



微信扫一扫  
使用题库小程序



关注微信公众平台  
收获及时备考资讯



扫描二维码下载  
众凯网络课堂APP

# 关注众凯教育

MBA/EMBA/MEM/MPA/MPAcc/GCT

**在职硕士辅导专家**

官方网站: <http://www.zkedu.com.cn>

上海 徐汇校区 杨浦校区 莘庄校区

人广校区 浦东校区 中山公园校区

统一服务热线: 400-644-9991 021-62807868

苏州 石路校区 园区校区 昆山校区

吴江校区 新区校区 无锡校区

统一服务热线: 400-066-5552 0512-62890733

无锡分校: 400-066-5552 南京分校: 400-025-6869

合肥分校: 400-0551-806 大连分校: 0411-84603523

郑州分校: 0371-89952388 / 2399

众凯远程网校服务中心: 400-644-9991

# 2010 年 1 月份管理类联考英语（二）试卷

## Section I Use of English

### Directions:

Read the following text. Choose the best word(s) for each numbered blank and mark A, B, C, or D on the ANSWER SHEET. (10 points)

The outbreak of swine flu that was first detected in Mexico was declared a global epidemic on June 11, 2009. It is the first worldwide epidemic \_\_1\_\_ by the World Health Organization in 41 years.

The heightened alert \_\_2\_\_ an emergency meeting with flu experts in Geneva that assembled after a sharp rise in cases in Australia, and rising \_\_3\_\_ in Britain, Japan, Chile and elsewhere.

But the epidemic is “\_\_4\_\_” in severity, according to Margaret Chan, the organization’s director general, \_\_5\_\_ the overwhelming majority of patients experiencing only mild symptoms and a full recovery, often in the \_\_6\_\_ of any medical treatment.

The outbreak came to global \_\_7\_\_ in late April 2009, when Mexican authorities noted an unusually large number of hospitalizations and deaths \_\_8\_\_ healthy adults. As much of Mexico City shut down at the height of a panic, cases began to \_\_9\_\_ in New York City, the southwestern United States and around the world.

In the United States, new cases seemed to fade \_\_10\_\_ warmer weather arrived. But in late September 2009, officials reported there was \_\_11\_\_ flu activity in almost every state and that virtually all the \_\_12\_\_ tested are the new swine flu, also known as(A) H1N1, not seasonal flu. In the U.S., it has \_\_13\_\_ more than one million people, and caused more than 600 deaths and more than 6,000 hospitalizations.

Federal health officials \_\_14\_\_ Tamiflu for children from the national stockpile and began \_\_15\_\_ orders from the states for the new swine flu vaccine. The new vaccine, which is different from the annual flu vaccine, is \_\_16\_\_ ahead of expectations. More than three million doses were to be made available in early October 2009, though most of those \_\_17\_\_ doses were of the FluMist nasal spray type, which is not \_\_18\_\_ for pregnant women, people over 50 or those with breathing difficulties, heart disease or several other \_\_19\_\_. But it was still possible to vaccinate people in other high-risk groups: health care workers, people \_\_20\_\_ infants and healthy young people.

- |    |                |               |               |                |
|----|----------------|---------------|---------------|----------------|
| 1. | [A] criticized | [B] appointed | [C] commented | [D] designated |
| 2. | [A] proceeded  | [B] activated | [C] followed  | [D] prompted   |
| 3. | [A] digits     | [B] numbers   | [C] amounts   | [D] sums       |
| 4. | [A] moderate   | [B] normal    | [C] unusual   | [D] extreme    |
| 5. | [A] with       | [B] in        | [C] from      | [D] by         |
| 6. | [A] progress   | [B] absence   | [C] presence  | [D] favor      |

- |     |                 |                |                    |                 |
|-----|-----------------|----------------|--------------------|-----------------|
| 7.  | [A] reality     | [B] phenomenon | [C] concept        | [D] notice      |
| 8.  | [A] over        | [B] for        | [C] among          | [D] to          |
| 9.  | [A] stay up     | [B] crop up    | [C] fill up        | [D] cover up    |
| 10. | [A] as          | [B] if         | [C] unless         | [D] until       |
| 11. | [A] excessive   | [B] enormous   | [C] significant    | [D] magnificent |
| 12. | [A] categories  | [B] examples   | [C] patterns       | [D] samples     |
| 13. | [A] imparted    | [B] immersed   | [C] injected       | [D] infected    |
| 14. | [A] released    | [B] relayed    | [C] relieved       | [D] remained    |
| 15. | [A] placing     | [B] delivering | [C] taking         | [D] giving      |
| 16. | [A] feasible    | [B] available  | [C] reliable       | [D] applicable  |
| 17. | [A] prevalent   | [B] principal  | [C] innovative     | [D] initial     |
| 18. | [A] presented   | [B] restricted | [C] recommended    | [D] introduced  |
| 19. | [A] problems    | [B] issues     | [C] agonies        | [D] sufferings  |
| 20. | [A] involved in | [B] caring for | [C] concerned with | [D] warding off |

## Section II Reading Comprehension

### Part A

#### Directions:

Read the following four texts. Answer the questions after each text by choosing A, B, C or D. Mark your answers on the **ANSWER SHEET**. (40 points)

#### TEXT 1

The longest bull run in a century of art-market history ended on a dramatic note with a sale of 56 works by Damien Hirst, *Beautiful Inside My Head Forever*, at Sotheby's in London on September 15th 2008. All but two pieces sold, fetching more than £ 70m, a record for a sale by a single artist. It was a last victory. As the auctioneer called out bids, in New York one of the oldest banks on Wall Street, Lehman Brothers, filed for bankruptcy.

The world art market had already been losing momentum for a while after rising bewilderingly since 2003. At its peak in 2007 it was worth some \$65 billion, reckons Clare McAndrew, founder of Arts Economics, a research firm – double the figure five years earlier. Since then it may have come down to \$50 billion. But the market generates interest far beyond its size because it brings together great wealth, enormous egos, greed, passion and controversy in a way matched by few other industries.

In the weeks and months that followed Mr.Hirst's sale, spending of any sort became deeply unfashionable. In the art world that meant collectors stayed away from galleries and salerooms. Sales of

contemporary art fell by two-thirds, and in the most overheated sector, they were down by nearly 90% in the year to November 2008. Within weeks the world's two biggest auction houses, Sotheby's and Christie's, had to pay out nearly \$200m in guarantees to clients who had placed works for sale with them.

The current downturn in the art market is the worst since the Japanese stopped buying Impressionists at the end of 1989. This time experts reckon that prices are about 40% down on their peak on average, though some have been far more fluctuant. But Edward Dolman, Christie's chief executive, says: "I'm pretty confident we're at the bottom."

What makes this slump different from the last, he says, is that there are still buyers in the market. Almost everyone who was interviewed for this special report said that the biggest problem at the moment is not a lack of demand but a lack of good work to sell. The three Ds – death, debt and divorce – still deliver works of art to the market. But anyone who does not have to sell is keeping away, waiting for confidence to return.

21. In the first paragraph, Damien Hirst's sale was referred to as "a last victory" because \_\_\_\_\_.

- [A] the art market had witnessed a succession of victories
- [B] the auctioneer finally got the two pieces at the highest bids
- [C] *Beautiful Inside My Head Forever* won over all masterpieces
- [D] it was successfully made just before the world financial crisis

22. By saying "spending of any sort became deeply unfashionable" (Line 1-2, Para. 3), the author suggests that \_\_\_\_\_.

- [A] collectors were no longer actively involved in art-market auctions
- [B] people stopped every kind of spending and stayed away from galleries
- [C] art collection as a fashion had lost its appeal to a great extent
- [D] works of art in general had gone out of fashion so they were not worth buying

23. Which of the following statements is NOT true?

- [A] Sales of contemporary art fell dramatically from 2007 to 2008.
- [B] The art market surpassed many other industries in momentum.
- [C] The art market generally went downward in various ways.
- [D] Some art dealers were awaiting better chances to come.

24. The three Ds mentioned in the last paragraph are \_\_\_\_\_.

- [A] auction houses' favorites
- [B] contemporary trends
- [C] factors promoting artwork circulation
- [D] styles representing Impressionists



25. The most appropriate title for this text could be \_\_\_\_\_.

- [A] Fluctuation of Art Prices
- [B] Up-to-date Art Auctions
- [C] Art Market in Decline
- [D] Shifted Interest in Arts

## TEXT 2

I was addressing a small gathering in a suburban Virginia living room – a women’s group that had invited men to join them. Throughout the evening, one man had been particularly talkative, frequently offering ideas and anecdotes, while his wife sat silently beside him on the couch. Toward the end of the evening, I commented that women frequently complain that their husbands don’t talk to them. This man quickly nodded in agreement. He gestured toward his wife and said, “She’s the talker in our family.” The room burst into laughter; the man looked puzzled and hurt. “It’s true,” he explained. “When I come home from work I have nothing to say. If she didn’t keep the conversation going, we’d spend the whole evening in silence.”

This episode crystallizes the irony that although American men tend to talk more than women in public situations, they often talk less at home. And this pattern is wreaking havoc with marriage.

The pattern was observed by political scientist Andrew Hacker in the late 1970s. Sociologist Catherine Kohler Riessman reports in her new book *Divorce Talk* that most of the women she interviewed – but only a few of the men – gave lack of communication as the reason for their divorces. Given the current divorce rate of nearly 50 percent, that amounts to millions of cases in the United States every year – a virtual epidemic of failed conversation.

In my own research, complaints from women about their husbands most often focused not on tangible inequities such as having given up the chance for a career to accompany a husband to his, or doing far more than their share of daily life—support work like cleaning, cooking and social arrangements. Instead, they focused on communication: “He doesn’t listen to me.” “He doesn’t talk to me.” I found, as Hacker observed years before, that most wives want their husbands to be, first and foremost, conversational partners, but few husbands share this expectation of their wives.

In short, the image that best represents the current crisis is the stereotypical cartoon scene of a man sitting at the breakfast table with a newspaper held up in front of his face, while a woman glares at the back of it, wanting to talk.

26. What is most wives’ main expectation of their husbands?

- [A] Talking to them.
- [B] Trusting them.
- [C] Supporting their careers.

[D] Sharing housework.

27. Judging from the context, the phrase “wreaking havoc” (Line 2, Para.2) most probably means \_\_\_\_\_.

[A] generating motivation

[B] exerting influence

[C] causing damage

[D] creating pressure

28. All of the following are true EXCEPT \_\_\_\_\_.

[A] men tend to talk more in public than women

[B] nearly 50 percent of recent divorces are caused by failed conversation

[C] women attach much importance to communication between couples

[D] a female tends to be more talkative at home than her spouse

29. Which of the following can best summarize the main idea of this text?

[A] The moral decaying deserves more research by sociologists.

[B] Marriage break-up stems from sex inequalities.

[C] Husband and wife have different expectations from their marriage.

[D] Conversational patterns between man and wife are different.

30. In the following part immediately after this text, the author will most probably focus on \_\_\_\_\_.

[A] a vivid account of the new book *Divorce Talk*

[B] a detailed description of the stereotypical cartoon

[C] other possible reasons for a high divorce rate in the U.S.

[D] a brief introduction to the political scientist Andrew Hacker

### TEXT 3

Over the past decade, many companies had perfected the art of creating automatic behaviors—habits—among consumers. These habits have helped companies earn billions of dollars when customers eat snacks or wipe counters almost without thinking, often in response to a carefully designed set of daily cues.

“There are fundamental public health problems, like dirty hands instead of a soap habit, that remain killers only because we can’t figure out how to change people’s habits,” said Dr. Curtis, the director of the Hygiene Center at the London School of Hygiene & Tropical Medicine. “We wanted to learn from private industry how to create new behaviors that happen automatically.”

The companies that Dr. Curtis turned to—Procter & Gamble, Colgate-Palmolive and Unilever—had

invested hundreds of millions of dollars finding the subtle cues in consumers' lives that corporations could use to introduce new routines.

If you look hard enough, you'll find that many of the products we use every day – chewing gums, skin moisturizers, disinfecting wipes, air fresheners, water purifiers, health snacks, teeth whiteners, fabric softeners, vitamins – are results of manufactured habits. A century ago, few people regularly brushed their teeth multiple times a day. Today, because of shrewd advertising and public health campaigns, many Americans habitually give their pearly whites a cavity-preventing scrub twice a day, often with Colgate, Crest or one of the other brands.

A few decades ago, many people didn't drink water outside of a meal. Then beverage companies started bottling the production of far-off springs, and now office workers unthinkingly sip bottled water all day long. Chewing gum, once bought primarily by adolescent boys, is now featured in commercials as a breath freshener and teeth cleanser for use after a meal. Skin moisturizers are advertised as part of morning beauty rituals, slipped in between hair brushing and putting on makeup.

"Our products succeed when they become part of daily or weekly patterns," said Carol Berning, a consumer psychologist who recently retired from Procter & Gamble, the company that sold \$76 billion of Tide, Crest and other products last year. "Creating positive habits is a huge part of improving our consumers' lives, and it's essential to making new products commercially viable."

Through experiments and observation, social scientists like Dr. Berning have learned that there is power in tying certain behaviors to habitual cues through ruthless advertising. As this new science of habit has emerged, controversies have erupted when the tactics have been used to sell questionable beauty creams or unhealthy foods.

31. According to Dr. Curtis, habits like hand washing with soap \_\_\_\_\_.  
[A] should be further cultivated  
[B] should be changed gradually  
[C] are deeply rooted in history  
[D] are basically private concerns
32. Bottled water, chewing gum and skin moisturizers are mentioned in Paragraph 5 so as to \_\_\_\_\_.  
[A] reveal their impact on people's habits  
[B] show the urgent need of daily necessities  
[C] indicate their effect on people's buying power  
[D] manifest the significant role of good habits
33. Which of the following does NOT belong to products that help create people's habits?  
[A] Tide.  
[B] Crest.  
[C] Colgate.

[D] Unilever.

34. From the text we know that some of consumers' habits are developed due to \_\_\_\_\_.

- [A] perfected art of products
- [B] automatic behavior creation
- [C] commercial promotions
- [D] scientific experiments

35. The author's attitude toward the influence of advertisement on people's habits is \_\_\_\_\_.

- [A] indifferent
- [B] negative
- [C] positive
- [D] biased

## TEXT 4

Many Americans regard the jury system as a concrete expression of crucial democratic values, including the principles that all citizens who meet minimal qualifications of age and literacy are equally competent to serve on juries; that jurors should be selected randomly from a representative cross section of the community; that no citizen should be denied the right to serve on a jury on account of race, religion, sex, or national origin; that defendants are entitled to trial by their peers; and that verdicts should represent the conscience of the community and not just the letter of the law. The jury is also said to be the best surviving example of direct rather than representative democracy. In a direct democracy, citizens take turns governing themselves, rather than electing representatives to govern for them.

But as recently as in 1986, jury selection procedures conflicted with these democratic ideals. In some states, for example, jury duty was limited to persons of supposedly superior intelligence, education, and moral character. Although the Supreme Court of the United States had prohibited intentional racial discrimination in jury selection as early as the 1880 case of *Strauder v. West Virginia*, the practice of selecting so-called elite or blue-ribbon juries provided a convenient way around this and other antidiscrimination laws.

The system also failed to regularly include women on juries until the mid-20th century. Although women first served on state juries in Utah in 1898, it was not until the 1940s that a majority of states made women eligible for jury duty. Even then several states automatically exempted women from jury duty unless they personally asked to have their names included on the jury list. This practice was justified by the claim that women were needed at home, and it kept juries unrepresentative of women through the 1960s.

In 1968, the Congress of the United States passed the Jury Selection and Service Act, ushering in a



new era of democratic reforms for the jury. This law abolished special educational requirements for federal jurors and required them to be selected at random from a cross section of the entire community. In the landmark 1975 decision *Taylor v. Louisiana*, the Supreme Court extended the requirement that juries be representative of all parts of the community to the state level. The Taylor decision also declared sex discrimination in jury selection to be unconstitutional and ordered states to use the same procedures for selecting male and female jurors.

36. From the principles of the US jury system, we learn that \_\_\_\_\_.  
[A] both literate and illiterate people can serve on juries  
[B] defendants are immune from trial by their peers  
[C] no age limit should be imposed for jury service  
[D] judgment should consider the opinion of the public
37. The practice of selecting so-called elite jurors prior to 1986 showed \_\_\_\_\_.  
[A] the inadequacy of antidiscrimination laws  
[B] the prevalent discrimination against certain races  
[C] the conflicting ideals in jury selection procedures  
[D] the arrogance common among the Supreme Court judges
38. Even in the 1960s, women were seldom on the jury list in some states because \_\_\_\_\_.  
[A] they were automatically banned by state laws  
[B] they fell far short of the required qualifications  
[C] they were supposed to perform domestic duties  
[D] they tended to evade public engagement
39. After the Jury Selection and Service Act was passed, \_\_\_\_\_.  
[A] sex discrimination in jury selection was unconstitutional and had to be abolished  
[B] educational requirements became less rigid in the selection of federal jurors  
[C] jurors at the state level ought to be representative of the entire community  
[D] states ought to conform to the federal court in reforming the jury system
40. In discussing the US jury system, the text centers on \_\_\_\_\_.  
[A] its nature and problems  
[B] its characteristics and tradition  
[C] its problems and their solutions  
[D] its tradition and development

## Part B

### Directions:

Read the following text and decide whether each of the statements is true or false. Choose T if the statement is true or F if the statement is not true. Mark your answers on **ANSWER SHEET 1**. (10 points)

#### Copying Birds May Save Aircraft Fuel

Both Boeing and Airbus have trumpeted the efficiency of their newest aircraft, the 787 and A350 respectively. Their clever designs and lightweight composites certainly make a difference. But a group of researchers at Stanford University, led by Ilan Kroo, has suggested that airlines could take a more naturalistic approach to cutting jet-fuel use, and it would not require them to buy new aircraft.

The answer, says Dr Kroo, lies with birds. Since 1914, scientists have known that birds flying in formation – a V-shape – expend less energy. The air flowing over a bird's wings curls upwards behind the wingtips, a phenomenon known as upwash. Other birds flying in the upwash experience reduced drag, and spend less energy propelling themselves. Peter Lissaman, an aeronautics expert who was formerly at Caltech and the University of Southern California, has suggested that a formation of 25 birds might enjoy a range increase of 71%.

When applied to aircraft, the principles are not substantially different. Dr Kroo and his team modelled what would happen if three passenger jets departing from Los Angeles, San Francisco and Las Vegas were to assemble over Utah, assume an inverted V-formation, occasionally change places so all could have a turn in the most favourable positions, and proceed to London. They found that the aircraft consumed as much as 15% less fuel (coupled with a reduction in carbon-dioxide output). Nitrogen-oxide emissions during the cruising portions of the flight fell by around a quarter.

There are, of course, knots to be worked out. One consideration is safety, or at least the perception of it. Would passengers feel comfortable travelling in companion? Dr Kroo points out that the aircraft could be separated by several nautical miles, and would not be in the intimate groupings favoured by display teams like the Red Arrows. A passenger peering out of the window might not even see the other planes. Whether the separation distances involved would satisfy air-traffic-control regulations is another matter, although a working group at the International Civil Aviation Organisation has included the possibility of formation flying in a blueprint for new operational guidelines.

It remains to be seen how weather conditions affect the air flows that make formation flight more efficient. In zones of increased turbulence, the planes' wakes will decay more quickly and the effect will diminish. Dr Kroo says this is one of the areas his team will investigate further. It might also be hard for airlines to co-ordinate the departure times and destinations of passenger aircraft in a way that would allow them to gain from formation flight. Cargo aircraft, in contrast, might be easier to reschedule, as might routine military flights.

As it happens, America's armed forces are on the case already. Earlier this year the country's Defence

Advanced Research Projects Agency announced plans to pay Boeing to investigate formation flight, though the programme has yet to begin. There are reports that some military aircraft flew in formation when they were low on fuel during the Second World War, but Dr Lissaman says they are unsubstantiated. “My father was an RAF pilot and my cousin the skipper of a Lancaster lost over Berlin,” he adds. So he should know.

41. Findings of the Stanford University researchers will promote the sales of new Boeing and Airbus aircraft.

42. The upwash experience may save propelling energy as well as reducing resistance.

43. Formation flight is more comfortable because passengers can not see the other planes.

44. The role that weather plays in formation flight has not yet been clearly defined.

45. It has been documented that during World War II, America’s armed forces once tried formation flight to save fuel.

## Section III Translation

### 46. Directions:

In this section there is a passage in English. Translate the following passage into Chinese and write your translation on the **ANSWER SHEET. (15 points)**

“Sustainability” has become a popular word these days, but to Ted Ning, the concept will always have personal meaning. Having endured a painful period of unsustainability in his own life made it clear to him that sustainability-oriented values must be expressed through everyday action and choice.

Ning recalls spending a confusing year in the late 1990s selling insurance. He’d been through the dot-com boom and burst and, desperate for a job, signed on with a Boulder agency.

It didn’t go well. “It was a really bad move because that’s not my passion,” says Ning, whose dilemma about the job translated, predictably, into a lack of sales. “I was miserable. I had so much anxiety that I would wake up in the middle of the night and stare at the ceiling. I had no money and needed the job. Everyone said, ‘Just wait, you’ll turn the corner, give it some time.’”

## Section IV Writing

### Part A

## 47. Directions:

You have just come back from the U.S. as a member of a Sino-American cultural exchange program. Write a letter to your American colleague to

- 1) express your thanks for his/her warm reception;
- 2) welcome him/her to visit China in due course.

You should write about 100 words on the **ANSWER SHEET**.

**Do not** sign your own name at the end of the letter. Use “Zhang Wei” instead.

**Do not** write your address. (10 points)

## Part B

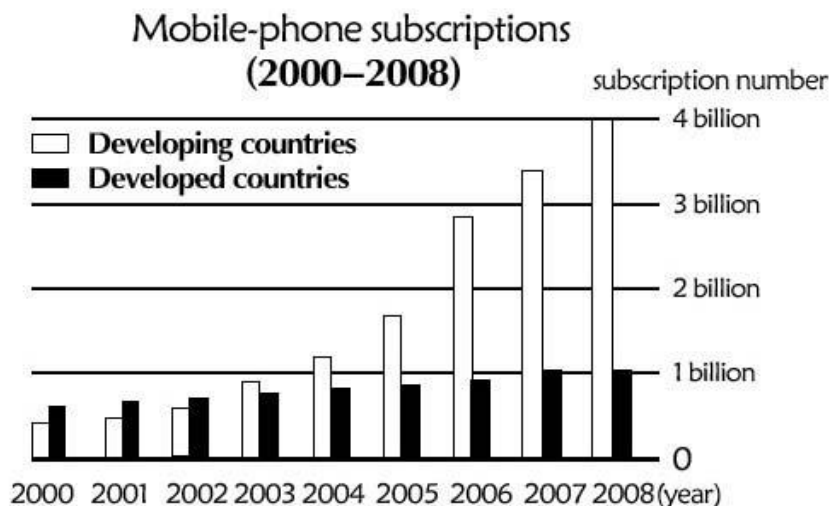
## 48. Directions:

In this section, you are asked to write an essay based on the following chart. In your writing, you should

- 1) interpret the chart, and
- 2) give your comments.

You should write at least 150 words.

Write your essay on the **ANSWER SHEET**. (15 points)







## 2011 年 1 月份管理类联考英语（二）试卷

## Section I Use of English

## Directions:

Read the following text. Choose the best word(s) for each numbered blank and mark A, B, C, or D on the ANSWER SHEET. (10 points)

The Internet affords anonymity to its users, a blessing to privacy and freedom of speech. But that very anonymity is also behind the explosion of cyber-crime that has \_\_1\_\_ across the Web.

Can privacy be preserved \_\_2\_\_ bringing safety and security to a world that seems increasingly \_\_3\_\_?

Last month, Howard Schmidt, the nation's cyber-czar, offered the federal government a \_\_4\_\_ to make the Web a safer place----a "voluntary trusted identity" system that would be the high-tech \_\_5\_\_ of a physical key, a fingerprint and a photo ID card, all rolled \_\_6\_\_ one. The system might use a smart identity card, or a digital credential \_\_7\_\_ to a specific computer, and would authenticate users at a range of online services.

The idea is to \_\_8\_\_ a federation of private online identity systems. Users could \_\_9\_\_ which system to join, and only registered users whose identities have been authenticated could navigate those systems. The approach contrasts with one that would require an Internet driver's license \_\_10\_\_ by the government.

Google and Microsoft are among companies that already have these "single sign-on" systems that make it possible for users to \_\_11\_\_ just once but use many different services.

\_\_12\_\_, the approach would create a "walled garden" in cyberspace, with safe "neighborhoods" and bright "streetlights" to establish a sense of a \_\_13\_\_ community.

Mr. Schmidt described it as a "voluntary ecosystem" in which "individuals and organizations can complete online transactions with \_\_14\_\_, trusting the identities of each other and the identities of the infrastructure \_\_15\_\_ which the transaction runs."

Still, the administration's plan has \_\_16\_\_ privacy rights activists. Some applaud the approach; others are concerned. It seems clear that such a scheme is an initiative push toward what would \_\_17\_\_ be a compulsory Internet "driver's license" mentality.

The plan has also been greeted with \_\_18\_\_ by some computer security experts, who worry that the "voluntary ecosystem" envisioned by Mr. Schmidt would still leave much of the Internet \_\_19\_\_. They argue that all Internet users should be \_\_20\_\_ to register and identify themselves, in the same way that drivers must be licensed to drive on public roads.

- |    |             |            |              |             |
|----|-------------|------------|--------------|-------------|
| 1. | [A]swept    | [B]skipped | [C]walked    | [D]ridden   |
| 2. | [A]for      | [B]within  | [C]while     | [D]though   |
| 3. | [A]careless | [B]lawless | [C]pointless | [D]helpless |

- |     |                |                 |                  |                |
|-----|----------------|-----------------|------------------|----------------|
| 4.  | [A]reason      | [B]reminder     | [C]compromise    | [D]proposal    |
| 5.  | [A]information | [B]interference | [C]entertainment | [D]equivalent  |
| 6.  | [A]by          | [B]into         | [C]from          | [D]over        |
| 7.  | [A]linked      | [B]directed     | [C]chained       | [D]compared    |
| 8.  | [A]dismiss     | [B]discover     | [C]create        | [D]improve     |
| 9.  | [A]recall      | [B]suggest      | [C]select        | [D]realize     |
| 10. | [A]released    | [B]issued       | [C]distributed   | [D]delivered   |
| 11. | [A]carry on    | [B]linger on    | [C]set in        | [D]log in      |
| 12. | [A]In vain     | [B]In effect    | [C]In return     | [D]In contrast |
| 13. | [A]trusted     | [B]modernized   | [C]thriving      | [D]competing   |
| 14. | [A]caution     | [B]delight      | [C]confidence    | [D]patience    |
| 15. | [A]on          | [B]after        | [C]beyond        | [D]across      |
| 16. | [A]divided     | [B]disappointed | [C]protected     | [D]United      |
| 17. | [A]frequently  | [B]incidentally | [C]occasionally  | [D]eventually  |
| 18. | [A]skepticism  | [B]tolerance    | [C]indifference  | [D]enthusiasm  |
| 19. | [A]manageable  | [B]defendable   | [C]vulnerable    | [D]invisible   |
| 20. | [A]invited     | [B]appointed    | [C]allowed       | [D]forced      |

## Section II Reading Comprehension

### Part A

#### Directions:

Read the following four texts. Answer the questions after each text by choosing A, B, C or D. Mark your answers on the **ANSWER SHEET** . (40 points)

#### TEXT 1

Ruth Simmons joined Goldman Sachs's board as an outside director in January 2000; a year later she became president of Brown University. For the rest of the decade she apparently managed both roles without attracting much criticism. But by the end of 2009 Ms. Simmons was under fire for having sat on Goldman's compensation committee; how could she have let those enormous bonus payouts pass unremarked? By February the next year Ms. Simmons had left the board. The position was just taking up too much time, she said.

Outside directors are supposed to serve as helpful, yet less biased, advisers on a firm's board. Having made their wealth and their reputations elsewhere, they presumably have enough independence to disagree with the chief executive's proposals. If the sky, and the share price, is falling, outside directors should be

able to give advice based on having weathered their own crises.

The researchers from Ohio University used a database that covered more than 1000 firms and more than 64000 different directors between 1989 and 2004. Then they simply checked which directors stayed from one proxy statement to the next. The most likely reason for departing a board is age, so the researchers concentrated on those "surprise" disappearances by directors under the age of 70. They found that after a surprise departure, the probability that the company will subsequently have to restate earnings increases by nearly 20%. The likelihood of being named in a federal class-action lawsuit also increases, and the stock is likely to perform worse. The effect tended to be larger for larger firms. Although a correlation between them leaving and subsequent bad performance at the firm is suggestive, it does not mean that such directors are always jumping off a sinking ship. Often they "trade up," leaving riskier, smaller firms for larger and more stable firms.

But the researchers believe that outside directors have an easier time of avoiding a blow to their reputations if they leave a firm before bad news breaks, even if a review of history shows they were on the board at the time any wrongdoing occurred. Firms who want to keep their outside directors through tough times may have to create incentives. Otherwise outside directors will follow the example of Ms. Simmons, once again very popular on campus.

21. According to Paragraph 1, Ms Simmons was criticized for\_\_\_\_\_.

- [A] gaining excessive profits
- [B] failing to fulfill her duty
- [C] refusing to make compromises
- [D] leaving the board in tough times

22. We learn from Paragraph 2 that outside directors are supposed to be\_\_\_\_\_.

- [A] generous investors
- [B] unbiased executives
- [C] share price forecasters
- [D] independent advisers

23. According to the researchers from Ohio University, after an outside director's surprise departure, the firm is Likely to\_\_\_\_\_.

- [A] become more stable
- [B] report increased earnings
- [C] do less well in the stock market
- [D] perform worse in lawsuits

24. It can be inferred from the last paragraph that outside directors\_\_\_\_\_.

- [A] may stay for the attractive offers from the firm
- [B] have often had records of wrongdoings in the firm
- [C] are accustomed to stress-free work in the firm
- [D] will decline incentives from the firm

25. The author's attitude toward the role of outside directors is \_\_\_\_\_.

- [A] permissive
- [B] positive
- [C] scornful
- [D] critical

## TEXT 2

Whatever happened to the death of newspapers? A year ago the end seemed near. The recession threatened to remove the advertising and readers that had not already fled to the internet. Newspapers like San Francisco Chronicle were chronicling their own doom. America's Federal Trade Commission launched a round of talks about how to save newspapers. Should they become charitable corporations? Should the state subsidize them? It will hold another meeting soon. But the discussions now seem out of date.

In much of the world there is little sign of crisis. German and Brazilian papers have shrugged off the recession. Even American newspapers, which inhabit the most troubled corner of the global industry, have not only survived but often returned to profit. Not the 20% profit margins that were routine a few years ago, but profit all the same.

It has not been much fun. Many papers stayed afloat by pushing journalists overboard. The American Society of News Editors reckons that 13,500 newsroom jobs have gone since 2007. Readers are paying more for slimmer products. Some papers even had the nerve to refuse delivery to distant suburbs, yet these desperate measures have proved the right ones and, sadly for many journalists, they can be pushed further.

Newspapers are becoming more balanced businesses, with a healthier mix of revenues from readers and advertisers. American papers have long been highly unusual in their reliance on ads. Fully 87% of their revenues came from advertising in 2008, according to the Organization for Economic Cooperation & Development (OECD). In Japan the proportion is 35%. Not surprisingly, Japanese newspapers are much more stable.

The whirlwind that swept through newsrooms harmed everybody, but much of the damage has been concentrated in areas where newspapers are least distinctive. Car and film reviewers have gone. So have science and general business reporters. Foreign bureaus have been savagely cut off. Newspapers are less complete as a result. But completeness is no longer a virtue in the newspaper business.

26. By saying "Newspapers like...their own doom"(Lines 3-4,Para.1),the author indicates that newspapers\_\_\_\_\_.
- [A] neglected the sign of crisis
  - [B] failed to get state subsidies
  - [C] were not charitable corporations
  - [D] were in a desperate situation
27. Some newspapers refused delivery to distant suburbs probably because\_\_\_\_\_.
- [A] readers threatened to pay less
  - [B] newspapers wanted to reduce costs
  - [C] journalists reported little about these areas
  - [D] subscribers complained about slimmer products
28. Compared with their American counterparts, Japanese newspapers are much more stable because they\_\_\_\_\_.
- [A] have more sources of revenue
  - [B] have more balanced newsrooms
  - [C] are less dependent on advertising
  - [D] are less affected by readership
29. What can be inferred from the last paragraph about the current newspaper business?
- [A] Distinctiveness is an essential feature of newspapers.
  - [B] Completeness is to blame for the failure of newspapers.
  - [C] Foreign bureaus play a crucial role in the newspaper business.
  - [D] Readers have lost their interest in car and film reviews.
30. The most appropriate title for this text would be\_\_\_\_\_.
- [A] American Newspapers: Struggling for Survival
  - [B] American Newspapers: Gone with the Wind
  - [C] American Newspapers: A Thriving Business
  - [D] American Newspapers: A Hopeless Story

### TEXT 3

We tend to think of the decades immediately following World War II as a time of prosperity and growth, with soldiers returning home by the millions, going off to college on the G.I. Bill and lining up at the marriage bureaus.

But when it came to their house, it was a time of common sense and a belief that less could truly be



more. During the Depression and the war, Americans had learned to live with less, and that restraint, in combination with the postwar confidence in the future, made small, efficient housing positively stylish.

Economic condition was only a stimulus for the trend toward efficient living. The phrase “less is more” was actually first popularized by a German, the architect Ludwig Mies van der Rohe, who like other people associated with the Bauhaus, a school of design, emigrated to the United States before World War II and took up posts at American architecture schools. These designers came to exert enormous influence on the course of American architecture, but none more so than Mies.

Mies’s signature phrase means that less decoration, properly organized, has more impact than a lot. Elegance, he believed, did not derive from abundance. Like other modern architects, he employed metal, glass and laminated wood-----materials that we take for granted today but that in the 1940s symbolized the future. Mies’s sophisticated presentation masked the fact that the spaces he designed were small and efficient, rather than big and often empty.

The apartments in the elegant towers Mies built on Chicago’s Lake Shore Drive, for example, were smaller-----two-bedroom units under 1,000 square feet-----than those in their older neighbors along the city’s Gold Coast. But they were popular because of their airy glass walls, the views they afforded and elegance of the buildings’ details and proportions, the architectural equivalent of the abstract art so popular at the time.

The trend toward “less” was not entirely foreign. In the 1930s Frank Lloyd Wright started building more modest and efficient house----- usually around 1,200 square feet-----than the spreading two-story ones he had designed in the 1890s and the early 20th century.

The “case Study Houses” commissioned from talented modern architects by California Arts & Architecture magazine between 1945 and 1962 were yet another homegrown influence on the “less is more” trend. Aesthetic effect came from the landscape, new materials and forthright detailing. In his Casa Study House, Ralph Rapson may have mispredicted just how the mechanical revolution would impact everyday life-----few American families acquired helicopters, though most eventually got clothes dryers-----but his belief that self-sufficiency was both desirable and inevitable was widely shared.

31. The postwar American housing style largely reflected the Americans’ \_\_\_\_\_.

- [A] prosperity and growth
- [B] efficiency and practicality
- [C] restraint and confidence
- [D] pride and faithfulness

32. Which of the following can be inferred from Paragraph 3 about the Bauhaus?

- [A] It was founded by Ludwig Mies van der Rohe.
- [B] Its designing concept was affected by World War II .
- [C] Most American architects used to be associated with it.

[D] It had a great influence upon American architecture.

33. Mies held that elegance of architectural design\_\_\_\_\_.

- [A] was related to large space
- [B] was identified with emptiness
- [C] was not reliant on abundant decoration
- [D] was not associated with efficiency

34. What is true about the apartments Mies built on Chicago's Lake Shore Drive?

- [A] They ignored details and proportions.
- [B] They were built with materials popular at that time.
- [C] They were more spacious than neighboring buildings
- [D] They shared some characteristics of abstract art.

35. What can we learn about the design of the "Case Study Houses"?

- [A] Mechanical devices were widely used.
- [B] Natural scenes were taken into consideration.
- [C] Details were sacrificed for the overall effect.
- [D] Eco-friendly materials were employed.

## TEXT 4

Will the European Union make it? The question would have sounded strange not long ago. Now even the project's greatest cheerleaders talk of a continent facing a "Bermuda triangle" of debt, population decline and lower growth.

As well as those chronic problems, the EU faces an acute crisis in its economic core, the 16 countries that use the single currency. Markets have lost faith that the euro zone's economies, weaker or stronger, will one day converge thanks to the discipline of sharing a single currency, which denies uncompetitive members the quick fix of devaluation.

Yet the debate about how to save Europe's single currency from disintegration is stuck. It is stuck because the euro zone's dominant powers, France and Germany, agree on the need for greater harmonization within the euro zone, but disagree about what to harmonize.

Germany thinks the euro must be saved by stricter rules on borrowing, spending and competitiveness, backed by quasi-automatic sanctions for governments that do not obey. These might include threats to freeze EU funds for poorer regions and EU mega-projects, and even the suspension of a country's voting rights in EU ministerial councils. It insists that economic co-ordination should involve all 27 members of the EU club, among whom there is a small majority for free-market liberalism and economic rigor; in the

inner core alone, Germany fears, a small majority favor French interference.

A “southern” camp headed by France wants something different: “European economic government” within an inner core of euro-zone members. Translated, that means politicians intervening in monetary policy and a system of redistribution from richer to poorer members, via cheaper borrowing for governments through common Eurobonds or complete fiscal transfers. Finally, figures close to the French government have murmured, euro-zone members should agree to some fiscal and social harmonization: e.g., curbing competition in corporate-tax rates or labor costs.

It is too soon to write off the EU. It remains the world’s largest trading block. At its best, the European project is remarkably liberal: built around a single market of 27 rich and poor countries, its internal borders are far more open to goods, capital and labor than any comparable trading area. It is an ambitious attempt to blunt the sharpest edges of globalization, and make capitalism benign.

36. The EU is faced with so many problems that \_\_\_\_\_.  
[A] it has more or less lost faith in markets  
[B] even its supporters begin to feel concerned  
[C] some of its member countries plan to abandon euro  
[D] it intends to deny the possibility of devaluation
37. The debate over the EU’s single currency is stuck because the dominant powers \_\_\_\_\_.  
[A] are competing for the leading position  
[B] are busy handling their own crises  
[C] fail to reach an agreement on harmonization  
[D] disagree on the steps towards disintegration
38. To solve the euro problem, Germany proposed that \_\_\_\_\_.  
[A] EU funds for poor regions be increased  
[B] stricter regulations be imposed  
[C] only core members be involved in economic co-ordination  
[D] voting rights of the EU members be guaranteed
39. The French proposal of handling the crisis implies that \_\_\_\_\_.  
[A] poor countries are more likely to get funds  
[B] strict monetary policy will be applied to poor countries  
[C] loans will be readily available to rich countries  
[D] rich countries will basically control Eurobonds
40. Regarding the future of the EU, the author seems to feel \_\_\_\_\_.

- [A] pessimistic
- [B] desperate
- [C] conceited
- [D] hopeful

## Part B

### Directions:

Read the following text and answer the questions by finding information from the right column that corresponds to each of the marked details given in the left column. There are two extra choices in the right column. Mark your answer on ANSWER SHEET 1. (10 points)

Leading doctors today weigh in on the debate over the government's role in promoting public health by demanding that ministers impose "fat taxes" on unhealthy food and introduce cigarette-style warnings to children about the dangers of a poor diet.

The demands follow comments made last week by the health secretary, Andrew Lansley, who insisted the government could not force people to make healthy choices and promised to free businesses from public health regulations.

But senior medical figures want to stop fast-food outlets opening near schools, restrict advertising of products high in fat, salt or sugar, and limit sponsorship of sports events by fast-food producers such as McDonald's.

They argue that government action is necessary to curb Britain's addiction to unhealthy food and help halt spiraling rates of obesity, diabetes and heart disease. Professor Terence Stephenson, president of the Royal College of Paediatrics and Child Health, said that the consumption of unhealthy food should be seen to be just as damaging as smoking or excessive drinking.

"Thirty years ago, it would have been inconceivable to have imagined a ban on smoking in the workplace or in pubs, and yet that is what we have now. Are we willing to be just as courageous in respect of obesity? I would suggest that we should be." Said the leader of the UK's children's doctors.

Lansley has alarmed health campaigners by suggesting he wants industry rather than government to take the lead. He said that manufacturers of crisps and candies could play a central role in the ChangeLife campaign, the centerpiece of government efforts to boost healthy eating and fitness. He has also criticized the celebrity chef Jamie Oliver's high-profile attempt to improve school lunches in England as an example of how "lecturing" people was not the best way to change their behaviour.

Stephenson suggested potential restrictions could include banning TV advertisements for foods high in fat, salt or sugar before 9 pm and limiting them on billboards or in cinemas. "If we were really bold, we might even begin to think of high-calorie fast food in the same way as cigarettes- by setting strict limits on advertising, product placement and sponsorship of sports events," he said.

Such a move could affect firms such as McDonald's, which sponsors the youth coaching scheme run by the Football Association. Fast-food chains should also stop offering "inducements" such as toys, cute animals and mobile phone credit to lure young customers, Stephenson said.

Professor Dinesh Bhugra president of the Royal College of Psychiatrists, said: "If children are taught about the impact that food has on their growth and that some things can harm, at least information is available up front."

He also urged councils to impose "fast- food – free zones" around schools and hospitals –areas within which takeaways cannot open.

A Department of Health spokesperson said: "We need to create a new vision for public health where all of society works together to get healthy and live longer .This includes creating a new 'responsibility deal' with business, built on social responsibility ,not state regulation. Later this year, we will publish a white paper setting out exactly how we will achieve this."

The food industry will be alarmed that such senior doctors back such radical moves, especially the call to use some of the tough tactics that have been deployed against smoking over the last decade.

	[A] "fast taxes" should be imposed on fast-food produces such as McDonald's.
41.Andrew Lansley held that	[B] the government should ban fast-food outlets in the neighborhood of schools.
42.Terence Stephenson agreed that	[C] "lecturing" was an effective way to improve school lunches in England.
43.Jamie Oliver seemed to believe that	[D] cigarette-style warnings should be introduced to children about the dangers of a poor diet.
44.Dinesh Bhugra suggested that	[E] the producers of crisps and candies could contribute significantly to the ChangeLife campaign.
45.A Department of Health spokesperson proposed that	[F] parents should set good examples for their children by keeping a healthy diet at home.
	[G] the government should strengthen the sense of responsibility among businesses.

### Section III Translation

#### 46. Directions:

In this section there is a text in English. Translate it into Chinese. Write your translation on the **ANSWER SHEET**. (15 points)



Who would have thought that, globally, the IT industry produces about the same volume of greenhouse gases as the world's airlines do-----roughly 2 percent of all CO<sub>2</sub> emissions?

Many everyday tasks take a surprising toll on the environment. A Google search can leak between 0.2 and 7.0 grams of CO<sub>2</sub>, depending on how many attempts are needed to get the "right" answer. To deliver results to its users quickly, then, Google has to maintain vast data centers around the world, packed with powerful computers. While producing large quantities of CO<sub>2</sub>, these computers emit a great deal of heat, so the centers need to be well air-conditioned, which uses even more energy.

However, Google and other big tech providers monitor their efficiency closely and make improvements. Monitoring is the first step on the road to reduction, but there is much more to be done, and not just by big companies.

## Section IV Writing

### Part A

#### 47. Directions:

Suppose your cousin Li Ming has just been admitted to a university. Write him/her a letter to

- 1) congratulate him/her, and
- 2) give him/her suggestions on how to get prepared for university life.

You should write about 100 words on ANSWER SHEET 2.

Do not sign your own name at the end of the letter. Use "Zhang Wei" instead.

Do not write the address. (10 points)

### Part B

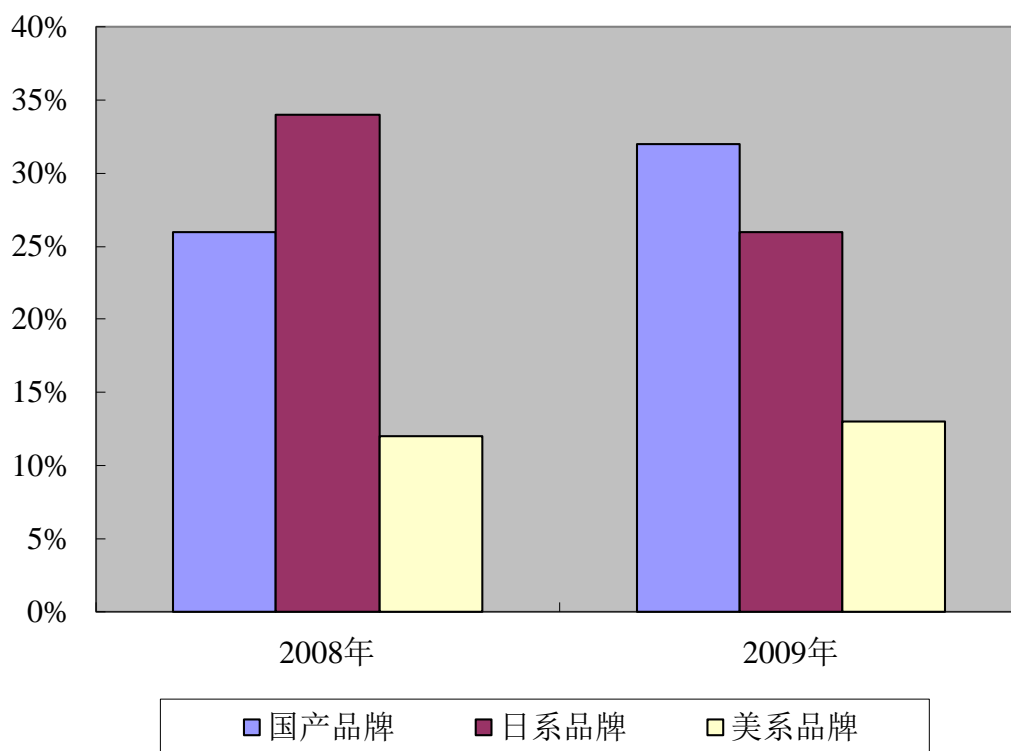
#### 48. Directions:

Write an essay based on the following chart. In your writing, you should

- 1) interpret the chart and
- 2) give your comments.

You should write at least 150 words.

Write your essay on the ANSWER SHEET. (15 points)



## 2012 年 1 月份管理类联考英语（二）试卷

## Section I Use of English

## Directions:

Read the following text. Choose the best word(s) for each numbered blank and mark A, B, C, or D on the ANSWER SHEET. (10 points)

## custom

Millions of Americans and foreigners see G.I. Joe as a mindless war toy, the symbol of American military adventurism, but that's not how it used to be. To the men and women who \_\_1\_\_ in World War II and the people they liberated, the G.I. was the \_\_2\_\_ man grown into hero, the poor farm kid torn away from his home, the guy who \_\_3\_\_ all the burdens of battles, who slept in cold foxholes, who went without the \_\_4\_\_ of food and shelter, who stuck it out and drove back the Nazi reign of murder. This was not a volunteer soldier, not someone well paid, \_\_5\_\_ an average guy up \_\_6\_\_ the best trained, best equipped, fiercest, most brutal enemies in centuries.

His name isn't much. G.I. is just a military abbreviation \_\_7\_\_ Government Issue, and it was on all of the articles \_\_8\_\_ to soldiers. And Joe? A common name for a guy who never \_\_9\_\_ it to the top. Joe Blow, Joe Palooka, Joe Magrac... a working class name. The United States has \_\_10\_\_ had a president or vice-president or secretary of state Joe.

G.I. Joe had a \_\_11\_\_ career fighting German, Japanese, and Korean troops. He appears as a character or a \_\_12\_\_ of American personalities, in the 1945 movie *The Story of G.I. Joe*, based on the last days of war correspondent Emie Pyle. Some of the soldiers Poly \_\_13\_\_ portrayed themselves in the film. Pyle was famous for covering the \_\_14\_\_ side of the war, writing about the dirt-snow-and-mud soldiers, not how many miles were \_\_15\_\_ or what towns were captured or liberated. His reports \_\_16\_\_ the "Willie" cartoons of famed *Stars and Stripes* artist Bill Maulden. Both men \_\_17\_\_ the dirt and exhaustion of war, the \_\_18\_\_ of civilization that the soldiers shared with each other and the civilians: coffee, tobacco, whiskey, shelter, sleep. \_\_19\_\_ Egypt, France, and a dozen more countries, GI. Joe was American soldiers, \_\_20\_\_ the most important person in their lives.

- |    |                 |                |                  |                 |
|----|-----------------|----------------|------------------|-----------------|
| 1. | [A] performed   | [B] served     | [C] rebelled     | [D] betrayed    |
| 2. | [A] actual      | [B] common     | [C] special      | [D] normal      |
| 3. | [A] bore        | [B] cased      | [C] removed      | [D] loaded      |
| 4. | [A] necessities | [B] facilities | [C] commodities  | [D] properties  |
| 5. | [A] and         | [B] nor        | [C] but          | [D] hence       |
| 6. | [A] for         | [B] into       | [C] from         | [D] against     |
| 7. | [A] meaning     | [B] implying   | [C] symbolizing  | [D] claiming    |
| 8. | [A] handed out  | [B] turn over  | [C] brought back | [D] passed down |

- |     |                     |                   |                     |                   |
|-----|---------------------|-------------------|---------------------|-------------------|
| 9.  | [A] pushed          | [B] got           | [C] made            | [D] managed       |
| 10. | [A] ever            | [B] never         | [C] either          | [D] neither       |
| 11. | [A] disguised       | [B] disturbed     | [C] disputed        | [D] distinguished |
| 12. | [A] company         | [B] collection    | [C] community       | [D] colony        |
| 13. | [A] employed        | [B] appointed     | [C] interviewed     | [D] questioned    |
| 14. | [A] ethical         | [B] military      | [C] political       | [D] human         |
| 15. | [A] ruined          | [B] commuted      | [C] patrolled       | [D] gained        |
| 16. | [A] paralleled      | [B] counteracted  | [C] duplicated      | [D] contradicted  |
| 17. | [A] neglected       | [B] avoided       | [C] emphasized      | [D] admired       |
| 18. | [A] stages          | [B] illusions     | [C] fragments       | [D] advances      |
| 19. | [A] With            | [B] To            | [C] Among           | [D] Beyond        |
| 20. | [A] on the contrary | [B] by this means | [C] from the outset | [D] at that point |

## Section II Reading Comprehension

### Part A

#### Directions:

Read the following four passages. Answer the questions after each text by choosing A. B. C. or D. Mark your answers on the **ANSWER SHEET**. (40 points)

#### TEXT 1

Homework has never been terribly popular with students and even many parents, but in recently years it has been particularly scorned. School districts across the country, most recently Los Angeles Unified, are revising their thinking on this educational ritual. Unfortunately, L.A. Unified has produced an inflexible policy which mandates that with the exception of some advanced courses, homework may no longer count for more than 10% of a student's academic grade.

This rule is meant to address the difficulty that students from impoverished or chaotic homes might have in completing their homework. But the policy is unclear and contradictory. Certainly, no homework should be assigned that students cannot complete on their own or that they cannot do without expensive equipment. But if the district is essentially giving a pass to students who do not do their homework because of complicated family lives, it is going riskily close to the implication that standards need to be lowered for poor children.

District administrators say that homework will still be a part of schooling; teachers are allowed to assign as much of it as they want. But with homework counting for no more than 10% of their grades, students can easily skip half their homework and see very little difference on their report cards. Some students might do well on state tests without completing their homework, but what about the students who

performed well on the tests and did their homework? It is quite possible that the homework helped. Yet rather than empowering teachers to find what works best for their students, the policy imposes a flat, across-the-board rule.

At the same time, the policy addresses none of the truly thorny questions about homework. If the district finds homework to be unimportant to its students' academic achievement, it should move to reduce or eliminate the assignments, not make them count for almost nothing. Conversely, if homework matters, it should account for a significant portion of the grade. Meanwhile, this policy does nothing to ensure that the homework students receive is meaningful or appropriate to their age and the subject, or that teachers are not assigning more than they are willing to review and correct.

The homework rules should be put on hold while the school board, which is responsible for setting educational policy, looks into the matter and conducts public hearings. It is not too late for L.A. Unified to do homework right.

21. It is implied in paragraph 1 that nowadays homework\_\_\_\_\_.

- [A] is receiving more criticism
- [B] is no longer an educational ritual
- [C] is not required for advanced courses
- [D] is gaining more preferences

22. L.A. Unified has made the rule about homework mainly because poor students\_\_\_\_\_.

- [A] tend to have moderate expectations for their education
- [B] have asked for a different educational standard
- [C] may have problems finishing their homework
- [D] have voiced their complaints about homework

23. According to Paragraph 3, one problem with the policy is that it may\_\_\_\_\_.

- [A] discourage students from doing homework
- [B] result in students' indifference to their report cards
- [C] undermine the authority of state tests
- [D] restrict teachers' power in education

24. As mentioned in Paragraph 4, a key question unanswered about homework is\_\_\_\_\_.

- [A] it should be eliminated
- [B] it counts much in schooling
- [C] it places extra burdens on teachers
- [D] it is important for grades



25. A suitable title for this text could be \_\_\_\_.

- [A] Wrong Interpretations of an Educational Policy
- [B] A Welcomed Policy for Poor Students
- [C] Thorny Questions about Homework
- [D] A Faulty Approach to Homework

## TEXT 2

Pretty in pink: adult women do not remember being so obsessed with the color, yet it is pervasive in our young girls' lives. It is not that pink is intrinsically bad, but it is such a tiny slice of the rainbow and, though it may celebrate girlhood in one way, it also repeatedly and firmly fuses girls' identity to appearance. Then it presents that connection, even among two-year-olds, between girls as not only innocent but as evidence of innocence. Looking around, I despaired at the singular lack of imagination about girls' lives and interests.

Girls' attraction to pink may seem unavoidable, somehow encoded in their DNA, but according to Jo Paoletti, an associate professor of American Studies, it is not. Children were not color-coded at all until the early 20th century, in the era before domestic washing machines all babies wore white as a practical matter, since the only way of getting clothes clean was to boil them. What's more, both boys and girls wore what were thought of as gender-neutral dresses. When nursery colors were introduced, pink was actually considered the more masculine color, a pastel version of red, which was associated with strength. Blue, with its intimations of the Virgin Mary, constancy and faithfulness, symbolized femininity. It was not until the mid-1980s, when amplifying age and sex differences became a dominant children's marketing strategy, that pink fully came into its own, when it began to seem inherently attractive to girls, part of what defined them as female, at least for the first few critical years.

I had not realized how profoundly marketing trends dictated our perception of what is natural to kids, including our core beliefs about their psychological development. Take the toddler. I assumed that phase was something experts developed after years of research into children's behavior: wrong. Turns out, according to Daniel Cook, a historian of childhood consumerism, it was popularized as a marketing trick by clothing manufacturers in the 1930s.

Trade publications counseled department stores that, in order to increase sales, they should create a "third stepping stone" between infant wear and older kids' clothes. It was only after "toddler" became a common shoppers' term that it evolved into a broadly accepted developmental stage. Splitting kids, or adults, into ever-tinier categories has proved a sure-fire way to boost profits. And one of the easiest ways to segment a market is to magnify gender differences-or invent them where they did not previously exist.

26. By saying "it is ... the rainbow" (Line3, Para.1), the author means pink \_\_\_\_.

- [A] should not be the sole representation of girlhood

- [B] should not be associated with girls' innocence  
[C] cannot explain girls' lack of imagination  
[D] cannot influence girls' lives and interests
27. According to paragraph 2, which of the following is true of colors?  
[A] Colors are encoded in girls' DNA.  
[B] Blue used to be regarded as the color for girls.  
[C] Pink used to be a neutral color in symbolizing genders.  
[D] White is preferred by babies.
28. The author suggests that our perception of children's psychological development was much influenced by \_\_\_\_\_.  
[A] the marketing of products for children  
[B] the observation of children's nature  
[C] researches into children's behaviour  
[D] studies of childhood consumption
29. We may learn from paragraph 4 that department stores were advised to \_\_\_\_\_.  
[A] focus on infant wear and older kids' clothes  
[B] attach equal importance to different genders  
[C] classify consumers into smaller groups  
[D] create some common shoppers' terms
30. It can be concluded that girls' attraction to pink seems to be \_\_\_\_\_.  
[A] clearly explained by their inborn tendency  
[B] fully understood by clothing manufacturers  
[C] mainly imposed by profit-driven businessmen  
[D] well interpreted by psychological experts

### TEXT 3

In 2010, a federal judge shook America's biotech industry to its core. Companies had won patents for isolated DNA for decades-----by 2005 some 20% of human genes were patented .But in March 2012 a judge ruled that genes were unpatentable. Executives were violently agitated. The Biotechnology Industry Organization (BIO), a trade group, assured members that this was just a "preliminary step" in a longer battle

On July 29th they were relieved, at least temporarily. A federal appeals court overturned the prior

decision, ruling that Myriad Genetics could indeed hold patents to two genes that help forecast a woman's risk of breast cancer. The chief executive of Myriad, a company in Utah, said the ruling was a blessing to firms and patients alike.

But as companies continue their attempts at personalized medicine, the courts will remain rather busy. The Myriad case itself is probably not over. Critics make three main arguments against gene patents: a gene is a product of nature, so it may not be patented; gene patents suppress innovation rather than reward it; and patents' monopolies restrict access to genetic tests such as Myriad's. A growing number seem to agree. Last year a federal task-force urged reform for patents related to genetic tests. In October the Department of Justice filed a brief in the Myriad case, arguing that an isolated DNA molecule "is no less a product of nature...than are cotton fibres that have been separated from cotton seeds."

Despite the appeals court's decision, big questions remain unanswered. For example, it is unclear whether the sequencing of a whole genome violates the patents of individual genes within it. The case may yet reach the Supreme Court.

As the industry advances, however, other suits may have an even greater impact. Companies are unlikely to file many more patents for human DNA molecules-----most are unlikely patented or in the public domain. Firms are now studying how genes interact, looking for correlations that might be used to determine the causes of disease or predict a drug's efficacy. Companies are eager to win patents for "connecting the dots," explains Hans Sauer, a lawyer for the BIO.

Their success may be determined by a suit related to this issue, brought by the Mayo Clinic, which the Supreme Court will hear in its next term. The BIO recently held a convention which included sessions to coach lawyer on the shifting landscape for patents. Each meeting was packed.

31. It can be learned from Paragraph 1 that the biotech companies would like\_\_\_\_\_.

- [A] their executives to be active
- [B] judges to rule out gene patenting
- [C] genes to be patentable
- [D] the BIO to issue a warning

32. Those who are against gene patents believe that\_\_\_\_\_.

- [A] genetic tests are not reliable
- [B] only man-made products are patentable
- [C] patents on genes depend much on innovation
- [D] courts should restrict access to genetic tests

33. According to Hans Sauer, companies are eager to win patents for\_\_\_\_\_.

- [A] establishing disease correlations
- [B] discovering gene interactions

- [C] drawing pictures of genes
- [D] identifying human DNA

34. By saying “Each meeting was packed” (Line 4, Para.6), the author means that\_\_\_\_\_.

- [A] the supreme court was authoritative
- [B] the BIO was a powerful organization
- [C] gene patenting was a great concern
- [D] lawyers were keen to attend conventions

35. Generally speaking, the author’s attitude toward gene patenting is\_\_\_\_\_.

- [A] critical
- [B] supportive
- [C] scornful
- [D] objective

## TEXT 4

The great recession may be over, but this era of high joblessness is probably beginning. Before it ends, it will likely change the life course and character of a generation of young adults. And ultimately, it is likely to reshape our politics, our culture, and the character of our society for years.

No one tries harder than the jobless to find silver linings in this national economic disaster. Many said that unemployment, while extremely painful, had improved them in some ways: they had become less materialistic and more financially prudent; they were more aware of the struggles of others. In limited respects, perhaps the recession will leave society better off. At the very least, it has awoken us from our national fever dream of easy riches and bigger houses, and put a necessary end to an era of reckless personal spending.

But for the most part, these benefits seem thin, uncertain, and far off. In *The Moral Consequences of Economic Growth*, the economic historian Benjamin Friedman argues that both inside and outside the U.S., lengthy periods of economic stagnation or decline have almost always left society more mean-spirited and less inclusive, and have usually stopped or reversed the advance of rights and freedoms. Anti-immigrant sentiment typically increases, as does conflict between races and classes.

Income inequality usually falls during a recession, but it has not shrunk in this one. Indeed, this period of economic weakness may reinforce class divides, and decrease opportunities to cross them – especially for young people. The research of Till Von Wachter, the economic at Columbia University, suggests that not all people graduating into a recession see their life chances dimmed: those with degrees from elite universities catch up fairly quickly to where they otherwise would have been if they had graduated in better times; it is the masses beneath them that are left behind.

In the Internet age, it is particularly easy to see the resentment that has always been hidden within American society. More difficult, in the moment, is discerning precisely how these lean times are affecting society's character. In many respects, the U.S. was more socially tolerant entering this recession than at any time in its history, and a variety of national polls on social conflict since then have shown mixed results. We will have to wait and see exactly how these hard times will reshape our social fabric. But they certainly will reshape it, and all the more so the longer they extend.

36. By saying "to find silver linings" (Line 1, Para. 2) the author suggests that the jobless try to \_\_\_\_.
- [A] seek subsidies from the government
  - [B] explore reasons for the unemployment
  - [C] make profit from the troubled economy
  - [D] look on the bright side of the recession
37. According to Paragraph 2, the recession has made people \_\_\_\_.
- [A] realize the national dream
  - [B] struggle against each other
  - [C] challenge their prudence
  - [D] reconsider their lifestyle
38. Benjamin Friedman believes that economic recessions may \_\_\_\_.
- [A] impose a heavier burden on immigrants
  - [B] bring out more evils of human nature
  - [C] promote the advance of rights and freedoms
  - [D] ease conflicts between races and classes
39. The research of Till Von Wachter suggests that in the recession graduates from elite universities tend to \_\_\_\_.
- [A] lag behind the others due to decreased opportunities
  - [B] catch up quickly with experienced employees
  - [C] see their life chances as dimmed as the others
  - [D] recover more quickly than the others
40. The author thinks that the influence of hard times on society is \_\_\_\_.
- [A] certain
  - [B] positive
  - [C] trivial
  - [D] destructive

## Part B

### Directions:

Read the following text and answer the questions by reading information from the left column that corresponds to each of the marked details given in the right column. There are two extra choices in the right column. Make your answer on ANSWER SHEET 1. (10 points)

“University history, the history of what man has accomplished in the world, is at bottom the History of the Great Men who have worked here,” wrote the Victorian Thomas Carlyle. Well, not any more it is not.

Suddenly, Britain looks to have fallen out with its favorite historical form. This could be no more than a passing literary craze, but it also points to a broader truth about how we now approach the past: less concerned with learning from our forefathers and more interested in feeling their pain. Today, we want empathy, not inspiration.

From the earliest days of the Renaissance, the writing of history meant recounting the exemplary lives of great men. In 1337, Petrarch began work on his rambling writing *De Viris Illustribus—on Famous Men*, highlighting the *virtus* (or virtue) of classical heroes. Petrarch celebrated their greatness in conquering fortune and rising to the top. This was the biographical tradition which Niccolo Machiavelli turned on its head. In *The Prince*, he championed cunning, ruthlessness, and boldness, rather than virtue, mercy and justice, as the skills of successful leaders.

Over time, the attributes of greatness shifted. The Romantics commemorated the leading painters and author of their day, stressing the uniqueness of the artist’s person experience rather than public glory. By contrast, the Victorian author Samuel Smiles wrote *self-help* as a catalogue of the worthy lives of engineers, industrialists and explorers. “The valuable examples which they furnish of the power of self-help, of patient purpose resolute working and steadfast integrity, issuing in the formation of truly noble and manly character, exhibit,” wrote Smiles, “what it is in the power of each to accomplish for himself.” His biographies of James Watt, Richard Arkwright and Josiah Wedgwood were held up as beacons to guide the working man through his difficult life.

This was all a bit bourgeois for Thomas Carlyle, who focused his biographies on the truly heroic lives of Martin Luther, Oliver Cromwell and Napoleon Bonaparte. These epochal figures represented lives hard to imitate, but to be acknowledged as possessing higher authority than mere mortals.

Not everyone was convinced by such bombast. “The history of all hitherto existing society is the history of class struggles,” wrote Marx and Engels in *The Communist Manifesto*. For them, history did nothing, it possessed no immense wealth nor waged battles: “It is man, living man who does all that.” And history should be the story of the masses and their record of struggle. As such, it needed to appreciate the economic realities, the social contexts and power relations in which each epoch stood. For: “Men make

their own history, but they do not make it just as they please; they do not make it under circumstances chosen by themselves, but under circumstances directly found, given and transmitted from the past.”

This was the tradition which revolutionized our appreciation of the past. In place of Thomas Carlyle, Britain nurtured Christopher Hill, EP Thompson and Eric Hobsbawm. History from below stood alongside biographies of great men. Whole new realms of understanding—from gender to race to cultural studies—were opened up as scholars unpicked the multiplicity of lost societies. And it transformed public history too: downstairs became just as fascinating as upstairs.

	[A] emphasized the virtue of classical heroes.
41. Petrarch	[B] highlighted the public glory of the leading artists.
42. Niccolo Machiavelli	[C] focused on epochal figures whose lives were hard to imitate.
43. Samuel Smiles	[D] opened up new realms of understanding the great men in history.
44. Thomas Carlyle	[E] held that history should be the story of the masses and their record of struggle.
45. Marx and Engels	[F] dismissed virtue as unnecessary for successful leaders.
	[G] depicted the worthy lives of engineers, industrialists and explorers.

## Section III Translation

### 46. Directions:

In this section there is a passage in English. Translate the following passage into Chinese and write your translation on the **ANSWER SHEET. (15 points)**

When people in developing countries worry about migration, they are usually concerned at the prospect of their best and brightest departure to Silicon Valley or to hospitals and universities in developed world. These are the kind of workers that countries like Britain, Canada and Australia try to attract by using immigration rules that privilege college graduates.

Lots of studies have found that well-educated people from developing countries are particularly likely to emigrate. A big survey of Indian households in 2004 found that nearly 40% of emigrants had more than a high-school education, compared with around 3.3% of all Indians over the age 25. This “brain drain” has long bothered policymakers in poor countries. They fear that it hurts their economies, depriving them of much-needed skilled workers who could have taught at their universities, worked in their hospitals and come up with clever new products for their factories to make.

## Section IV Writing

### Part A



### 47. Directions:

Suppose you have found something wrong with the electronic dictionary that you bought from an online store the other day. Write an email to the customer service center to

- 1) make a complaint, and
- 2) demand a prompt solution

You should write about 100 words on ANSWER SHEET 2.

Do not sign your own name at the end of the letter. Use “Zhang Wei” instead.

Do not write the address. (10 points)

### Part B

### 48. Directions:

Write an essay based on the following table. In your writing, you should

- 1) describe the table, and
- 2) give your comments.

You should write at least 150 words.

Write your essay on the **ANSWER SHEET**. (15 points)

某公司员工工作满意度调查

年龄	满意(%)	不清楚(%)	不满意(%)
≤40	16.7	50.0	33.3
40~50	0.0	36.0	64.0
>50	40.0	50.0	10.0

# 2013 年 1 月份管理类联考英语（二）试卷

## Section I Use of English

### Directions:

Read the following text. Choose the best word(s) for each numbered blank and mark A, B, C, or D on the ANSWER SHEET. (10 points)

Given the advantages of electronic money, you might think that we would move quickly to the cashless society in which all payments are made electronically. \_\_1\_\_, a true cashless society is probably not around the corner. Indeed, predictions of such a society have been \_\_2\_\_ for two decades but have not yet come to fruition. For example, *Business Week* predicted in 1975 that electronic means of payment would soon “revolutionize the very \_\_3\_\_ of money itself,” only to \_\_4\_\_ itself several years later. Why has the movement to a cashless society been so \_\_5\_\_ in coming?

Although electronic means of payment may be more efficient than a payments system based on paper, several factors work \_\_6\_\_ the disappearance of the paper system. First, it is very \_\_7\_\_ to set up the computer, card reader, and telecommunications networks necessary to make electronic money the \_\_8\_\_ from of payment. Second, paper checks have the advantage that they \_\_9\_\_ receipts, something that many consumers are unwilling to \_\_10\_\_. Third, the use of paper checks gives consumers several days of “float” - it takes several days \_\_11\_\_ a check is cashed and funds are \_\_12\_\_ from the issuer’s account, which means that the writer of the check can earn interest on the funds in the meantime. \_\_13\_\_ electronic payments are immediate, they eliminate the float for the consumer.

Fourth, electronic means of payment may \_\_14\_\_ security and privacy concerns. We often hear media reports that an unauthorized hacker has been able to access a computer database and to alter information \_\_15\_\_ there. The fact that this is not an \_\_16\_\_ occurrence means that unscrupulous persons might be able to access bank accounts in electronic payment system and \_\_17\_\_ funds by moving them from someone else’s accounts into their own. The \_\_18\_\_ of this type of fraud is no easy task, and a whole new field of computer science is developing to \_\_19\_\_ security issues. A further concern is that the use of electronic means of payment leaves an electronic \_\_20\_\_ that contains a large amount of personal data on buying habits. There are concerns that government, employers, and marketers might be able to access these data, thereby encroaching on our privacy.

- |    |              |             |               |               |
|----|--------------|-------------|---------------|---------------|
| 1. | [A] Moreover | [B] However | [C] Therefore | [D] Otherwise |
| 2. | [A] off      | [B] back    | [C] over      | [D] around    |
| 3. | [A] power    | [B] concept | [C] history   | [D] role      |
| 4. | [A] reverse  | [B] resist  | [C] resume    | [D] reward    |
| 5. | [A] silent   | [B] sudden  | [C] slow      | [D] steady    |

- |     |                   |                   |                  |                   |
|-----|-------------------|-------------------|------------------|-------------------|
| 6.  | [A] for           | [B] against       | [C] with         | [D] on            |
| 7.  | [A] expensive     | [B] imaginative   | [C] sensitive    | [D] productive    |
| 8.  | [A] similar       | [B] original      | [C] temporary    | [D] dominant      |
| 9.  | [A] collect       | [B] copy          | [C] provide      | [D] print         |
| 10. | [A] give up       | [B] take over     | [C] bring back   | [D] pass down     |
| 11. | [A] before        | [B] after         | [C] since        | [D] when          |
| 12. | [A] kept          | [B] borrowed      | [C] withdrawn    | [D] released      |
| 13. | [A] Unless        | [B] Because       | [C] Until        | [D] Though        |
| 14. | [A] hide          | [B] express       | [C] ease         | [D] raise         |
| 15. | [A] analyzed      | [B] shared        | [C] stored       | [D] displayed     |
| 16. | [A] unsafe        | [B] unnatural     | [C] unclear      | [D] uncommon      |
| 17. | [A] steal         | [B] choose        | [C] benefit      | [D] return        |
| 18. | [A] consideration | [B] prevention    | [C] manipulation | [D] justification |
| 19. | [A] call for      | [B] fight against | [C] adapt to     | [D] cope with     |
| 20. | [A] chunk         | [B] chip          | [C] trail        | [D] path          |

## Section II Reading Comprehension

### Part A

#### Directions:

Read the following four passages. Answer the questions after each text by choosing A. B. C. or D. Mark your answers on the **ANSWER SHEET**. (40 points)

#### TEXT 1

In an essay entitled “Making It in America”, the author Adam Davidson relates a joke from cotton country about just how much a modern textile mill has been automated: The average mill has only two employees today, “a man and a dog. The man is there to feed the dog, and the dog is there to keep the man away from the machines.”

Davidson’s article is one of a number of pieces that have recently appeared making the point that the reason we have such stubbornly high unemployment and declining middle-class incomes today is largely because of the big drop in demand because of the Great Recession, but it is also because of the quantum advances in both globalization and the information technology revolution, which are more rapidly than ever replacing labour with machines or foreign workers.

In the past, workers with average skills, doing an average job, could earn an average lifestyle. But, today, average is officially over. Being average just won’t earn you what it used to. It can’t when so many more employers have so much more access to so much more above average cheap foreign labour, cheap

robotics, cheap software, cheap automation and cheap genius. Therefore, everyone needs to find their extra — their unique value contribution that makes them stand out in whatever is their field of employment.

Yes, new technology has been eating jobs forever, and always will. But there's been an acceleration. As Davidson notes, "In the 10 years ending in 2009, [US] factories shed workers so fast that they erased almost all the gains of the previous 70 years; roughly one out of every three manufacturing jobs — about 6 million in total — disappeared."

There will always be change — new jobs, new products, new services. But the one thing we know for sure is that with each advance in globalization and the IT revolution, the best jobs will require workers to have more and better education to make themselves above average.

In a world where average is officially over, there are many things we need to do to support employment, but nothing would be more important than passing some kind of G.I. Bill for the 21<sup>st</sup> century that ensures that every American has access to post-high school education.

21. The joke in Paragraph 1 is used to illustrate \_\_\_\_\_.  
[A]the impact of technological advances  
[B]the alleviation of job pressure  
[C]the shrinkage of textile mills  
[D]the decline of middle-class incomes
22. According to Paragraph 3, to be a successful employee, one has to \_\_\_\_\_.  
[A]adopt an average lifestyle  
[B]work on cheap software  
[C]ask for a moderate salary  
[D]contribute something unique
23. The quotation in Paragraph 4 explains that \_\_\_\_\_.  
[A]gains of technology have been erased  
[B]job opportunities are disappearing at a high speed  
[C]factories are making much less money than before  
[D]new jobs and services have been offered
24. According to the author, to reduce unemployment, the most important is \_\_\_\_\_.  
[A]to accelerate the I.T. revolution  
[B]to advance economic globalization  
[C]to ensure more education for people  
[D]to pass more bills in the 21<sup>st</sup> century

25. Which of the following would be the most appropriate title for the text?

- [A]Technology Goes Cheap.
- [B]New Law Takes Effect.
- [C]Recession Is Bad.
- [D]Average is over

## TEXT 2

A century ago, the immigrants from across the Atlantic included settlers and sojourners. Along with the many folks looking to make a permanent home in the United States came those who had no intention to stay, and who would make some money and then go home. Between 1908 and 1915, about 7 million people arrived while about 2 million departed. About a quarter of all Italian immigrants, for example, eventually returned to Italy for good. They even had an affectionate nickname, "uccelli di passaggio," birds of passage.

Today, we are much more rigid about immigrants. We divide newcomers into two categories: legal or illegal, good or bad. We hail them as Americans in the making, or brand them as aliens fit for deportation. That framework has contributed mightily to our broken immigration system and the long political paralysis over how to fix it. We don't need more categories, but we need to change the way we think about categories. We need to look beyond strict definitions of legal and illegal. To start, we can recognize the new birds of passage, those living and thriving in the gray areas. We might then begin to solve our immigration challenges.

Crop pickers, violinists, construction workers, entrepreneurs, engineers, home health-care aides and physicists are among today's birds of passage. They are energetic participants in a global economy driven by the flow of work, money and ideas. They prefer to come and go as opportunity calls them. They can manage to have a job in one place and a family in another.

With or without permission, they straddle laws, jurisdictions and identities with ease. We need them to imagine the United States as a place where they can be productive for a while without committing themselves to staying forever. We need them to feel that home can be both here and there and that they can belong to two nations honorably.

Accommodating this new world of people in motion will require new attitudes on both sides of the immigration battle. Looking beyond the culture war logic of right or wrong means opening up the middle ground and understanding that managing immigration today requires multiple paths and multiple outcomes, including some that are not easy to accomplish legally in the existing system.

26. "Birds of passage" refers to those who \_\_\_\_\_.

- [A]stay in a foreign country temporarily
- [B]leave their home countries for good
- [C]immigrate across the Atlantic

[D]find permanent jobs overseas

27. It is implied in Paragraph 2 that the current immigration system in the US \_\_\_\_\_.

- [A]needs new immigrant categories
- [B]has loosened control over immigrants
- [C]should be adapted to meet challenges
- [D]has been fixed via political means

28. According to the author, today's birds of passage want \_\_\_\_\_.

- [A]financial incentives
- [B]a global recognition
- [C]the freedom to stay and leave
- [D]has been fixed via political means

29. The author suggests that the birds of passage today should be treated \_\_\_\_\_.

- [A]as faithful partners
- [B]with legal tolerance
- [C]with economic favors
- [D]as mighty rivals

30. The most appropriate title for this test would be \_\_\_\_\_.

- [A]Come and Go: Big Mistake
- [B]Living and Thriving: Great Risk
- [C]With or Without: Great Risk
- [D]Legal or Illegal: Big Mistake

### TEXT 3

Scientists have found that although we are prone to snap overreactions, if we take a moment and think about how we are likely to react, we can reduce or even eliminate the negative effects of our quick, hard-wired responses.

Snap decisions can be important defense mechanisms; if we are judging whether someone is dangerous, our brains and bodies are hard-wired to react very quickly, within milliseconds. But we need more time to assess other factors. To accurately tell whether someone is sociable, studies show, we need at least a minute, preferably five. It takes a while to judge complex aspects of personality, like neuroticism or open-mindedness.

But snap decisions in reaction to rapid stimuli aren't exclusive to the interpersonal realm.

Psychologists at the University of Toronto found that viewing a fast-food logo for just a few milliseconds primes us to read 20 percent faster, even though reading has little to do with eating. We unconsciously associate fast food with speed and impatience and carry those impulses into whatever else we're doing. Subjects exposed to fast-food flashes also tend to think a musical piece lasts too long.

Yet we can reverse such influences. If we know we will overreact to consumer products or housing options when we see a happy face (one reason good sales representatives and real estate agents are always smiling), we can take a moment before buying. If we know female job screeners are more likely to reject attractive female applicants, we can help screeners understand their biases or hire outside screeners.

John Gottman, the marriage expert, explains that we quickly "thin slice" information reliably only after we ground such snap reactions in "thick sliced" long-term study. When Dr. Gottman really wants to assess whether a couple will stay together, he invites them to his island retreat for a much longer evaluation: two days, not two seconds.

Our ability to mute our hard-wired reactions by pausing is what differentiates us from animals: dogs can think about the future only intermittently or for a few minutes. But historically we have spent about 12 percent of our days contemplating the longer term. Although technology might change the way we react, it hasn't changed our nature. We still have the imaginative capacity to rise above temptation and reverse the high-speed trend.

31. The time needed in making decisions may \_\_\_\_\_.  
[A] predetermine the accuracy of our judgment  
[B] prove the complexity of our brain reaction  
[C] depend on the importance of the assessment  
[D] vary according to the urgency of the situation
32. Our reaction to a fast-food logo shows that snap decisions \_\_\_\_\_.  
[A] can be associative  
[B] are not unconscious  
[C] can be dangerous  
[D] are not impulsive
33. To reverse the negative influences of snap decisions, we should \_\_\_\_\_.  
[A] trust our first impression  
[B] think before we act  
[C] do as people usually do  
[D] ask for expert advice
34. John Gottman says that reliable snap reactions are based on \_\_\_\_\_.



- [A] critical assessment
- [B] “thin sliced” study
- [C] adequate information
- [D] sensible explanation

35. The author's attitude toward reversing the high-speed trend is\_\_\_\_\_.

- [A] tolerant
- [B] optimistic
- [C] uncertain
- [D] doubtful

## TEXT 4

Europe is not a gender-equality heaven. In particular, the corporate workplace will never be completely family-friendly until women are part of senior management decisions, and Europe's top corporate-governance positions remain overwhelmingly male. Indeed, women hold only 14% of positions on European corporate boards.

The European Union is now considering legislation to compel corporate boards to maintain a certain proportion of women — up to 60%. This proposed mandate was born of frustration. Last year, European Commission Vice President Viviane Reding issued a call to voluntary action. Reding invited corporations to sign up for gender balance goal of 40% female board membership. But Reding's appeal in Europe was considered a failure: only 24 companies took it up.

Do we need quotas to ensure that women can continue to climb the corporate ladder fairly as they balance work and family?

“Personally, I don't like quotas,” Reding said recently. “But I like what the quotas do.” Quotas get action: they “open the way to equality and they break through the glass ceiling,” according to Reding, a result seen in France and other countries with legally binding provisions on placing women in top business positions.

I understand Reding's reluctance — and her frustration. I don't like quotas either; they run counter to my belief in meritocracy. But, when one considers the obstacles to achieving the meritocratic ideal, it does look as if a fairer world must be temporarily ordered.

After all, four decades of evidence has now shown that corporations in Europe as well as the US are evading the meritocratic hiring and promotion of women to top positions — no matter how much “soft pressure” is put upon them. When women do break through to the summit of corporate power — as, for example, Sheryl Sandberg recently did at Facebook — they attract massive attention precisely because they remain the exception to the rule.

If appropriate public policies were in place to help all women — whether CEOs or their children's

caregivers — and all families, Sandberg would be no more newsworthy than any other highly capable person living in a more just society.

36. In the European corporate workplace, generally \_\_\_\_\_.

- [A] women take the lead
- [B] men have the final say
- [C] corporate governance is overwhelmed
- [D] senior management is family-friendly

37. The European Union's intended legislation is \_\_\_\_\_.

- [A] a reflection of gender balance
- [B] a reluctant choice
- [C] a response to Reding's call
- [D] a voluntary action

38. According to Reding, quotas may help women \_\_\_\_\_.

- [A] get top business positions
- [B] see through the glass ceiling
- [C] balance work and family
- [D] anticipate legal results

39. The author's attitude toward Reding's appeal is one of \_\_\_\_\_.

- [A] skepticism
- [B] objectiveness
- [C] indifference
- [D] approval

40. Women entering top management become headlines due to the lack of \_\_\_\_\_.

- [A] more social justice
- [B] massive media attention
- [C] suitable public policies
- [D] greater "soft pressure"

## Part B

### Directions:

Read the following test and answer questions by finding information from the right column that

corresponds to each of the marked details given in the left column. There are two extra choices in the left column. Mark your answer on the **ANSWER SHEET. (10 points)**

- [A] Shopkeepers are your friends
- [B] Remember to treat yourself
- [C] Stick to what you need
- [D] Planning is everything
- [E] Waste not, want not
- [F] Live like a peasant
- [G] Balance your diet

The hugely popular blog the Skint Foodie chronicles how Tony balances his love of good food with living on benefits. After bills, Tony has £60 a week to spend, £40 of which goes on food, but 10 years ago he was earning £130,000 a year working in corporate communications and eating at London's best restaurants at least twice a week.

Then his marriage failed, his career burned out and his drinking became serious. "I assumed the end would be me drinking myself to death," he says, dryly. "But the community mental health team got me into a hostel and stopped me living on the street. They saved my life. And I felt like that again, to a certain degree, when people responded to the blog so well. It gave me the validation and confidence that I'd lost. But it's still a day-by-day thing."

Now he's living in a council flat and fielding offers from literary agents. He's feeling positive, but a book is not his top priority. "My mental health is. Once I've been stable for 12 months, I'll think about it seriously." In the meantime, he'll carry on blogging – not about eating as cheaply as you can – "there are so many people in a much worse state, with barely any money to spend on food" – but eating well on a budget. Here's his advice for economical foodies.

41. \_\_\_\_\_

Impulsive spending isn't an option so plan your week's menu in advance, making shopping lists for your ingredients in their exact quantities. I have an Excel template for a week of breakfast, lunch and dinner. Stop laughing: it's not just cost effective but helps you balance your diet. It's also a good idea to shop daily instead of weekly, because, being-human, you'll sometimes change your mind about what you fancy.

42. \_\_\_\_\_

This is where supermarkets and their anonymity come in handy. With them, there's not the same embarrassment as when buying one carrot in a little greengrocer. And if you plan properly, you'll know that you only need, say, 350g of shin of beef and six rashers of bacon, not whatever weight is pre-packed

in the supermarket chiller.

43. \_\_\_\_\_

You may proudly claim to only have frozen peas in the freezer – that's not good enough. Mine is filled with leftovers, bread, stock, meat and fish. Planning ahead should eliminate wastage, but if you have surplus vegetables you'll do a vegetable soup, and all fruits threatening to "go off" will be cooked or juiced.

44. \_\_\_\_\_

Everyone says this, but it really is a top tip for frugal eaters. Shop at butchers, delis and fish-sellers regularly, even for small things, and be super friendly. Soon you'll feel comfortable asking if they've any knuckles of ham for soups and stews, or beef bones, chicken carcasses and fish heads for stock which, more often than not, they'll let you have for free.

45. \_\_\_\_\_

You won't be eating out a lot, but save your pennies and once every few months treat yourself to a set lunch at a good restaurant – £1.75 a week for three months gives you £21 – more than enough for a three-course lunch at Michelin-starred Arbutus. It's £16.95 there – or £12.99 for a large pizza from Domino's: I know which I'd rather eat.

## Section III Translation

### 46. Directions:

In this section there is a passage in English. Translate the following passage into Chinese and write your translation on the **ANSWER SHEET**. (15 points)

I can pick a date from the past 53 years and know instantly where I was, what happened in the news, and even the day of the week. I've been able to do this since I was four.

I never feel overwhelmed with the amount of information my brain absorbs. My mind seems to be able to cope and the information is stored away neatly. When I think of a sad memory, I do what everybody does --- try to put it to one side. I don't think it's harder for me just because my memory is clearer. Powerful memory doesn't make my emotions any more acute or vivid. I can recall the day my grandfather died and the sadness I felt when we went to the hospital the day before. I also remember that the music play *Hair* opened on Broadway on the same day --- they both just pop into my mind in the same way.

## Section IV Writing

### 47. Directions:

You should write about 100 words on the **ANSWER SHEET. (10 points)**

Suppose your class is to hold a charity sale for kids in need of help. Write your classmates an email to

- 1) inform them about the details, and
- 2) encourage them to participate.

**Do not** sign your own name at the end of the letter. Use “Li Ming” instead.

**Don not** write your own address.

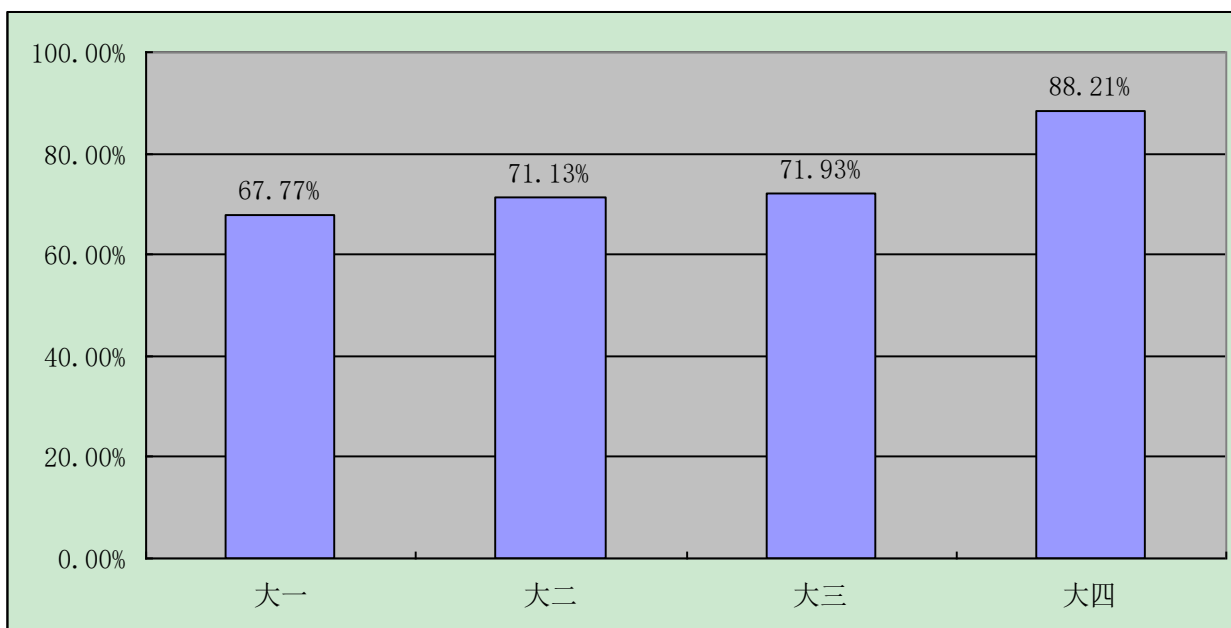
#### 48. Directions:

Write an essay based on the following chart. In your writing, you should

- 1) interpret the chart, and
- 2) give your comments.

You should write about 150 words.

Write your essay on the **ANSWER SHEET. (15 points)**



某高校大学生兼职情况（人数百分比）



微信扫一扫  
使用题库小程序



关注微信公众平台  
收获及时备考资讯



扫描二维码下载  
众凯网络课堂APP

**关注众凯教育**

MBA/EMBA/MEM/MPA/MPAcc/GCT

**在职硕士辅导专家**

官方网站: <http://www.zkedu.com.cn>

上海 徐汇校区 杨浦校区 莘庄校区

人广校区 浦东校区 中山公园校区

统一服务热线: 400-644-9991 021-62807868

苏州 石路校区 园区校区 昆山校区

吴江校区 新区校区 无锡校区

统一服务热线: 400-066-5552 0512-62890733

无锡分校: 400-066-5552 南京分校: 400-025-6869

合肥分校: 400-0551-806 大连分校: 0411-84603523

郑州分校: 0371-89952388 / 2399

众凯远程网校服务中心: 400-644-9991

 众凯教育