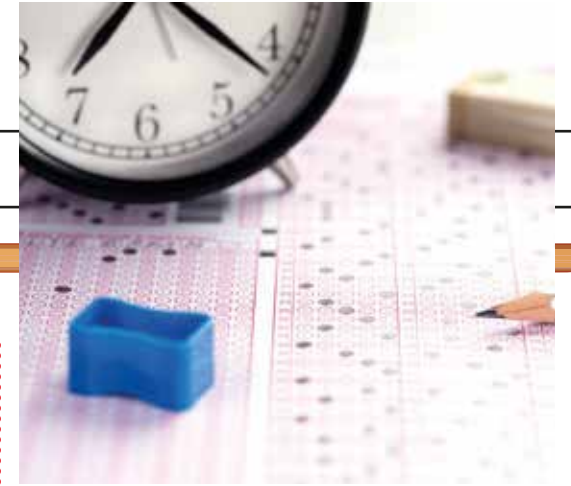


İNGİLİZCE Sınıf-12

KONU YKS- YDT SORU ÇÖZÜMÜ



OGM
MATERYAL
ORTAÖĞRETİM GENEL MÜDÜRLÜĞÜ



Aşağıdaki soruları parçaya göre cevaplayınız.

SORU 1:

Consumers purchase products and services to experience certain emotional states or achieve emotional goals in a process called emotional arousal. Emotions can create a feeling of pleasure or satisfaction, but they can also give the consumer the perception that their purchase will help them avoid a feeling of displeasure. No matter what the purchase is, consumers must somehow associate a positive emotional connection between a product and themselves. Positive emotions can include the fulfillment of a desire or the feelings of safety and protection. Consumers also have both unexpressed and expressed emotions. It is important to understand the difference between these emotions because if a consumer is purchasing but is not expressing any emotion toward a product, you may need to ask more questions in order to reach the customer on a deeper level. Doing so helps the consumers feel that they are somehow linked to your product and that it produces a favorable image of them. This reaction evokes consumer identification with your product and motivates them to buy – and keep buying – your product.

How does buying something affect consumers' emotions?

- A) It gives consumers a feeling of achievement.
- B) It causes consumers to have damaging thoughts.
- C) It influences every decision consumers make before purchasing.
- D) It leads to a condition of discomfort and misery.
- E) It results in a feeling of regret for purchasing too much.

ÇÖZÜM: Paragraf dikkatle incelendiğinde "No matter what the purchase is, consumers must somehow associate a

positive emotional connection between a product and themselves." cümlesinden ve bu cümleden önceki iki cümleden de anlaşılacağı üzere; bir şeyler satın almak tüketiciye pozitif duygular hissettiriyor. Bu doğrultuda B şıkkı "damaging" kelimesinden, D şıkkı "discomfort and misery" kelimelerinden, E şıkkı "regret" kelimesinden dolayı elenirler. C şıkkındaki "every decision" ifadesini paragrafta karşılayan bir yapı ve anlam bulunmamaktadır. Dolayısıyla doğru cevap "Tüketiciye başarı hissiyatı verir" anlamıyla A şıkkıdır.

Cevap: A

SORU 2:

Consumers purchase products and services to experience certain emotional states or achieve emotional goals in a process called emotional arousal. Emotions can create a feeling of pleasure or satisfaction, but they can also give the consumer the perception that their purchase will help them avoid a feeling of displeasure. No matter what the purchase is, consumers must somehow associate a positive emotional connection between a product and themselves. Positive emotions can include the fulfillment of a desire or the feelings of safety and protection. Consumers also have both unexpressed and expressed emotions. It is important to understand the difference between these emotions because if a consumer is purchasing but is not expressing any emotion toward a product, you may need to ask more questions in order to reach the customer on a deeper level. Doing so helps the consumers feel that they are somehow linked to your product and that it produces a favorable image of them. This reaction evokes consumer identification with your product and motivates them to buy – and keep buying – your product.

It is important to comprehend the difference between unexpressed and expressed emotions because ----.

- A) emotions are important in understanding why consumers buy certain products
- B) these expressions are evidence of how consumers can reach emotional goals
- C) when consumers identify themselves with a particular product, they keep buying it
- D) consumers need to get rid of any uncomfortable and unsafe feelings
- E) consumers make decisions based on perceptions rather than reality

ÇÖZÜM: Paragrafta sorunun cevabı tam olarak son dört satır içerisinde. Bu bilgilere göre; bir ürünle ilgili tüketicinin ürüne karşı duygusal bir bağlantı hissetmesini sağlamak tüketicinin daha sonra da ürün satın alımını sağlar. Bu bilgi de tam olarak C şıkkında özetlenmiştir. Dolayısıyla doğru cevap C şıkkıdır.

Cevap: C

SORU 3:

Consumers purchase products and services to experience certain emotional states or achieve emotional goals in a process called emotional arousal. Emotions can create a feeling of pleasure or satisfaction, but they can also give the consumer the perception that their purchase will help them avoid a feeling of displeasure. No matter what the purchase is, consumers must somehow associate a positive emotional connection between a product and themselves. Positive emotions can include the fulfillment of a desire or the feelings of safety and protection. Consumers also have both unexpressed and expressed emotions. It is important to understand the difference between

these emotions because if a consumer is purchasing but is not expressing any emotion toward a product, you may need to ask more questions in order to reach the customer on a deeper level. Doing so helps the consumers feel that they are somehow linked to your product and that it produces a favorable image of them. This reaction evokes consumer identification with your product and motivates them to buy – and keep buying – your product.

Which of the following could be the main idea of this passage?

- A) It is important to evaluate the emotional needs of customers.
- B) Consumers satisfy all of their needs by purchasing products.
- C) The motivational process begins with the need for a certain product.
- D) Consumers are triggered by some specific emotions when buying a product.
- E) It is unclear whether emotions truly have an impact on consumer behaviour.

ÇÖZÜM: Paragrafta ana fikir yani "main idea" paragrafın bir ya da birkaç cümlesinde desteklenen fikir değil, paragrafın geneline hâkim olan düşüncedir. Bundan dolayı şıklarda aranılması gereken ifade doğru olmakla birlikte en genel ifade olmalıdır. Bu doğrultuda paragrafın genel içeriği; tüketicilerin ürün almadan önce, ürün aldıktan sonraki duygu durumları, bu duygu durumunun alıma etkisi ve önemi dolaylarındadır. Bunu ise en genel ifade eden şık "Tüketicilerin duygusal ihtiyaçlarını değerlendirmek önemlidir." Anlamına gelen A şıkkıdır.

Cevap: A