

()の前と後ろを見てから、答えを選びましょう

文単2級 復習用リーディング問題 ① ビジネスにおける色彩効果

Effects of Colors in Business

Colors have been known to affect our feelings. In the world of business, companies effectively use color in advertisement. (___1___), fast-food restaurants often have the red and yellow on their signs and menus. Both colors stand out and attract attention. Red also reminds people of warmth and excitement and stimulates appetite. Yellow is a cheerful color, making people feel happy. (___2___), some luxury brands prefer to use black or blue in their brand logos. Black has a classic impression, and blue represents trust and stability. It is important to choose an appropriate color depending on the message that you want to convey.

1. (___1___)

- A. In addition
- B. For example
- C. Therefore
- D. However

2. (___2___)

- A. Due to
- B. In contrast
- C. Instead of
- D. Because of

Online Training

Traditionally, training at companies was conducted face-to-face between trainers and employees. This was challenging due to the costs and time necessary for travel. However, because some companies started offering a new online service, this traditional training has been changing dramatically. Companies can now upload training materials and do online training sessions.

After training, participants can take tests online to check their understanding. Despite being a paid service, it is popular because the same materials can be used repeatedly. It is possible for companies to train their employees more easily and quickly.

1. Why was traditional face-to-face training at companies challenging?

1. Employees preferred to study by themselves.
2. It was difficult because of travel costs and time.
3. Trainers were too busy to come.
4. Companies did not have training materials.

2. Why is the online training service popular despite being a paid service?

1. The tests are very easy.
2. It is more expensive than traditional methods.
3. The same materials can be reused.
4. It requires face-to-face interaction.