

考试科目: 英语

适用专业: _____

Section I (10 points)

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

The first man who cooked his food, instead of eating it raw, lived so long ago that we have no idea who he was or where he lived. We do know, however, that 1 thousands of years, food was always eaten cold and 2. Perhaps the cooked food was heated accidentally by a 3 fire or by the molten lava from an erupting 4. When people first tasted food that had been cooked, they found it tasted better, however, 5 after this discovery, cooked food must have reminded a rarity 6 man learned how to make and light 7.

Primitive men who lived in hot regions could depend on the heat of the sun 8 their food. For example, in the desert 9 of the southwestern United States, the Indians cooked their food by 10 it on a flat 11 in the hot sun. They cooked piece of meat and thin cakes of corn meal in it is 12. We surmise that the earliest kitchen 13 was a stick 14 which a piece of meat could be attached and held over a fire. Later this stick was 15 by an iron rod or spit which could be turned frequently to cook the meat 16 all sides.

Cooking food in water was 17 before man learned to make water containers that could not be 18 by fire.

The 19 cooking pots were reed or grass baskets in which soups and stews could be cooked. As early as 166 B.C., the Egyptians had learned to make 20 permanent cooking pots out of sandstone. Many

years later, the Eskimos learned to make similar pans.

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|------------------|----------------|---------------|--------------|
| 1. A. in | B. on | C. through | D. for |
| 2. A. raw | B. crude | C. man-made | D. fresh |
| 3. A. forest | B. cooked | C. kitchen | D. lightning |
| 4. A. volcano | B. cave | C. mountain | D. valley |
| 5. A. through | B. since | C. soon | D. even |
| 6. A. when | B. which | C. until | D. as |
| 7. A. food | B. a fire | C. himself | D. it |
| 8. A. to cook | B. cooking | C. cooked | D. cook |
| 9. A. places | B. maims | C. areas | D. domains |
| 10. A. beating | B. frying | C. drying | D. placing |
| 11. A. stone | B. board | C. table | D. plate |
| 12. A. zone | B. sector | C. method | D. fashion |
| 13. A. utensil | B. instrument | C. tool | D. equipment |
| 14. A. by | B. over | C. on | D. to |
| 15. A. supported | B. replaced | C. changed | D. switched |
| 16. A. by | B. on | C. over | D. at |
| 17. A. incapable | B. unavoidable | C. impossible | D. unpopular |
| 18. A. broken | B. destroyed | C. spoiled | D. pierced |
| 19. A. newest | B. latest | C. first | D. worst |
| 20. A. stronger | B. better | C. more | D. longer |

Section II Reading Comprehension (60 points)
Passage One

Being completely aquatic, whales possess many adaptations for living in a watery environment. They are streamlined, lacking hind limbs and having flipper-shaped forelimbs, and they possess a large, powerful tail with horizontal flukes that propels them through the water.

Whales are covered with a layer of fat called blubber, which insulates these warmblooded animals from the often frigid waters in which they reside. For example, the bowhead whale, a baleen whale that lives in the Arctic, has a layer of blubber whose thickness varies seasonally and can reach 50 centimeters (20 inches). Blubber also serves as an important food store during the breeding season, when most whales

reduce their feeding rate.

The skin of whales is extremely smooth and ranges in color from all white to gray or bluish-gray to black. Many species possess individually distinctive markings. Scientists recently have learned to use those markings to identify individuals, a technique that has been quite useful in cataloging individual whales, thus allowing biologists to estimate population size and document movements and migrations. Right whales have patches of hypertrophic skin incrustations, or callosities, on their heads that make identification of individuals possible.

Whales have lungs, not gills, and therefore must go to the surface to breathe. They do so through external nostrils, called blowholes, through which they expel their breath, which results in the familiar spout. Toothed cetaceans have a single blowhole, while baleen whales have two. Physiological adaptations allow whales to remain underwater from several minutes to more than an hour, depending on the species. Some whales can dive to great depths at least 900 meters (3,000 feet) and likely much deeper.

Whales produce a variety of sounds that seem to serve in social communication. In addition, the toothed whales employ active echolocation i.e., they use the returning echoes of their own sounds to discriminate surrounding objects in order to navigate and locate prey. Most odontocetes use a variety of sounds, among them audible moans, yelps, squawks, whistles, and chirps, as well as brief high-frequency clicks above the range of human hearing. Some whales are more vocal than others. Belugas were dubbed "sea canaries" by sailors who heard them through the wooden hulls of their ships. Belugas use sound to navigate through the maze of under-sea ice in Arctic waters. Sperm whales employ series of clicks to zero in on prey in the dark depths of the ocean.

There are also hints that toothed whales are able to use sound to disorient their prey. In the early 1980s scientists speculated that whales can stun their fish prey by emitting loud noises. In 1987 Kenneth Marten of the Long Marine Laboratory at the University of California, Santa Cruz, and colleagues reported that some species of toothed whales do,

generate intense pulses of sound while feeding on fish, perhaps designed to upset the pressure-resigned to upset the pressure-responsive lateral-line sensory system of their prey and render them helpless. To date, however, researchers have yet to prove that the loud bangs stun the fish.

1. The passage mainly deals with
 - A. the living habit of whales.
 - B. physiology of whales
 - C. living environment of whales
 - D. types of whales.
2. One function blubber plays is
 - A. protecting whales from icy waters.
 - B. adjusting the temperature of whales in cold waters.
 - C. reducing whales' feeding rate.
 - D. continuing whales' body temperature.

3. What makes identification of individuals possible is

- A. patches of hypertrophic skin crust.
- B. individual distinctive markings
- B. their sizes.
- D. both a and b.

4. The word 'expel' in paragraph 4 means

- A. drive out.
- B. dismiss.
- C. use up.
- D. expend

5. Paragraph 4 talks about whales'

- A. digesting system.
- B. breathing system.
- C. physiological adaptations.
- D. diving ability.

Passage Two

We believe a powerful new wave is about to hit the already turbulent business world. It's the wave of Service, or more specifically a new and intense preoccupation with the quality of service. People are getting more and more critical of the quality of service they experience in their

everyday lives, and they want something done about it.

The times have changed and we no longer live in a manufacturing economy. We now live in a very new economy, a service economy, where relationships are becoming more important than physical products. Just as America experienced an industrial revolution around the turn of the century, so we are now experiencing a service revolution. What was once Industrial America has become Service America.

Glance around you please and notice how much of your personal experience is involved with companies and institutions that exist for the purpose of delivering services of various kinds. Restaurants, hotels, airlines, hospitals, banks, public utilities, colleges and universities — all have the problem of gaining and retaining the patronage of their customers. Many other organizations, such as department stores, mailorder firms, and even sellers of hard goods are finding that the invisible product — the service components — is becoming an important competitive weapon.

The times call for a new focus on service, for a number of reasons we will explain in this book. The new service imperative will mean that the old customer service department will probably fade into obscurity as executives and managers work to transform their entire organizations into customer - driven business entities. The quality of the customer's experience is becoming a hot topic in board rooms and executives suites, not only in the United States, but in many other countries as well. We believe this is a world - wide phenomenon.

We have tried to do several things in this book. First, of course we want to alert forward - thinking business people, especially executives and middle managers, to the potential of this new competitive weapon of service quality. Second, we have tried to isolate some of the key factors that govern service quality, and offer examples of organizations that manage service well and of some that manage it poorly.

More important, we have tried to highlight a critical gap which we feel exists in current management thinking, namely the lack of a consistent model or framework for managing service. As a result of our experiences with many different kinds of organizations and considerable

research into the operation of effective service enterprises, we have discovered an approach that we believe can help managers think about their businesses in a new and effective way. This service management concept is the principal contribution we hope to make with this book.

Before you read what we have to say about the management of service, it may be fair for us to declare certain points of view, so you will know what biases we bring to this subject. First, as a result of working in and with organizations, we are biased to believe that high - quality service at the front line has to start with a concept of service that exists in the minds of top management. This service concept must find its way into the structure and operation of the organization. There must be customer-oriented culture in the organization, and it is the leaders of the enterprise who must build and maintain this culture.

We also believe in the value and importance of measuring service. An intimate and objective knowledge of how you are doing — in the customer's eyes — is critical. Market research, the service audit, and a process for measuring service quality and feeding back this information to the frontline people are crucial ingredients in moving an organization to high level of service orientation.

We believe that management itself is a service, and that this point of view will become more and more prevalent as competition gets tougher and service becomes more and more a competitive weapon. Managers need to see their roles in the context of helping service people do their jobs better. The role of management in a service - driver organization is to enhance the culture, set expectations of quality, provide a motivating climate, furnish the necessary resources, help solve problems, remove obstacles, and make sure high - quality job performance pays off.

We believe this new era of service management will call a return to the most fundamental principles of leadership and in many cases to a rethinking of the organization's basic reasons for being. Those leaders who fail to grasp the real significance of service quality will face tough times. Those who do will see their organizations thrive and prosper.

6. What can we learn from the first two paragraphs?

A. We are more critical of the quality of service.

B. We are living in an economy where relationships are the most important of all

C. We are experiencing an industry revolution.

D. We are changing the life style.

7. The quality of the customer's experience is becoming a hot topic.

A. only in board rooms.

B. only in executives' suites.

C. in the United States only.

D. in the United States and many other countries

8. Which of the following is true, according to the text?

A. People think, the current managements seem to have no consistent model or framework.

B. People feel the business leaders should be alerted.

C. People suppose some model managers want to change their service - model.

D. people believe, the forward-thinking executives can find a very new managing approach

9. According to the text, the service concept must

A. be clear to the leaders of some top managers.

B. exist in the minds of the enterprise.

C. strongly influence the structure and operation of the organization.

D. be part of the structure and operation of the organization.

10. What's the essential factor which helps to make an organization prosper?

A. The value and importance of measuring service.

B. The real importance of service quality.

C. Their roles in helping service people do their jobs better.

D. The most fundamental principles of leadership.

Passage Three

If you intend using humor in your talk to make people smile, you must know how to identify shared experiences and problems. Your humor must be relevant to the audience and should help to show them that you are one of them or that you understand their situation and are in sympathy with their point of view. Depending on whom you are addressing, the

problems will be different. If you are talking to a group of managers, you may refer to the disorganized methods of their secretaries; alternatively if you are addressing secretaries, you may want to comment on their disorganized bosses.

Here is an example, which I heard at a nurses' convention, of a story which works well because the audience all shared the same view of doctors. A man arrives in heaven and is being shown around by St. Peter. He sees wonderful accommodations, beautiful gardens, sunny weather, and so on. Everyone is very peaceful, polite and friendly until, waiting in a line for lunch, the new arrival is suddenly pushed aside by a man in a white coat, who rushes to the head of the line, grabs his food and stomps over to a table by himself. "Who is that?" the new arrival asked St. Peter. "Oh, that's God," came the reply, "but sometimes he thinks he's a doctor."

If you are part of the group which you are addressing, you will be in a position to know the experiences and problems which are common to all of you and it'll be appropriate for you to make a passing remark about the inedible canteen food or the chairman's notorious bad taste in ties. With other audiences you mustn't attempt to cut in with humor as they will resent an outsider making disparaging remarks about their canteen or their chairman. You will be on safer ground if you stick to scapegoats like the Post Office or the telephone system.

If you feel awkward being humorous, you must practice so that it becomes more natural. Include a few casual and apparently off-the-cuff remarks which you can deliver in a relaxed and unforced manner. Often it's the delivery which causes the audience to smile, so speak slowly and remember that a raised eyebrow or an unbelieving look may help to show that you are making a light-hearted remark.

Look for the humor. It often comes from the unexpected. A twist on a familiar quote "If at first you don't succeed, give up" or a play on words or on a situation. Search for exaggeration and understatements. Look at your talk and pick out a few words or sentences which you can turn about and inject with humor.

11. To make your humor work, you should

A. take advantage of different kinds of audience.

- B. make fun of the disorganized people.
 - C. address different problems to different people.
 - D. show sympathy for your listeners.
12. The joke about doctors implies that, in the eyes of nurses, they are
- A. impolite to new arrivals.
 - B. very conscious of their godlike role.
 - C. entitled to some privileges.
 - D. very busy even during lunch hours.
13. It can be inferred from the text that public services
- A. have benefited many people.
 - B. are the focus of public attention.
 - C. are an inappropriate subject for humor.
 - D. have often been the laughing stock.
14. To achieve the desired result, humorous stories should be delivered
- A. in well-worded language.
 - B. as awkwardly as possible.
 - C. in exaggerated statements.
 - D. as casually as possible.
15. The best title for the text may be
- A. Use Humor Effectively.
 - B. Various Kinds of Humor.
 - C. Add Humor to Speech.
 - D. Different Humor Strategies.

Passage Four

Since the dawn of human ingenuity, people have devised ever more cunning tools to cope with work that is dangerous, boring, burdensome, or just plain nasty. That compulsion has resulted in robotics--the science of conferring various human capabilities on machines. And if scientists have yet to create the mechanical version of science fiction, they have begun to come close.

As a result, the modern world is increasingly populated by intelligent gizmos whose presence we barely notice but whose universal existence has removed much human labor. Our factories hum to the rhythm of robot assembly arms. Our banking is done at automated teller terminals that

thank us with mechanical politeness for the transaction. Our subway trains are controlled by tireless robot-drivers. And thanks to the continual miniaturization of electronics and micro-mechanics, there are already robot systems that can perform some kinds of brain and bone surgery with submillimeter accuracy--far greater precision than highly skilled physicians can achieve with their hands alone.

But if robots are to reach the next stage of labor-saving utility, they will have to operate with less human supervision and be able to make at least a few decisions for themselves--goals that pose a real challenge.

"While we know how to tell a robot to handle a specific error," says Dave Lavery, manager of a robotics program at NASA, "we can't yet give a robot enough 'common sense' to reliably interact with a dynamic world."

Indeed the quest for true artificial intelligence has produced very mixed results. Despite a spell of initial optimism in the 1960s and 1970s when it appeared that transistor circuits and microprocessors might be able to copy the action of the human brain by the year 2010, researchers lately have begun to extend that forecast by decades if not centuries.

What they found, in attempting to model thought, is that the human brain's roughly one hundred billion nerve cells are much more talented--and human perception far more complicated--than previously imagined. They have built robots that can recognize the error of a machine panel by a fraction of a millimeter in a controlled factory environment. But the human mind can glimpse a rapidly changing scene and immediately disregard the 98 percent that is irrelevant, instantaneously focusing on the monkey at the side of a winding forest road or the single suspicious face in a big crowd. The most advanced computer systems on Earth can't approach that kind of ability, and neuroscientists still don't know quite how we do it.

16. Human ingenuity was initially demonstrated in

- A. the use of machines to produce science fiction.
- B. the wide use of machines in manufacturing industry.
- C. the invention of tools for difficult and dangerous work.
- D. the elite's cunning tackling of dangerous and boring work.

17. The word "gizmos" (line 1, paragraph 2) most probably means

- A. programs.
- B. experts.
- C. devices.
- D. creatures

18. According to the text, what is beyond man's ability now is to design a robot that can

- A. fulfill delicate tasks like performing brain surgery.
- B. interact with human beings verbally.
- C. have a little common sense.
- D. respond independently to a changing world.

19. Besides reducing human labor, robots can also

- A. make a few decisions for themselves.
- B. deal with some errors with human intervention.
- C. improve factory environments.
- D. cultivate human creativity.

20. The author uses the example of a monkey to argue that robots are

- A. expected to copy human brain in internal structure.
- B. able to perceive abnormalities immediately.
- C. far less able than human brain in focusing on relevant information
- D. best used in a controlled environment.

Passage Five

Could the bad old days of economic decline be about to return?

Since OPEC agreed to supply cuts in March, the price of crude oil has jumped to almost \$ 26 a barrel, up from less than \$10 last December. This near - tripling of oil prices calls up scary memories of the 1973 oil shock, when prices quadrupled, and 1979-80, when they also almost tripled. Both previous shocks resulted in double - digit inflation and global economic decline. So where are the headlines warning of gloom and doom this time?

The oil price was given another push up this week when Iraq oil exports. Strengthening economic growth, at the same time as winter grips the northern hemisphere, could push the price higher still in the shorter term.

Yet there are good reasons to expect the economic consequences

now to be less severe than in the 1970s. In most countries the cost of crude oil now accounts for a smaller share of the price of petrol than it did in the 1970s. In Europe, taxes account for up to four - fifths of the retail price, so even quite big changes in the price of crude have a more muted effect on pump prices than in the past.

Rich economies are also less dependent on oil than they were, and so less sensitive to swings in the oil price. Energy conservation, a shift to other fuels and a decline in the importance of heavy, energy - intensive industries have reduced oil consumption. Software, consultancy and mobile telephones use far less oil than steel or car production. For each dollar of GDP (in constant prices) rich economies now use nearly 50% less oil than in 1973. The OECD estimates in its latest Economic Outlook that, if oil prices averaged \$ 22 a barrel for a full year, compared with \$13 in 1998, this would increase the oil import bill in rich economies by only 0.25 - 0.5 % of GDP. That is less than one - quarter of the income loss in 1974 or 1980. On the other hand, oil-importing emerging economies--to which heavy industry has shifted--have become more energy - intensive, and so could be more seriously squeezed.

One more reason not to lose sleep over the rise in oil prices is that, unlike the rises in the 1970s, it has not occurred against the background of general commodity-price inflation and global excess demand. A sizable portion of the world is only just emerging from economic decline. The Economist's commodity price index is broadly unchanging from a year ago. In 1973 commodity prices jumped by 70%, and in 1979 by almost 30%.

21. The main reason for the latest rise of oil price is

- A. global inflation.
- B. reduction in supply.
- C. fast growth in economy.
- D. Iraq's suspension of exports.

22. It can be inferred from the text that the retail price of petrol will go up dramatically

- A. price of crude rises.

- B. commodity prices rise.
- C. consumption rises.
- D. oil taxes rise.

23. The estimates in Economic Outlook show that in rich countries

- A. heavy industry becomes more energy - intensive.
- B. income loss mainly results from fluctuating crude oil prices.
- C. manufacturing industry has been seriously squeezed.
- D. oil price changes have no significant impact on GDP.

24. We can draw a conclusion from the text that

- A. oil - price shocks are less shocking now.
- B. inflation seems irrelevant to oil - price shocks.
- C. energy conservation can keep down the oil prices.
- D. the price rise of crude leads to the shrinking of heavy industry.

25. From the text we can see that the writer seems

- A. optimistic.
- B. sensitive.
- C. gloomy.
- D. scared.

Passage Six

Radio and cinema had one novelty in common: they were forms of communication which dispensed with the written word, except for the captions in silent films. The written word has gone hand in hand with civilization from the beginning. Now, theoretically, an illiterate could be as well-informed about the world as the best-read man. Reading might have been expected to decline as a result, but this did not happen. Perhaps the habit was too inbred. Besides, primary education, now almost universal in Europe, made literacy also universal. Far from declining, the written, or rather the printed word, triumphed as never before. Newspapers, which had greatly increased their circulation during the First World War, continued to do so after it. In Great Britain, which carried the process furthest, the Press by 1930 ranked twelfth among British industries, ahead of shipbuilding. Newspapers now counted their readers by millions where they had previously counted by thousands. They had bigger headlines, shorter paragraphs, simpler writing. They derived their

incomes mainly from advertisements, not from the half-pennies or pennies paid by readers. The decisive figure was the proprietor——Northcliffe and Beaverbrook in Great Britain, Hugenberg in Germany——not the editor. Nearly all the great newspapers were conservative in character, and often conservative in allegiance. They were among the most materialistic elements in a materialistic age. Nevertheless, they provided more news than had been provided by even the most esteemed newspaper of a staid past.

The newspapers, like the cinema and usually the radio, expressed popular culture, and observers talked as though this were the only culture which now existed. The flood of the mass-age was supposed to have submerged the standards of previous times, but this was far from being the case. There was also a middle culture and a high culture——the distinctions between them resting on levels of sophistication (middlebrow and highbrow), not on class. The middlebrow culture was the least interesting, a repetition of past patterns interspersed with lamentations against anything new, either above or below. Those who condemned James Joyee or Pieasso or Picasso also disapproved of the cinema. These middlebrows felt more menaced than before, hence the intolerance which contrasted oddly with their professions of liberalism. Original artists and thinkers were constantly, though ineffectually, harassed. The works of three great, British writers——Joyce, D H Lawrence, T E Lawrence——came under the legal ban of pornography. The organizer of an art exhibition learned to expect, in England, a visit from the police. In Paris and Berlin he took precautions against a riot.

26. As a result of the radio and cinema, a person who could not read could in theory know as much as a person who

- A. had read a lot.
- B. read very well.
- C. could not write.
- D. was familiar with civilized customs.

27. The man who paid the greater part of the money used to run the newspapers were

- A. owner's.
- B. the man-in-the street readers.

C. advertisers.

D. conservatives.

28. What does the writer say about popular culture? It

A. was much more popular than any earlier culture.

B. did not push out the older culture.

C. carried the older culture with it and changed its character.

D. vulgarized and lowered the level of the old culture.

29. The middlebrows' attitudes were remarkable, in view of the fact that they

A. said they were broad-minded.

B. were afraid of the new tendencies.

C. hold such useful and progressive jobs.

D. threatened modern artists and art forms such as films.

30. Which of the statements about middlebrow culture (in paragraph 2) is true?

A. It was against the new things of any kind.

B. It was satisfied with modern music and painting.

C. It was fond of arts and crafts.

D. It was most interesting.

Section III

Read the following text carefully and then translate the underlined segments into Chinese. Your translation should be written clearly on your ANSWER SHEET (10 points)

Almost all our major problems involve human behavior, and they cannot be solved by physical and biological technology alone. What is needed is a technology of behavior, but we have been slow to develop the science from which such a technology might be drawn. 1) One difficulty is that almost all of what is called behavioral science continues to trace behavior to states of mind, feelings, traits of character, human nature, and so on. Physics and biology once followed similar practices and advanced only when they discarded them. 2) The behavioral sciences have been slow to change partly because the explanatory items often seem to be directly observed and partly because other kinds of explanations have

been hard to find. The environment is obviously important, but its role has remained obscure. It does not push or pull, it selects, and this function is difficult to discover and analyze. 3) The role of natural selection in evolution was formulated only a little more than a hundred years ago, and the selective role of the environment in shaping and maintaining the behavior of the individual is only beginning to be recognized and studied. As the interaction between organism and environment has come to be understood, however, effects once assigned to states of mind, feelings, and traits are beginning to be traced to accessible conditions, and a technology of behavior may therefore become available. It will not solve our problems, however, until it replaces traditional prescientific views, and these are strongly entrenched. Freedom and dignity illustrate the difficulty. 4) They are the possessions of the autonomous (self-governing) man of traditional theory, and they are essential to practices in which a person is held responsible for his conduct and given credit for his achievements. A scientific analysis shifts both the responsibility and the achievement to the environment. It also raises questions concerning "values." Who will use a technology and to what ends? 5) Until these issues are resolved, a technology of behavior will continue to be rejected, and with it possibly the only way to solve our problems.

Section IV (29 points)

Describe the following graph and then indicate the possible reasons for changes in methods of travel between City A and city B from 1960's to 1990's in about 150 words. Your composition should be written clearly on your ANSWER SHEET.

