广东财经大学硕士研究生入学考试试卷

**考试年度：**2021年 　　　 **考试科目代码及名称：**613-英语水平考试(自命题)

**适用专业：**050201 英语语言文学

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1. **Gap Filling 选词填空（从列表的单词中选择合适的词完成段落/非Cloze选择填空）（30题，每题1分，共30分）**

**WORD LIST**

cautious truly distinguished copies faring told another respectable era discouraging vary reap numbers flocking worth match claim invoked that contrast perform resistant rest gentler generous translation single imperialism hunger enthusiastic

The world is 1 getting smaller. Americans are embracing, indeed driving, a new 2 of global trade and recreational travel, jet-setting from one international time zone to 3 ; we are communicating across borders by e-mail, surfing the Web for foreign news and 4 to see foreign films. It stands to reason that American publishing must also be primed to 5 the cultural bounty of a vast world literature, quickly and competently translated into the English language. Right? Well, not exactly.

Truth be 6 the figures for translations from foreign languages into English are 7 . Of all the books translated worldwide, only 6% ---- and that is considered to be a 8 estimate ---- are translated from foreign languages into English. By 9 , almost 50% are translated from English into other languages. In a typical week, at least half of the top-10 bestsellers on Amazon.com in France and Germany are books in 10 ; on the U.S site, a recent scan showed not a 11 foreign name on an extended list of 24 top sellers. And that’s par for the past decade.

Some midlist titles show 12 sales, but more often than not it takes validation on the level of a Nobel Prize to ratchet 13 up into the solid five-figure range. It is possible to argue that translations 14 on more or less the same level as similar English titles. Knopf senior editor George Anderou points out that *Kwasi Boachi* is “a first, quite literary novel, so if one could be assured of selling 7,000 copies of such a book, even if it weren’t in translation, I think it would be 15 doing.” Nevertheless, there is no getting around the fact that sales of translation in this country do not 16 sales of English titles abroad. Why are U.S. readers and publishers so 17 to literature in translation? Some chalk it up to cultural 18 . Several writers 19 there is a certain arrogance on the part of British and American publishing houses, which consider anything published in another language to be automatically 20 . English is, in practical terms, the most important language in the world today, and whether imperialism is 21 or not, that reality has a certain effect on American publishing. Still, many target a less pragmatic, more culture-specific kind of solipsism. “America is just frighteningly different from the 22 of the world,” says Barbara Epler, editor-in-chief of New Directions. “We are really Disneylanded beyond belief.” Translator Peter Constantine’s take on the situation is 23 . “We in America are a little bit 24 -- publishers are cautious about what they bring out…. Here the public does not seem to have the 25 for translation that the European market has. ”

It is difficult to say whether things have changed much in recent years --- opinions 26 , and statistics are hard to come by. Drenka Willen, a senior editor at Harcourt believes that there’s been an upturn in the past seven or eight years, with even poetry in translation 27 better. Robert Weil, executive editor at W. W. Norton, is downright 28 about foreign translations. “So few publishers are involved 29 you can publish the work of superb overseas writers. It’s an embarrassment of riches. We, as American publishers, ignore 30 works that can be very commercial. But you have to know what you’re doing.”

1. **Proofreading and error correction 改错题 (15题，每题2分，共30分)**

**The following passages contain 15 errors. Each indicated line contains a maximum of ONE error. In each case, only ONE word is involved. Correct the errors and write the answers on YOUR ANSWER SHEET in the following way.**

*For a wrong word, write the correct one on Your Answer Sheet.*

*For a missing word, write the missing word with a “Λ” sign before it on Your Answer Sheet.*

*For an unnecessary work, write the unnecessary word with a deleting line on it on Your Answer Sheet.*

**Example**

Write on your Answer Sheet.

二、Proofreading and Error Correction.

31. Λ an 32. ~~never~~  33. exhibit

**Passage A**

People’s attitude toward drugs varies from person to

person. Some regard it as miraculous; others think of (31)

them as dangerous. Then what is the sensible attitude

toward drugs? I think the first thing to think is the (32)

difference between drugs and wonder drugs. The

antibiotics can really treat certain bacterial diseases. (33)

On the other hand, the major diseases threatening

Americans today are cancer, stroke, high blood

pressure, coronary disease, etc. Against them, the

doctor’s bag of tricks is limited. He has wonder (34)

drugs. So the first important lesson is not to expect

too many from drugs. If you can accept the fact (35)

that the war against many of our most devastating

diseases is, at best, a holding operation more than (36)

an inevitable triumph, they will do a great deal to (37)

ease your own life as well as that of your doctor.

Too many patients exert great pressure on doctors

to describe for every symptom, even when such (38)

treatment is unwarranted or dangerous.

Unfortunately, the medical profession is guilty in (39)

taking part, to a certain extent, in the wrongful

action. The patient who demands a shot of penicillin

for every sniffle and sneeze may be given an injection

by a reluctant physician because he is certain that

if he does not, the patient will not search until he (40)

finds a doctor who will.

**Passage B**

The terms “attachment” and “bonding” are often used

interchangeably, even though they had similar implications. (41)

However, they have quite distinctive meanings. Bonding

actually refers to the parent’s tie to the infant and thought to (42)

occur in the first hours or days of life. Attachment, in contrast,

refers to the relationship between infants and primary care-

givers, who develops gradually. Parent to infant bonding (43)

has been argued to occur quite suddenly, especially upon

first contact with the infant immediately after birth. There is

no so implication in the term attachment. As with any vital (44)

relationship, there can be no attachment. Rather, the

infant-caregiver relationship builds over time. It evolves

through series of characteristic phases, with each phase (45)

drawing on the one before. In fact, newborn infants are not yet capable of attachment, since they have little ability to distinguish one person from another and no concept of a permanent object. Because attachment refers to a relationship and not simply an experience of the parent, it is inappropriate to say that an attachment relationship has formed until the second half year. Even then the relationship is not fully formed or fixed. It continues to evolve toward what John Bowlby called a “partnership” during the preschool years and to be elaborated

1. **Sentence Completion 完成句子（根据提供的词，用合适的词的形式完成句子填空） （15题，每题2分，共30分）**
2. doubt

The result of this was believers still believed and doubters remained .

1. exist

Asia-Europe cooperation should be an example of harmonious among countries.

1. patriot

China’s history stretches over thousands of years, and \_\_\_\_ has always been a stirring theme and a powerful force inspiring the Chinese of all ethnic groups to carry on and excel.

1. adapt

Large animals that inhabit the desert have evolved a number of for reducing the effects of extreme heat.

50. increase

Managing our complex and interdependent relationship is daunting and requires speaking to the right people at the right time on the rights issues and in the right way.

51. determine

This is a critical priority for me in the coming period and that , I am pleased to say, is shared by the other major players in the negotiation.

52. rely

Bold structural policies are needed to shift China’s growth away from heavy industry, high energy use, and dependence on exports – towards greater on domestic demand and production of services.

53. scarce

The rising cost of food represents an even more immediate danger. Food

has already resulted in worldwide riots.

1. benefit

The time of zero-sum mentality is past, so we should work together for mutually

cooperation instead.

1. wide

A negative result of globalization is the of the inequality between the highly educated and the less educated, between urban and rural incomes, and between coastal and inland provinces.

1. long

As technology has developed and knowledge of the health aspects of various chemicals has increased, the list of air pollutants has .

1. prosper

What we today call American folk art was, indeed, art of, by, and for ordinary everyday “folks” who, with increasing and leisure, created a market for art of all kinds, and especially for portraits.

1. capable

Through the face-to-face exchange, the two delegations had a better understanding of each other’s intentions and .

1. abound

But he had still at intervals a kind listener in Mrs. Philips, and was, by her watchfulness, most supplied with coffee and muffin.

1. certain

Amidst the rising and destabilizing factors in the world economy, the financial crisis in the United States is spreading and the international financial market has seen increasing volatility.

1. **Reading Comprehension 阅读理解（30题，每题2分，共60分）**

**Text A**

When Denis Hennequin took over as the European boss of McDonald’s in January 2004, the world’s biggest restaurant chain was showing signs of recovery in America and Australia, but sales in Europe were sluggish or declining. One exception was France, where Mr Hennequin had done a sterling job as head of the group’s French subsidiary to sell more Big Macs to his compatriots. His task was to replicate this success in all 41 of the European countries where anti-globalisers’ favourite enemy operates.

　　So far Mr Hennequin is doing well. Last year European sales increased by 5.8% and the number of customers by 3.4%, the best annual results in nearly 15 years. Europe accounted for 36% of the group’s profits and for 28% of its sales. December was an especially good month as customers took to seasonal menu offerings in France and Britain, and to a promotion in Germany based on the game of Monopoly.

　　Mr Hennequin’s recipe for revival is to be more open about his company’s operations, to be “locally relevant”, and to improve the experience of visiting his 6,400 restaurants. McDonald’s is blamed for making people fat, exploiting workers, treating animals cruelly, polluting the environment and simply for being American. Mr Hennequin says he wants to engage in a dialogue with the public to address these concerns.

　　He introduced “open door” visitor days in each country which became hugely popular. In Poland alone some 50,000 visitors came to McDonald’s through the visitors’ programme last year. The Nutrition Information Initiative, launched last year, put detailed labels on McDonald’s packaging with data on calories, protein, fat, carbohydrates and salt content. The details are also printed on tray-liners.

　　Mr Hennequin also wants people to know that “McJobs”, the low-paid menial jobs at McDonald’s restaurants, are much better than people think. But some of his efforts have backfired: last year he sparked a controversy with the introduction of a “McPassport” that allows McDonald’s employees to work anywhere in the European Union. Politicians accused the firm of a ploy to make cheap labour from eastern Europe more easily available to McDonald’s managers across the continent.

　　To stay in touch with local needs and preferences, McDonald’s employs local bosses as much as possible. A Russian is running McDonald’s in Russia, though a Serb is in charge of Germany. The group buys mainly from local suppliers. Four-fifths of its supplies in France come from local farmers, for example. (Some of the French farmers who campaigned against the company in the late 1990s subsequently discovered that it was, in fact, buying their produce.) And it hires celebrities such as Heidi Klum, a German model, as local brand ambassadors.

　　In his previous job Mr Hennequin established a “design studio” in France to spruce up his company’s drab restaurants and adapt the interior to local tastes. The studio is now masterminding improvements everywhere in Europe. He also set up a “food studio”, where cooks devise new recipes in response to local trends.

　　Given France’s reputation as the most anti-American country in Europe, it seems odd that McDonald’s revival in Europe is being led by a Frenchman, using ideas cooked up in the French market. But France is in fact the company’s most profitable market after America. The market where McDonald’s is weakest in Europe is not France, but Britain.

　　“Fixing Britain should be his priority,” says David Palmer, a restaurant analyst at UBS. Almost two-thirds of the 1,214 McDonald’s restaurants in Britain are company-owned, compared with 40% in Europe and 15% in America. The company suffers from the volatility of sales at its own restaurants, but can rely on steady income from franchisees. So it should sell as many underperforming outlets as possible, says Mr Palmer.

M.Mark Wiltamuth, an analyst at Morgan Stanley, estimates that European company-owned restaurants’ margins will increase slightly to 16.4% in 2007. This is still less than in the late 1990s and below America’s 18-19% today. But it is much better than before Mr Hennequin’s reign. He is already being tipped as the first European candidate for the group’s top job in Illinois. Nobody would call that a McJob.

61. The word “sterling” in line 3 of Paragraph A means\_\_\_\_\_\_\_\_\_\_.

　　A. difficult

　　B. menial

　　C. terrible

　　D. excellent

62. Which of the following statements on the accusation of MacDonald is NOT TRUE?

　　A. It tends to make people fat.

　　B. Its operations are very vague.

　　C. It tends to exploit workers.

　　D. It tends to treat animals cruelly.

63. Which of the following measures taken by Denis Hennequin produced undesired result?

　　A. “Food Studio” scheme.

　　B. “Open Door” visitor days.

　　C. The “McPassport” scheme.

　　D. The Nutrition Information Initiative.

64. What did Denis Hennequin do so as to respond to local trends?

　　A. set up a “Food Studio” .

　　B. established a “Design Studio”.

　　C. hired celebrities as local brand ambassadors.

　　D. employed local bosses as much as possible.

65. \_\_\_\_of McDonald’s restaurants in America are companied–owned and the figure is much lower than that in Britain.

A. 40% B.15% C. 50% 　D. 16.4%

66. After January 2004, McDonald was making improvement following a period of slump in America and Australia, but sales in Europe were\_\_\_\_.

A. increasing B. dramatically upgrading C. declining D. blocking

67. The most profitable market for McDonald’s is＿＿

A. European market B. American market C. French market D. Chinese market

**Text B**

Washington, it’s a high-stakes, multibillion-dollar industry with tight deadlines, demanding clients and lives at risk. Any miscommunication could cause a deep financial loss or death. Some people in the industry work in war zones while others have cozy home offices. “The stakes can be huge,” said Lillian Clementi, “There’s tons of time pressure.” The business is language. And it’s booming.

The number of jobs for translators and interpreters doubled in the past 10 years while their wages steadily grew before, during and after the recession. Jobs are expected to grow 46 percent between 2012 and 2022, according to the Labor Department, making it one of the nation’s fastest growing occupations. During a period of stagnating wages across the labor market, the language-service industry with its 50,000 jobs is a bright spot in the jobs outlook.

Clementi is a French translator who works in corporate communications from her home in Arlington, Va. Clementi is routinely on tight deadlines to submit translated material. One of Clementi’s former clients, a French company, routinely sent her legal documents to translate at the end of France’s workday-about midday on the East Coast. Clementi translated the material and emailed it to another translator in Australia to double-check it. Then the Australian translator sent the translated documents back to France before the company’s offices opened the next day in Paris. “It had literally gone around the globe,” said Clementi, who translates French into English. “This has been going on forever in this industry.” In some cases, a proper translation or interpretation is vital. If a user’s manual for medical equipment is not translated well, it could lead to confusion during an emergency. Soldiers in conflict areas require excellent interpreters to speak with community members.

Multinational corporations, U.S. demographic changes and the Internet economy raise the need for translated and localized information. Companies increasingly want their content tailored to the tongue of the town, even between dialects of the same language. For instance, trousers in London are pants in Miami. And of course, words like pop and soda can vary by the neighborhood or region. “As more people have access to the worldwide economy, that’s going to drive more commerce, and that’s going to drive more language services, ” said Bill Rivers, executive director of the National Council for Language and International studies in the Washington region.

Translators’ and interpreters’ relative immunity to the nation’s economic downturn also highlights the growing demand for multilingual speakers in an increasingly globalized economy, experts said. “Good translators who specialize in a particular subject and become really good at it can make six-digit figures annually,” said Jiri Stejskal, spokesman for the American Translators Association. “The professional translators and interpreters are pretty happy right now because the economy is good and the jobs are there.” The estimated value of the language-service industry worldwide, including technology language services, this year will be about $ 37.2 billion, according to Common Sense Advisory, a market research firm in Boston. That’s 6.2 percent increase from 2013. Common Sense Advisory predicts he industry will be worth $47 billion by 2018.

68. According to paragraph 1, which of the following is NOT true of the industry of language?

A. It has strict deadlines.

B. Its clients have high requirements.

C. The mistakes in communication may cause severe financial loss.

D. People in this industry all have cozy home offices.

69. Which of the following can be inferred from paragraph 2 about translators and interpreters?

A. Jobs for translators and interpreters are likely to reduce after 2022.

B. The wages of translators and interpreters were not affected by the recession.

C. The wages of translators and interpreters remains in an unchanged high level.

D. The jobs outlook shows no optimism.

70. Which of the following best expresses the essential information in the underlined sentence in paragraph 2?

A. The development of language-service industry with its 50,000 jobs always keeps in step with that of the whole labor market.

B. The whole labor market seriously restricts the growth of language-service industry with its 50,000 jobs.

C. The language-service industry which creates 50,000 jobs stand out in a period of stagnating wages across the labor market.

D. The language-service industry develops rapidly though the jobs outlook across the whole labor market is depressing.

71. According to paragraph 5, how much can an excellent and professional translator earn annually?

A. More than five thousand. B. More than twenty thousand.

C. Less than five thousand. D. Almost five thousand.

**Text C**　　Perhaps only a small boy training to be a wizard at the Hogwarts school of magic could cast a spell so powerful as to create the biggest book launch ever. Wherever in the world the clock strikes midnight on June 20th, his followers will flock to get their paws on one of more than 10m copies of “Harry Potter and the Order of the Phoenix”. Bookshops will open in the middle of the night and delivery firms are drafting in extra staff and bigger trucks. Related toys, games, DVDs and other merchandise will be everywhere. There will be no escaping Pottermania.  
　　Yet Mr. Potter's world is a curious one, in which things are often not what they appear. While an excitable media (hereby including The Economist, happy to support such a fine example of globalization) is helping to hype the launch of J.K. Rowling's fifth novel, about the most adventurous thing that the publishers (Scholastic in America and Britain's Bloomsbury in English elsewhere) have organized is a reading by Ms Rowling in London's Royal Albert Hall, to be broadcast as a live web cast.   
　　Hollywood, which owns everything else to do with Harry Potter, says it is doing even less. Incredible as it may seem, the guardians of the brand say that, to protect the Potter franchise, they are trying to maintain a low profile. Well, relatively low.  
　　Ms Rowling signed a contract in 1998 with Warner Brothers, part of AOL Time Warner, giving the studio exclusive film, licensing and merchandising rights in return for what now appears to have been a steal: some $500,000. Warner licenses other firms to produce goods using Harry Potter characters or images, from which Ms Rowling gets a big enough cut that she is now wealthier than the queen—if you believe Britain's Sunday Times rich list. The process is self-generating: each book sets the stage for a film, which boosts book sales, which lifts sales of Potter products.  
　　Globally, the first four Harry Potter books have sold some 200m copies in 55 languages; the two movies have grossed over $1.8 billion at the box office.  
　　This is a stunning success by any measure, especially as Ms Rowling has long demanded that Harry Potter should not be over-commercialized. In line with her wishes, Warner says it is being extraordinarily careful, at least by Hollywood standards, about what it licenses and to whom. It imposed tough conditions on Coca-Cola, insisting that no Harry Potter images should appear on cans, and is now in the process of making its licensing programme even more restrictive. Coke may soon be considered too mass market to carry the brand at all.   
　　The deal with Warner ties much of the merchandising to the films alone. There are no officially sanctioned products relating to “Order of the Phoenix”; nor yet for “Harry Potter and the Prisoner of Azkaban”, the film of the third book, which is due out in June 2004. Warner agrees that Ms Rowling's creation is a different sort of commercial property, one with long-term potential that could be damaged by a typical Hollywood marketing blitz, says Diane Nelson, the studio's global brand manager for Harry Potter. It is vital, she adds, that with more to come, readers of the books are not alienated. “The evidence from our market research is that enthusiasm for the property by fans is not waning.”

1. When the author says “there will be no escaping Pottermania”, he implies that \_\_\_\_.  
   A. Harry Potter’s appeal for the readers is simply irresistible
2. it is somewhat irrational to be so crazy about the magic boy  
   C. craze about Harry Potter will not be over in the near future  
   D. Hogwarts school of magic will be the biggest attraction world over

73. Ms Rowling’s reading in London's Royal Albert Hall is mentioned to show \_\_\_\_.  
A. publishers are really adventurous in managing the Potter’s business  
B. businesses involved with Potter are moving along in an unusual way  
C. the media are promoting Pottermania more actively than Hollywood  
D. businesses are actually more credible than media in Potter’s world

74. The author believes that \_\_\_\_.  
A. Britain's Sunday Times rich list is not very convincing as it sounds  
B. Time Warner’s management of licenses is a bit over-commercialized  
C. other firms may produce goods using Harry Potter images at will  
D. what Ms Rowling got in return for her offering to Warner is a real bargain

75. Paragraph 5 intends mainly to show Warner’s \_\_\_\_.  
A. determination to promote Potter  
B. consistence in conducting business  
C. high regard for Ms Rowling’s request   
D. careful restrictions on licensing to Coco-Cola

76. It can be concluded from the last paragraph that \_\_\_\_.  
A. products of Potter films have brought enormous profits to Warner  
B. current Hollywood’s marketing of Potter may damage its potential   
C. readers could get tired of Ms Rowling’s writings sooner or later  
D. Warner will maintain the same strategy with Potter in future

**Text D**

The meanings of "science" and "technology" have changed significantly from one generation to another. More similarities than differences, however, can be found between the terms. Both science and technology imply a thinking process, both are concerned with causal relationships in the material world, and both employ an experimental methodology that results in empirical demonstrations that can be verified by repetition. Science, at least in theory, is less concerned with the practicality of its results and more concerned with the development of general laws, but in practice science and technology are inextricably involved with each other. The varying interplay of the two can be observed in the historical development of such practitioners as chemists, engineers, physicists, astronomers, carpenters, potters, and many other specialists. Differing educational requirements, social status, vocabulary, methodology, and types of rewards, as well as institutional objectives and professional goals, contribute to such distinctions as can be made between the activities of scientists and technologists; but throughout history the practitioners of "pure" science have made many practical as well as theoretical contributions.

Indeed, the concept that science provides the ideas for technological innovations and that pure research is therefore essential for any significant advancement in industrial civilization is essentially a myth. Most of the greatest changes in industrial civilization cannot be traced to the laboratory. Fundamental tools and processes in the fields of mechanics, chemistry, astronomy, metallurgy, and hydraulics were developed before the laws governing their functions were discovered. The steam engine, for example, was commonplace before the science of thermodynamics elucidated the physical principle underlying its operations.

In recent years a sharp value distinction has grown up between science and technology. Advances in science have frequently had their bitter opponents, but today many people have come to fear technology much more than science. For these people, science may be perceived as a serene, objective source for understanding the eternal laws of nature, whereas the practical manifestations of technology in the modern world now seem to them to be out of control.

Many historians of science argue not only that technology is an essential condition of advanced, industrial civilization but also that the rate of technological change has developed its own momentum in recent centuries. Innovations now seem to appear at a rate that increase geometrically, without respect to geographical limits or political systems. These innovations tend to transform traditional cultural systems, frequently with unexpected social consequences. Thus technology can be conceived as both a creative and a destructive process.

77. Science is, as the author argues, similar to technology in that \_\_\_\_.  
A. it involves a long process of change  
B. it focuses on the casual aspects of the material world  
C. it resorts to experiments as an exclusive method of research  
D. it is concerned about the theoretical development

78. Which of the following does the author NOT agree with?   
A. Scientific activities are deeply involved with those of technology.   
B. Industrial civilization is largely based on the scientific progress.  
C. Science and technology move forward at a comparable speed.  
D. Either of science and technology is necessary for the advance of each other.

79. The example of the steam engine is presented to \_\_\_\_.  
A. refute the belief that industrial progress feeds off scientific ideas  
B. illustrate the remarkable achievements of industrial civilization  
C. indicate that many great inventions originate from the laboratory   
D. laws come out much earlier than related functions

80. What does “the practical manifestations…out of control” (Para.3) mean?  
A. Technology is losing its traditional practicality.  
B. Technology is moving further away from science.  
C. Technological progress is benefiting the whole world.  
D. Technology is threatening the existence of human civilization.

**Text E**

According to new research released this week from Miller-Williams, e-commerce customers feel that over 80 percent of their decision to purchase or not reside in issues beyond their online experience. What’s really important to customers is brand performance. The research was based on interviews with 976 active customers of various top performing e-commerce companies (excluding travel) including Amazon.com, AOL-Time Warner, BN.com, eBay, Monster.com and Yahoo. Current, former and potential customers were asked to describe their ideal e-commerce company vis-à-vis a subset of the top e-commerce companies.

Of the five attributes customers use to evaluate e-commerce companies, the Clicks Interaction driver makes up only 15 percent of decision-making. The Click driver incorporates all aspects of the customer's online experience, including pricing, customer support, the quality of offerings, and mistake rectification. Brand Performance topped the list (35 percent), followed by Financial Longevity (18 percent), Strategic Direction (17 percent) and Clicks Interaction (15 percent). These five attributes, or drivers, make up 100% of a customer's decision to purchase from a site or not. Customers recognize the value of a well-performing brand and today's top e-commerce companies are clearly meeting their expectations – a key to their success. Based on this response, the study suggests that companies should continue, or even increase, their investments in traditional advertising campaigns.

According to the study, Amazon. com is the premier e-commerce company, having translated its Brand Performance into value on the Bricks Interaction. The research shows Amazon's value here is essentially the equivalent of a retail storefront, something that customers don't see in the other e-commerce companies. Customers wholeheartedly agree that e-commerce companies need to better demonstrate their financial security. What's more interesting is that customers do not necessarily equate financial resources such as revenue, net profits and market value with financial stability. Instead, customers see a company's aggressiveness and ability to seize new markets as increasing their financial longevity. After analyzing 27 bricks & mortar and e-commerce market leading companies, customers ranked Oracle number one in terms of financial security, outperforming others such as AOL-Time Warner, Dell Computer and General Motors. Amazon and Barnesandnoble.com enjoy a high ranking on perceived financial security. "This shows us why so many recent activities and acquisitions have been taking place in e-commerce," said Miller-Williams CEO, Gary A. Williams. "Their revenues and profits are stabilizing and becoming more predictable so they make nice merger or alliance candidates. E-Commerce customers are voting with their dollars, and the winners are companies that have shown their brand strength and ability to execute in a proven market space.”

With respect to Brand Performance, the study warns c-commerce companies currently evaluating the use of pop-up advertisements: Customers see the use of technology and marketing and advertising as being an inseparable part of the company’s brand. Key groups of e-commerce user shave been resistant to this form of advertising, so use of it may have an impact on the customer’s decision to purchase from a site or not.

81. The thing that most e-commerce customers are concerned about is .

A. their own online experience B. brand performance

C. their decision to purchase D. percentage of the issues

82. Which of the following statements is NOT true, according to the passage?

A. The five attributes customers use to evaluate e-commerce companies are functional.

B. The Clicks Interaction driver fails to work as ideally as many people have expected.

C. A key to the success of today's top e-commerce companies is based on Clicks Interaction.

D. A well-performing brand is most likely to be valued and recognized by customers.

83. According to the passage, the customers pay more attention to .

A. e-commerce companies' financial stability

B. e-commerce companies' financial resources

C. e-commerce companies' financial longevity

D. e-commerce companies' financial security

**Text F**

A Computer technology was supposed to replace paper. But that hasn't happened. Every country in the Western world uses more paper today, on a per-capita basis, than it did ten years ago. The consumption of uncoated free-sheet paper, for instance — the most common kind of office paper — rose almost fifteen per cent in the United States between 1995 and 2000 This is generally taken as evidence of how hard it is to eradicate old, wasteful habits and of how stubbornly resistant we are to the efficiencies offered by computerization. A number of cognitive psychologists and ergonomics experts, however, don't agree Paper has persisted, they argue, for very good reasons: when it comes to performing certain kinds of cognitive tasks, paper has many advantages over computers The dismay people feel at the sight of a messy desk — or the spectacle of air-traffic controllers tracking fj through notes scribbled on paper strips — arises from a fundamental confusion about the role that paper plays in our lives.

　　The case for paper is mode most eloquently in "The Myth of the Paperless Office", by two social scientists. Abigail Sellen and Richard Harper. They begin their book with an account of a study they conducted at the International Monetary Fund, in Washington. D.C. Economists at the I.M.F. spend most of their time writing reports on complicated economic questions, work that would seem to be perfectly suited to sitting in front of a computer. Nonetheless, the I.M.F. is awash in paper, and Sellen and Harper wanted to find out why. Their answer is that the business of reports — at least at the I M F. — is an intensely collaborative process, the professional judgments and contributions of many people. The economists bring drafts of reports to conference rooms, spread out the relevant pages, and negotiate changes with one other. They go back to their offices and jot down comments in the margin, taking advantage of the freedom offered by the informality of the handwritten note. Then they deliver the annotated draft to the author in person, taking him, page by page, through the suggested changes. At the end of the process, the author spreads out all the pages with comments on his desk and starts to enter them on the computer — moving the pages around as he works, organizing and reorganizing, saving and discarding.

　　Without paper, this kind of collaborative and iterative work process would be much more difficult. According to Sellen and Harper, paper has a unique set of "affordances" — that is, qualities that permit specific kinds of uses. Paper is tangible: we can pick up a document, flip through it, read little bits here and there, and quickly get a sense of it. Paper is spatially flexible, meaning that we can spread it out and arrange it in the way that suits us best. And it's tailorable: we can easily annotate it, and scribble on it as we read, without altering the original text. Digital documents, of course, have their own affordances. They can be easily searched, shared, stored, remotely, and linked to other relevant material. But they lack the affordances that really matter to a group of people working together on a report. Sellen and Harper write:

　　 Paper enables a certain kind of thinking. Picture, for instance, the top of your desk. Chances are that you have a keyboard and a computer screen off to one side, and a clear space roughly eighteen inches square in front of your chair. What covers the rest of the desktop is probably piles — piles of papers, journals, magazines, binders, postcards, videotapes, and all the other artifacts of the knowledge economy. The piles look like o mess, but they aren't. When a group at Apple Computer studied piling behavior several years ago, they found that even the most disorderly piles usually make perfect sense to the piles, and that office workers could hold forth in great detail about the precise history and meaning of their piles. The pile closest to the cleared, eighteen-inch-square working area, for example, generally represents the most business, and within that pile the most important document of all is likely to be at the top. Piles are living, breathing archives. Over time, they get broken down and resorted, sometimes chronologically and sometimes thematically and sometimes chronologically and thematically; clues about certain documents may be physically embedded in the file by, say, stacking a certain piece of paper at an angle or inserting dividers into the stack.

　　But why do we pile documents instead of filing them? Because piles represent the process of active, ongoing thinking. The psychologist Alison Kidd, whose research Sellen and Harper refer to extensively, argues that "knowledge workers" use the physical space of the desktop to hold "ideas which they cannot yet categorize or even decide how they might use" The messy desk is not necessarily a sign of disorganization. It may be a sign of complexity: those who deal with many unresolved ideas simultaneously cannot sort and file the papers on their desks, because they haven't yet sorted and filed the ideas in their head. Kidd writes that many of the people she talked to use the papers on their desks as contextual cues to "recover a complex set of threads without difficulty and delay" when they come in on a Monday morning, or after their work has been interrupted by a phone call. What we see when we look at the piles on our desks is, in a sense, the contents of our brains.

　　This idea that paper facilitates a highly specialized cognitive and social process is a far cry from the way we have historically thought about the stuff. Paper first began to proliferate in the workplace in the late nineteenth century as part of the move toward "systematic management." To cope with the complexity of the industrial economy, managers were instituting company-wide policies and demanding monthly, weekly, or even daily updates from their subordinates. Thus was born the monthly sales report, and the office manual and the internal company newsletter. The typewriter took off in the eighteen-eighties, making it possible to create documents in a fraction of the time it had previously taken, and that was followed closely by the advent of carbon paper, which meant that a typist could create ten copies of that document simultaneously. Paper was important not to facilitate creative collaboration and thought but as an instrument of control.

84. What do the economists from IMF say that their way of writing documents?

　　A. they note down their comments for freedom on the drafts

　　B. they finish all writing individually

　　C. they share ideas on before electronic version was made

　　D. they use electronic version fully

85. What is the implication of the "Piles" mentioned in the passage?

　　A. they have underlying orders

　　B. they are necessarily a mess

　　C. they are in time sequence order

　　D. they are in alphabetic order

86. What does the manager believe in sophisticated economy?

　　A. recorded paper can be as management tool

　　B. carbon paper should be compulsory

　　C. Teamwork is the most important

　　D. monthly report is the best way

87. According to the end of this passage, what is the reason why paper is not replaced by electronic vision?

　　A. paper is inexpensive to buy

　　B. it contributed to management theories in western countries

　　C. people need time for changing their old habit

　　D. it is collaborative and functional for tasks implement and management

**Text G**

At the time Jane Austen’s novels were published – between 1811 and 1818 – English literature was not part of any academic curriculum. In addition, fiction was under strenuous attack. Certain religious and political groups felt novels had the power to make so-called immortal characters so interesting that young readers would identify with them; these groups also considered novels to be of little practical use. Even Coleridge, certainly no literary reactionary, spoke for many when he asserted that “novel-reading occasions the destruction of the mind’s powers.”

These attitudes toward novels help explain why Austen received little attention from early nineteenth-century critics. (In any case, a novelist published anonymously, as Austen was, would not be likely to receive critical attention.) The literary response that was accorded her, however, was often as incisive as twentieth-century criticism. In his attack in 1816 on novelistic portrayals “outside of ordinary experience”, for example, Scott made an insightful remark about the merits of Austen’s fiction. He novels, wrote Scott, “present to the reader an accurate and exact picture of ordinary everyday people and places, reminiscent of seventeenth-century Flemish Painting.” Scott did not use the word “realism”, but he undoubtedly used a standard of realistic probability in judging novels. The critic Whately did not use the word realism either, but he expressed agreement with Scott’s evaluation, and went on to suggest the possibilities for moral instruction in what we have called Austen’s realistic method. Her characters, wrote Whately, are persuasive agents for moral truth since they are ordinary persons “so clearly evoked that we feel an interest in their fate as if it were our own.” Moral instruction, explained Whately, is more likely to be effective when conveyed through recognizably human and interesting characters than when imparted by a sermonizing narrator. Whately especially praised Austen’s ability to create characters who “mingle goodness and villainy, weakness and virtue, as in life they are always mingled.” Whately concluded his remarks by comparing Austen’s art of characterization to Dicken’s, stating his preference for Austen’s.

Yet the response of nineteenth-century literary critics to Austen was not always so laudatory, and often anticipated the reservations of 20th-century critics. An example of such a response was Lewes’s complaint in 1859 that Austen’s range of subjects and characters was too narrow. Praising her verisimilitude, Lewes added that nonetheless her focus was too often upon only the unlofty and the commonplace. In any case, having been rescued by some literary critics from neglect and indeed gradually lionized by them, Austen steadily reached, by the mid-nineteenth century, the enviable pinnacle of being considered controversial.

88. The primary purpose of the passage is to\_\_\_\_.

A. demonstrate the nineteenth-century preference for realistic novels rather than romantic ones

B. explain why Jane Austen’s novels were not included in any academic curriculum in the early nineteenth century

C. urge a reassessment of Jane Austen’s novels by twentieth-century literary critics

D. describe some of the responses of nineteenth-century critics to Jane Austen’s novels as well as to fiction in general

89. The passage supplies information for answering which of the following questions?

A. Was Whately aware of Scott’s remarks about Jane Austen’s novels?

B. Who is an example of a 20th-century critic who admired Jane Austen’s novels?

C. What is the author’s judgement of Dickens?

D. Did Jane Austen express her opinion of those nineteenth-century critics who admired her novels?

90. The author quotes Coleridge in order to .

A. refute the literary opinions of certain religious and political groups

B. give an example of a writer who was not a literary reactionary

C. indicate how widespread was the attack on novels in the early nineteenth century

D. illustrate the early nineteenth-century belief that fiction was especially appealing to young readers