

2026年度
情報経営イノベーション専門職大学
入学者選抜試験 一般入試C日程

外国語 英語

注 意 事 項

1. 試験時間は60分。
2. 試験開始の合図があるまで問題冊子を開かないこと。
3. 試験中に問題冊子の印刷不鮮明，ページの落丁，乱丁及び解答用紙の汚れ等に気づいた場合は，手を高く挙げて監督者に知らせること。
4. 解答用紙には解答欄以外に受験番号等の記入欄があるので，監督者の指示に従ってそれぞれ正しく記入すること。
5. 解答は，解答用紙の問題に対応した解答欄にマークまたは記述すること。
6. 問題冊子は持ち帰らないこと。
7. 試験終了まで退出しないこと。

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あなたは、グループで「アジアでのビジネス戦略」について発表するために、あるインタビュー記事を読んでいる。記事の内容をよく読み、(1)～(8)までの各設問に答えなさい。

Is Cool Japan a helpful attitude to developing business in Asia? Interview with a global talent.

Mr. Tomohiro Kawai, President of Potager Asia-Pacific, is pushing overseas expansion of his company, a manufacturer of vegetable sweets based in Nakameguro, Tokyo. He is fulfilling the role of “bridging” Japan and Asia by setting up *joint ventures with local companies in Asia.

Interviewer: What is important in your work?

Mr. Kawai: It is important to balance localization and globalization. There are several reasons why we develop our business in a local way rather than a Japanese style. In order to make a business successful in Asia, you may think that you need to develop products which meet local needs. As highly skilled *artisans, many Japanese companies try to sell goods that they believe are wonderful from a Japanese point of view, but they are not always successful. My company’s policy is to act flexibly. By that I mean we adapt our products to local circumstances. If you sell your products just as they are, you cannot win the hearts of the local customers. On the other hand, you cannot sell something that is already common in that foreign country, because it is not exciting to the local people any more. In the field of business, global human resources can be defined as people who have knowledge of both localization and globalization and can balance those opposites.

Interviewer: So, is your policy consistent throughout Asia?

Mr. Kawai: The situation is different in each country. For example, the Philippines is *tolerant of foreign cultures, probably because of the historical fact that it was dominated by Spain and the United States. Meanwhile, Thailand has never become a colony, and respect for the royal family is strong, so they will not let go of their culture. However, as in other Asian countries such as Singapore, Malaysia, Indonesia, and Vietnam, *overseas Chinese have a great deal of influence in these countries.

Interviewer: So do you develop your business in a Chinese way?

Mr. Kawai: Partly, yes. To achieve business success in these countries, you need to know their cultural background. People there are *family-oriented, and their companies basically have a *hereditary structure. If the head of the family does not say okay, nothing goes forward. Three factors are important for business in Asia: *big familyism, *seniority, and being a good friend. For

example, when negotiating with an Asian company, I never contact the department in charge directly. Instead I meet elderly people at the company. When I meet older Chinese there, I speak Chinese. Of course, I speak English to negotiate with the people in charge, who are overseas Chinese from the younger generation. For me, Japanese, English, and Chinese are indispensable tools for developing business in Asia.

Interviewer: Is language skill significant when collecting information for your business?

Mr. Kawai: I collect information in Japanese, English, and Chinese. I often watch the BBC and Channel News Asia in Singapore in English. I also watch the Taiwanese news with Chinese *subtitles and read a newspaper called the *South China Morning Post* from Hong Kong. If I don't know which political party my business partner supports, my business may not work out. I always *put out feelers for information beyond business. You need to understand local circumstances and needs before selling your products, no matter how good their quality may be. Language is an essential tool when collecting necessary information in this respect.

Interviewer: Could you tell us about your marketing strategy in Asia?

Mr. Kawai: You must change your marketing strategy from country to country. Potager is a company that offers sweets from France. When marketing in Japan, we emphasize the healthy aspects of vegetable sweets. On the other hand, in the Philippines and Thailand, where the health market is not as established as in Japan, we put the stylish image of French sweets out in front. Taiwan is friendly toward Japan, and we emphasize that our products are Japanese. In marketing in the Philippines, you need to consider the fact that American culture is influential there. In this way, your strategy should be changed according to the cultural background of each country.

If you work overseas, you may need to find international *personnel who are familiar with the local culture. I would say flexibility is the key to success in global business. Japanese manufacturers have a strong sense of *craftsmanship, and are proud of their skills and qualities. However, since other Asian countries such as China and South Korea can now produce items with the same quality, you cannot attract consumers by quality alone. What Japanese companies need is a flexible way of thinking. Starting with marketing of sweets, we are now expanding our business to advertisements, music, and artistic productions. If you have a flexible mind, I believe you can fulfill a bridging role between point A and point B regardless of your type of job.

出典 : *Exploring Liberal Arts in the 21st Century* (2025年, 成美堂)

(注) *joint venture 共同事業	*artisan 熟練した職人（ここでは企業を職人にたとえている）
*tolerant of ～に寛容な	*overseas Chinese 華僑（海外に住んでいる中国系の人々）
*family-oriented 家族志向の	*hereditary 先祖代々の，世襲の *big familyism 大家族主義
*seniority 年功（序列）	*subtitle 字幕 *put out feelers 探りを入れる
*personnel 職員，社員	*craftsmanship 職人技

(1) アジアでビジネスを成功させるために，Mr. Kawai の会社が重視していることは何か。最も適切なものを，次の①～④のうちから一つ選びなさい。 1

- ① 現地で普及している製品の特徴を取り入れること。
- ② グローバル志向の現地人材を採用すること。
- ③ 現地の状況に合わせて製品を柔軟に適応させること。
- ④ 日本製品の優れた点を現地の人々に理解してもらうこと。

(2) タイの特徴として，Mr. Kawai が挙げていることは何か。最も適切なものを，次の①～④のうちから一つ選びなさい。 2

- ① 外国の文化を受け入れることに積極的であること。
- ② 華僑による影響を強く受けていること。
- ③ 自国の文化を守り続ける傾向があること。
- ④ 植民地時代の名残りを色濃く残していること。

(3) アジア文化の特徴として，Mr. Kawai が挙げていることは何か。最も適切なものを，次の①～④のうちから一つ選びなさい。 3

- ① 家長が強い権限を持っていること。
- ② 個人主義が急速に広まっていること。
- ③ 時間にあまり厳しくないこと。
- ④ 中国文化の影響がすべての国に見られること。

(4) Mr. Kawai は、アジアの企業と交渉する際にどのようなことを心がけているか。最も適切なものを、次の①～④のうちから一つ選びなさい。 4

- ① 交渉の担当部署に英語で直接連絡を取ることに。
- ② 使用言語として中国語を優先すること。
- ③ 相手企業の年配の人にまず会うこと。
- ④ 相手企業の人々と家族のように親しくなること。

(5) Mr. Kawai がいくつかの言語でニュース番組を見たり新聞を読んだりしているのはなぜか。最も適切なものを、次の①～④のうちから一つ選びなさい。 5

- ① ビジネス相手の政治的な立場を知ることが重要だと考えているから。
- ② 異なる言語の表現や言い回しを学ぶことがビジネスに役立つと考えているから。
- ③ 複数の言語で情報を得ることで、各国の製品開発の動向を比較するため。
- ④ 自社製品がどのように評価されているかを広範囲に確認するため。

(6) ポタジエ社 (Potager) の市場戦略の例として、Mr. Kawai が挙げていることはどのようなことか。最も適切なものを、次の①～④のうちから一つ選びなさい。 6

- ① フィリピンやタイの市場では、フランス菓子のおしゃれなイメージを全面に出すこと。
- ② フィリピン市場では、製品が健康的であることを強調すること。
- ③ 日本国内の市場では、製品が健康的であることをあまり強くアピールしないこと。
- ④ 台湾市場では、商品が日本製であることをあまり目立たせないこと。

(7) 日本のメーカーが持っている職人技について、Mr. Kawai はどのように考えているか。最も適切なものを、次の①～④のうちから一つ選びなさい。 7

- ① 日本のメーカーは、技術や品質に対する誇りが足りないと考えている。
- ② 技術の高さをさらに追求することこそが海外市場で成功する鍵だと考えている。
- ③ 日本の職人氣質は、アジア市場ではあまり評価されないと考えている。
- ④ 技術や品質に対する誇りだけでは消費者の心をつかめないと考えている。

- (8) インタビュー記事を踏まえて、あなたがグループで「アジアのある国における市場戦略」について話し合う際に、取り上げるべき話題は何か。記事の内容に最も近いものを、次の①～④のうちから一つ選びなさい。

8

- ① 現地市場に合わせて、製品や商品のどのような点を調整・変更すべきか。
- ② 自社製品を含む日本の製品の長所をどのように現地の人々に理解してもらうか。
- ③ その国の交通事情を生かした販売ルートをどのように構築するか。
- ④ 販売促進の妨げとなっている現地の物流の問題をどのように克服するか。

2

あなたは、気候変動に関するプレゼンテーションのために、資料の一部をグループのメンバーと一緒に読んでいる。この資料に関する設問(1)～(5)の答えとして最も適切なものを、それぞれ下の①～④のうちから一つずつ選びなさい。なお、資料の [1]～[8] は段落 (paragraph) ごとに番号をふったものである。

- [1] Another *sweltering summer is upon us and everyone is commenting on the weather. “This heat is unreal!” we say, *mopping away the sweat from our faces, but is it really so surprising? Japan’s average temperature last year was the highest on record since 1898, when data became available. Moreover, 2019 to 2023 rank as the five hottest years in Japan’s recorded history.
- [2] Japan isn’t alone. Based on research from leading scientific agencies in the United States, 2023 was the world’s hottest year since record-keeping began in 1850. Climate change is a major cause for concern.
- [3] It’s widely known that the use of fossil fuels, including coal, oil and natural gas, has contributed to global warming, increasing the amount of greenhouse gases such as CO₂ in the atmosphere. Cutting down forests, along with raising cows and other *livestock, are also factors. What about the impact of climate change on human health?
- [4] Higher temperatures mean an increase in deaths from heat-related illnesses like *heatstroke. This can happen when your body temperature rises rapidly and your body is unable to cool you. Heatstroke often hits *vulnerable people like young children, the elderly or those with *preexisting medical conditions. It also hurts people who have to work outside or who don’t have access to a cool place.
- [5] Climate change has also been linked to an increase in heart and *respiratory diseases, as well as illnesses caused by polluted water and insects. Eventually it will affect all aspects of life, including what crops we can grow and how much time we can spend outdoors. It’s also been shown that climate change has a negative effect on mental health!
- [6] While the effects of climate change will hit developing nations the most, wealthy countries like Japan will suffer, too. It’s easy to say, “What can one person do?” but we can each make choices.

[7] For example, one way to help the climate is to reduce air travel. My friends in Sweden limit their family vacations to one plane trip a year and use the train for all their other holidays. Unfortunately, I can't visit my family overseas without getting on a plane. However, I can get around by bicycle or train rather than using my car in Japan. Replacing meat and dairy products with plant-based meals is another recommended change. As a vegetarian, I already feel good about this aspect of my lifestyle.

[8] Other ways to reduce your impact include: trying to reduce energy use and increase recycling at home, protecting green spaces such as forests and parks, and supporting companies and government leaders who promote environmentally friendly policies. Every little bit helps — and our future health and wellness depend on it!

出典: *The Japan Times Alpha*, August 9, 2024

(注) *sweltering うだるように暑い

*mop away ～をぬぐう, ふき取る

*livestock 家畜

*heatstroke 熱中症

*vulnerable 体が弱い, (病気などに) 冒されやすい

*preexisting すでに存在している

*respiratory 呼吸器の

(1) What is the main idea of paragraphs [1] and [2]? 9

- ① The United States and Japan started recording temperatures in the 1800s.
- ② We should not see the recent heat as a sign of climate change.
- ③ Many people in Japan and the U.S. are concerned about high temperatures.
- ④ Japan and the world have both experienced extremely high temperatures in recent years.

(2) What is one thing that leads to global warming? 10

- ① Protecting forests and parks.
- ② Raising farm animals for food.
- ③ Increasing recycling at home.
- ④ Eating more vegetables than meat.

(3) What point is the author trying to make in paragraph [5]? 11

- ① The impacts of climate change are easy to predict accurately.
- ② The impacts of climate change are incredibly extensive.
- ③ The impacts of climate change are now fully understood.
- ④ The impacts of climate change are obvious to see.

(4) According to paragraph [7], what does the author feel bad about? 12

- ① Her Swedish friends travel by plane.
- ② Her Swedish friends often take the train.
- ③ She can't avoid flying.
- ④ She follows a plant-based diet.

(5) Based on the overall message of the article, which of the following statements would be most appropriate to include in a good presentation? 13

- ① The issue of climate change is not something that can be tackled at the individual level.
- ② The future of climate change depends on the actions each of us takes.
- ③ Climate change is expected to be solved in the near future.
- ④ It is better to stop thinking too much about climate change.

3

あなたは、外国の Students News からインタビューを受けている。次の質問に対して、あなたが日本の学生として考えること（意見，理由，問題点等）を80～100語程度で、英語で書き表しなさい。なお、英語の質問の後には、日本語訳が掲載されている。

A question from the Students News

Many tourists visit Japan now. Some places are very crowded. Should Japan say “no” to some tourists? What do you think?

現在、多くの観光客が日本を訪れています。いくつかの場所はとても混雑しています。日本は一部の観光客に対して「ノー」と言うべきでしょうか。あなたは、どう思いますか。

