

2025年度
入学試験問題
(A 日程)

英 語

注 意

- 1 「開始」の合図があるまで開いてはいけません。
- 2 「開始」の合図で、2 ページから 12 ページまで問題が印刷されていることを確かめなさい。
- 3 解答用紙に受験番号を書きなさい。名前を書いてはいけません。
- 4 答えはすべて解答用紙の指定された解答欄に書きなさい。問題用紙に書いても得点になりません。
- 5 問題は 6 題あります。解答用紙はこの表紙の裏にあります。
- 6 試験開始から 10 分経過した頃にリスニングテストを始めます。それまでに **6** の問題に目を通しておきなさい。
- 7 「終了」の合図で、すぐに筆記用具を置きなさい。
- 8 問題および解答用紙は机の上に置き、持ち帰ってはいけません。

(問題は次ページから始まります)

(注) 試験開始から 10 分経過した頃にリスニングテストを始めます。それまでに6の問題に目を通しておきなさい。

1 次の英文を読んで、あとの設問に答えなさい。

Effective *marketing encourages people to buy and use products every day. It pushes people to buy simple things *as well as more *complicated products. To influence *consumer behavior, marketing professionals need to understand how people decide what to buy, what their habits are, and what makes them choose new products. Understanding these things will help *marketers to gather large numbers of consumers.

One important part of consumer behavior is called “habit.” Habits make people buy the same product almost automatically. For example, if someone *runs out of toothpaste, they will buy the same brand again without thinking too much. They expect to ①(satisfy) with the same brand. Products that are not bought regularly, such as cars, TVs and furniture are less *likely to be bought out of habit. When people buy these items, they check information from a lot of sources.

Brand loyalty and ②inertia are two types of habit. Brand loyalty means a person buys the same brand of product because they prefer it. They may *delay purchase if their brand is unavailable. Inertia means that a person buys the same brand because they don’t want to go through the decision process of trying a new brand. However, they may easily switch to a new brand if their usual one is unavailable. This often happens with less important items. People will buy a brand without thinking about it very much and will continue to buy the same brand.

The development of habit is also closely related to consumer learning. Consumer learning is that people change their behavior *based on past experiences. As people buy and use products, they learn which brands they like and what features they prefer. They use this knowledge to make future choices. Learning can lead to habits if people are happy with a brand and keep buying it.

Learning can also *bring about ③extinction, — the end of expected satisfaction with a particular brand. Extinction can happen fairly quickly if consumers are *no longer happy with a product they have been using. It leads to a process of decision-making — a consumer begins to think about trying other brands. Thus, decision-making can lead to habit when the consumer is satisfied, but habit can lead back to decision-making when the consumer is (④) satisfied.

[1] Think about (a / boy / been / buying / Coca-Cola / has / since / who) he was a teenager. Every *purchase of Coke made his satisfaction with the brand stronger, so today when he wants a soft drink, he automatically buys Coke. When Coca-Cola changes its taste and he does not like the new taste, extinction happens because the expected satisfaction has not occurred. The consumer has to decide (⑤) soft drink to try next.

In advertising, marketers use learning *theory to connect their brand with a specific image. A good example is the Marlboro cowboy campaign. In the mid-1950s, Marlboro was having difficulty in ⑥(continue) their business as a leading brand. Philip Morris, the company which sells Marlboro *cigarettes, needed to *revitalize the brand and decided to use the image of a cowboy. When they repeatedly used the strong good-looking cowboy, the Marlboro Man, people connected Marlboro with cowboys. [2] (a / created / clear / doing / image / of / this) *strength for the brand. It was very successful.

When the Internet was developed, marketers thought that consumers would look for the lowest-priced products on it. [3] They thought (be / important / more / name / price / than / the brand / would). However, the Internet didn't become a *threat to brand loyalty. Instead, the Internet actually helped to build brand loyalty in many cases. When consumers found the lowest prices for products they wanted on the Internet, they compared prices with the brand's image. They used the websites to get a wider *range of information to make their decision. Key brands such as Nike and McDonald's use their brand image on their websites to help selling.

In the past, many companies did not focus much on understanding consumer behavior. They only looked at sales results. But now companies have come to realize that studying consumer behavior and needs ⑦(improve) their marketing plans and business performance.

[*脚注]

*marketing 市場活動 *A as well as B B 同様に A も *complicated 複雑な

*consumer behavior 消費者行動 *marketer 市場活動担当者

*run out of ~ ~を使い果たす *likely ~ ~しそうだ *delay ~を遅らせる

*based on ~ ~に基づいて *bring about ~ ~を引き起こす *no longer ~ もはや~ない

*purchase 購入 *theory 理論 *cigarette たばこ *revitalize 新たに活力を与える

*strength 強さ *threat 脅威 *range 範囲

- (1) 下線部①⑥⑦について適切な形に直しなさい。ただし一語とは限りません。
- (2) 下線部②③について最も適切な意味を表すものを選び、記号で答えなさい。
- ② inertia : ア 惰性 イ 感性 ウ 本能 エ 意志
- ③ extinction : ア 発生 イ 消滅 ウ 期待 エ 推進
- (3) (④) (⑤) に適当な一語を入れ、意味の通る英文にしなさい。
- (4) 下線部[1][2][3]について、() 内の語を並べ替えて、意味の通る英文にしたとき、3 番目と 5 番目に来る語を番号で答えなさい。ただし文頭に来るべき語も小文字になっている。
- [1] Think about (1.a / 2.boy / 3.been / 4.buying / 5.Coca-Cola / 6.has / 7.since / 8.who) he was a teenager.
- [2] (1.a / 2.created / 3.clear / 4.doing / 5.image / 6.of / 7.this) strength for the brand.
- [3] They thought (1.be / 2.important / 3.more / 4.name / 5.price / 6.than / 7.the brand / 8.would).
- (5) 以下の質問に対する答え、以下の英文に続く表現として最も適切なものを選び、それぞれア～エから一つ選び、記号で答えなさい。
1. Which of the following products is most likely to be bought by habit?
- ア motorbike
- イ sofa
- ウ shampoo
- エ television
2. Consumers with brand loyalty
- ア are less self-confident in their choice
- イ have no strong opinions or feelings about a particular brand
- ウ like a certain brand and look for it when they cannot find it
- エ like to spend time and effort when they choose different products

3. Consumer learning may lead to the habit of choosing the same brand if the consumer

- ア actively searches for information for different brands
- イ feels that more information is necessary to make a decision
- ウ is not satisfied with a specific product
- エ is satisfied with a certain product after buying it over time

4. When the process of extinction begins, the consumer

- ア repeatedly buys the thing that satisfies them most
- イ will build brand loyalty with an old product again
- ウ will buy the same brand again in the near future
- エ will probably not buy the same brand again

5. The development of the Internet has

- ア helped to build up the image of the brand and supported brand loyalty
- イ caused a major problem in creating brand loyalty
- ウ encouraged consumers to look for only low-priced products
- エ helped consumers get a good image for their buying habits

(6) 以下の各質問に英語で答えなさい。ただし、主語・動詞を含む完全な英文で解答すること。

1. What does effective marketing encourage people to do?
2. What did many companies focus on in the past?

(7) 以下のア～エの各英文が、本文の内容と一致していれば T を、一致していなければ F を書きなさい。

- ア Consumers usually examine information from many sources when they buy toothpaste.
- イ Consumer learning is that people learn from newspaper or magazines to get information.
- ウ In advertising, marketers use a lot of money in making their products widely known.
- エ The Internet has greatly damaged brand loyalty.

2

以下のリーフレット(leaflet)を目にした高校生のジェーン(Jane)は、そこで案内されている施設見学に友人のリサ(Lisa)を誘うことにしました。その時の話し合いと、施設訪問後のジェーン(Jane)による評価コメントを読み、あとの問いに答えなさい。

***M*edicine in the *F*uture**

Today, when we have a physical or *mental problem, we can take medicine. When we go to hospital, doctors also use medicine to make us feel better. What will medicine be like in the future? This summer, come to the Hibari Medical Center to find out about the following topics:

Living Longer

Medicine has helped people to live longer. In the 1900s, most people only lived until they turned 45 years old. Today, people all over the world live 30 years longer than they did about a century ago. Some people say that, by the mid-21st century, many people will be able to live for over 100 years thanks to new medicines, and probably people will never need to worry about getting sick.

New Medicines

In the future, new medicines will be developed. Scientists think that we will be able to stop many illnesses with new medicines. Now, there is exciting research about ways to stop cancer, breathing diseases, heart diseases, and many more illnesses.

New Ways of Taking Medicines

Researchers are now creating not just new medicines, but new ways of taking medicine. Now, some companies are trying to grow plants with *vaccines. Vaccines that doctors and nurses use now cost a lot, but the *edible vegetable or fruit vaccines will be cheaper and more easily available. If everyday foods that contain such medicines are made, they will stop many people from losing their lives.

Medicines for Everyone

Even today, many people in some parts of the world die from diseases that can be cured. This is usually because they don't have enough money to buy the medicines that they need. Learn about the few companies that are already trying to sell medicine cheaply in poor countries. In the future, hopefully, everyone will get the medicines they need.

OPENING TIMES

Weekdays: 9:00 a.m. to 6:00 p.m.

July and August only: Saturdays 9:00 a.m.
to 4:00 p.m.

ENTRANCE FEE

-Free-

Please complete a 5-minute survey before
you leave.

MORE INFORMATION

(6X0) XXX-5X00 or check out our website at www.hibmedcen.com

Jane : Hi, Lisa. Check this out. I'm thinking about going to this place. Do you want to come with me?

Lisa : That looks cool, but how did you know that I'm interested in this kind of thing?

Jane : Well, I remember that you once said you wanted to be a pharmacist, right?

Lisa : Hmm, you've got a good memory. That conversation was a couple of years ago, wasn't it? So, what's so special about this place?

Jane : I called to get more information yesterday. A staff member there told me a lot. They've got old *documents on how medicines were made, the machines which were used to make medicines back then, and a huge collection of research.

Lisa : Oh, that sounds interesting. I'm interested in the differences between old and new medicines.

Jane : Right? They also have displays of medicines which are used around the world today, and we can learn about future medical progress, too. We can learn so many things all in one place!

Lisa : Nice! I think the future of medicine is really exciting.

Jane : Exactly! The research and development of medicine can save lives. I really like that idea. I want to make a difference in the world through that work. So, when are you free next week?

Lisa : Hmm... I've got club from Monday to Thursday. What about you?

Jane : Same here, I'm only free on Wednesdays. What about going next weekend?

Lisa : That sounds nice. I've got a piano lesson on Saturday mornings, so how about we meet for lunch and go after that?

Jane : No problem. I'll message you later with some cafe ideas.

Lisa : See you then.

Exciting experience! ☆☆☆☆☆

Great! I was able to learn about cheaper forms of medicine that we may have in the future. My friend looked very happy about all the different medicines that are used around the world. It was sad that some displays I wanted to see were not available because staff were repairing them. I will visit it again on a weekday and stay longer to enjoy it fully.

Jane

〔*脚注〕

*mental 精神的な *vaccine ワクチン *edible 食べられる *document 書類

(1) Where is the leaflet from?

ア a clinic イ a museum ウ a store エ a company

(2) Which three sentences are true about the leaflet?

- ア Today, the average age that people reach globally is over 70 years old.
- イ Today, thanks to new medicines, many people live actively into their 100s.
- ウ Thanks to new medicines, we will be able to help more people who are suffering from illnesses.
- エ Medical plants have already been used to help people to avoid being sick.
- オ The number of drug companies selling cheap medicines to people in poor countries is still limited.
- カ Visitors can enjoy and get out of the place without having to do anything.

(3) Which one below is Jane most likely to choose as her future career?

ア a nurse イ a doctor ウ a drugstore clerk エ a researcher

(4) When are Jane and Lisa going to the facility?

ア Saturday morning イ Saturday afternoon

ウ Sunday morning エ Sunday afternoon

(5) What probably interested Jane most?

ア operations for longer life イ possible medical foods

ウ cures for cancer エ experienced facility staff

(6) Which was most exciting to Lisa?

ア old records on drug-making process

イ various drugs people use today around the globe

ウ drug-making demonstrations

エ latest scientific discoveries on medicine

3 次の各組の文がほぼ同じ内容を表すように、()の中に適切な語を一語ずつ書きなさい。

(1) This bike is different from that one.

This bike isn't () () as that one.

(2) I can't wait for the school trip.

I'm () () to the school trip.

(3) We have lived in Hibarigaoka for ten years.

It has () ten years () we moved to Hibarigaoka.

(4) The bread Mr. White sells is delicious.

The bread () () Mr. White is delicious.

(5) He can speak English. He can also speak French.

He can speak () English () French.

4 次の日本語の意味になるように英文を完成させるとき、(①)(②)にそれぞれ入るものを記号で答えなさい。

(1) 私は息子に大金があれば何をするか尋ねた。

I asked my son (①)() () () (②)() () () ().

ア a lot of イ do ウ had エ he オ he カ if キ money ク what ケ would

(2) 姉に誕生日にあげるものを探している。

I'm looking () (①)() (②)() () ().

ア her birthday イ for ウ for エ give オ my sister カ something キ to

(3) これらのかわいい動物の写真をしていると幸せな気持ちになる。

Looking at () () (①)() (②)().

ア cute animals イ happy ウ makes エ of オ these pictures カ us

- 5 次の日本語を読んで、下線部(1)と(2)の日本語をそれぞれ英語になおしなさい。

水に関する授業を受けて、(1)私は水の大切さを学びました。毎日当たり前のように水を使っていますが、蛇口をひねれば水が出てくる生活は、実はとても恵まれていることなのだと気づきました。世界には、安全な水を手に入れるために(2)何時間も歩かなければならない人々がいます。毎日、水を運ぶ重労働に追われ、学校にも通えず、夢を諦めなければならぬ子供たちがいることを心に留めておくべきだと思いました。

- 6 リスニング問題

最初に説明と対話が放送されます。その後、その内容について No.1～No.5 の質問が読みます。その答えとして適切なものをア～エより一つ選び、記号で答えなさい。放送を聴きながら、メモをとっても構いません。対話と質問は二度放送されます。

- (1) ア She wanted to make videos of sharks.
イ She wanted to take photos of colorful fish.
ウ She was bored with taking photos on land.
エ She was scared of sharks.
- (2) ア She learned how to take photos.
イ She can't swim very well.
ウ There are too many fish.
エ There is less light and everything is moving.
- (3) ア She read a book about sharks.
イ She saw a shark attack a seal.
ウ She swam with sharks.
エ She watched a shark movie.

- (4) ア She enjoys flying.
イ She gets tired, but she loves her job.
ウ She hates flying.
エ She wants to stop traveling.
- (5) ア Nora thinks that getting a shark photo is more important than her safety.
イ Nora finds taking photos on land more interesting than underwater.
ウ Nora started taking photos of sharks because she was not afraid of them.
エ Nora wants to stop taking photos of sharks and start taking photos of other animals.

2025年度 高等学校入学試験（A日程） 英語 解答用紙

1

| | | | | | | | | | | | | | | | |
|-----|-----|-----|---|-----|-----|-----|-----|--|-----|--|-----|-----|--|-----|--|
| (1) | ① | | | | | ⑥ | | | | | ⑦ | | | | |
| (2) | ② | | ③ | | (3) | ④ | | | | | ⑤ | | | | |
| (4) | [1] | 3番目 | | 5番目 | | [2] | 3番目 | | 5番目 | | [3] | 3番目 | | 5番目 | |
| (5) | 1 | | 2 | | 3 | | 4 | | 5 | | | | | | |
| (6) | 1 | | | | | | | | | | | | | | |
| | 2 | | | | | | | | | | | | | | |
| (7) | ア | | イ | | ウ | | エ | | | | | | | | |

2

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|-----|--|-----|--|--|--|-----|--|-----|--|-----|--|-----|--|
| (1) | | (2) | | | | (3) | | (4) | | (5) | | (6) | |
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3

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|-----|--|--|--|--|-----|--|--|--|--|-----|--|--|--|--|
| (1) | | | | | (2) | | | | | (3) | | | | |
| (4) | | | | | (5) | | | | | | | | | |

4

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|-----|---|--|---|--|-----|---|--|---|--|-----|---|--|---|--|
| (1) | ① | | ② | | (2) | ① | | ② | | (3) | ① | | ② | |
|-----|---|--|---|--|-----|---|--|---|--|-----|---|--|---|--|

5

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|-----|--|--|--|--|--|--|--|--|--|--|--|--|--|
| (1) | | | | | | | | | | | | | |
| (2) | | | | | | | | | | | | | |

6

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|-----|--|-----|--|-----|--|-----|--|-----|--|
| (1) | | (2) | | (3) | | (4) | | (5) | |
|-----|--|-----|--|-----|--|-----|--|-----|--|

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| 受験番号 | |
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| 得点 | |
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1

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|-----|-----|---|---|-------|-----|-----|--------------------|---|-------|---|-----|-----------------------------------|--|
| (1) | ① | be satisfied | | | | ⑥ | continuing | | | | ⑦ | improves (can / will improve) | |
| (2) | ② | ア | ③ | イ | (3) | ④ | not / less / never | | | | ⑤ | which / what | |
| (4) | [1] | 3番目 8 | | 5番目 3 | | [2] | 3番目 2 | | 5番目 3 | | [3] | 3番目 1 5番目 2 | |
| (5) | 1 | ウ | 2 | ウ | 3 | エ | 4 | エ | 5 | ア | | | |
| (6) | 1 | It encourages them to buy and use products (every day). | | | | | | | | | | | |
| | 2 | They focused on sales results. | | | | | | | | | | | |
| (7) | ア | F | イ | F | ウ | F | エ | F | | | | | |

2

| | | | | | | | | | | | | | |
|-----|---|-----|---|---|---|-----|---|-----|---|-----|---|-----|---|
| (1) | イ | (2) | ア | ウ | オ | (3) | エ | (4) | イ | (5) | イ | (6) | イ |
|-----|---|-----|---|---|---|-----|---|-----|---|-----|---|-----|---|

3

| | | | | | | | | |
|-----|------|------|-----|---------|---------|-----|------|-------|
| (1) | the | same | (2) | looking | forward | (3) | been | since |
| (4) | sold | by | (5) | both | and | | | |

4

| | | | | | | | | | | | | | | |
|-----|---|---|---|---|-----|---|---|---|---|-----|---|---|---|---|
| (1) | ① | ク | ② | カ | (2) | ① | カ | ② | エ | (3) | ① | ア | ② | カ |
|-----|---|---|---|---|-----|---|---|---|---|-----|---|---|---|---|

5

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|-----|--|--|--|--|--|--|--|--|--|--|--|--|--|
| (1) | 解答例 I learned the importance of water. | | | | | | | | | | | | |
| (2) | 解答例 there are some people who have to walk for many hours. | | | | | | | | | | | | |

6

| | | | | | | | | | |
|-----|---|-----|---|-----|---|-----|---|-----|---|
| (1) | イ | (2) | エ | (3) | イ | (4) | イ | (5) | ア |
|-----|---|-----|---|-----|---|-----|---|-----|---|

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| 得点 | |
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2025 年度 雲雀丘学園高等学校入学試験A日程 リスニングスクリプト

ただ今より 2025 年度雲雀丘学園高等学校入学試験A日程 英語リスニングテストを始めます。11 ページの大問 6 を見てください。

最初に説明と対話が放送されます。その後、その内容について No.1～No.5 の質問が読まれます。その答えとして適当なものをア～エより一つ選び、記号で答えなさい。放送を聴きながら、メモをとっても構いません。対話と質問は二度放送されます。

それでは、始めます。

Nora Smith is a photographer. She is a diver and she takes pictures and videos underwater. People really like her pictures and videos of sharks. We interviewed her for the school paper.

Jack: Nora, how did you become an underwater photographer?

Nora: Well, I was working as a photographer. And I started scuba diving.

It's so beautiful underwater. There are so many different and colorful fish to see and I wanted to photograph them.

Jack: Was it difficult to go from taking photos on land to under the water?

Nora: Taking photos under the water is more difficult and more interesting. For one thing, there's less light and everything is moving. Once I learned how to take photos under the sea, I was bored taking photos on land. For me now, taking photos on land isn't as interesting as taking photos underwater.

Jack: And how did you begin to take photos and record videos of sharks?

Nora: One day, I was diving and taking photos of some seals. Suddenly, a shark appeared. It took a seal in its mouth and swam away! It happened very quickly. I was scared, but I kept taking photos. After that, I even started making videos. For me, seeing a shark isn't as scary as not taking a good photo of it!

Jack: Now, you travel a lot for work. Do you get tired?

Nora: Flying long distances on airplanes makes me tired, but when I make shark videos, I have a lot of fun. I won't stop!

* 網掛けは印刷されている部分。選択肢は読み上げない。

(1) Why did Nora start taking photos underwater?

- ア She wanted to make videos of sharks.
- イ She wanted to take photos of colorful fish.
- ウ She was bored with taking photos on land.
- エ She was scared of sharks.

(2) Why did Nora find taking photos underwater difficult?

- ア She learned how to take photos.
- イ She can't swim very well.
- ウ There are too many fish.
- エ There is less light and everything is moving.

(3) What made Nora start taking photos of sharks?

- ア She read a book about sharks.
- イ She saw a shark attack a seal.
- ウ She swam with sharks.
- エ She watched a shark movie.

(4) How does Nora feel about traveling long distances by airplane?

- ア She enjoys flying.
- イ She gets tired, but she loves her job.
- ウ She hates flying.
- エ She wants to stop traveling.

(5) Which of the following is true?

- ア Nora thinks that getting a shark photo is more important than her safety.
- イ Nora finds taking photos on land more interesting than underwater.
- ウ Nora started taking photos of sharks because she was not afraid of them.
- エ Nora wants to stop taking photos of sharks and start taking photos of other animals.

- 繰り返します。
- これでリスニングテストを終わります。