unnecessary by the majority of shoppers, which probably reflects how these types of products are typically more expensive than regular toilet paper, even when on special offer.’”，可知Jack Duckett认为奢华的功能增加了卫生纸的价格，所以选C。

49. 根据“‘While consumers are spending less on toilet paper, they remain fussy—in theory at least—when it comes to paper quality.’”，可知英国人对卫生纸的质量很挑剔，所以选A。

50. 根据“‘One in 10 buyers rank toilet rolls made from recycled paper among their top

considerations, highlighting how overall the environment is much less of a consideration for shoppers than product quality.”, 可知从最后一段我们可以推断出, 英国人在购买卫生纸时, 环境保护并不是他们主要考虑的因素, 所以选D。

