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全国硕士研究生入学统一考试英语（一） 模拟试题

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- 4、考试结束后将答题纸和试题一并装入试题袋中交回。

本卷得分

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| 总分 | 16 | 34 | 50 | 100 |
| 得分 | | | | |

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)

We have heard about “global warming” for many years and we are familiar with it. Although the term “global warming” has become increasingly familiar to the general public, a recent 1 carried out by the Chinchilla Institute for Environmental Studies clearly demonstrates that the full 2 of the term are far from understood. As long as public 3 remains so low, the political measures required to deal with the 4 disastrous consequences are unlikely to come about.

Over 80 percent of the people 5 in the Chinchilla Survey were unable to indicate any of the effects of a worldwide rise in temperature. 6 more disturbing was the very small 7 of people interviewed (7.4%) who felt that their lives would be directly 8 by global warming during the next 40 years.

This indifference is in sharp 9 to the concerns voiced by the team of professionals who 10 the Survey. Team leader professor Ernest Wong stated that we should all expect to 11 significant lifestyle changes as a result of the effects of global warming. In 12 the likely effects,

Professor Wong emphasized that the climatic changes caused by a rise in global temperature of only 1°C would result in 13 changes.

Primary among these changes would be the rise in sea level as a 14 of the melting of the polar icecaps. The consequent 30-centimeter rise in sea levels would have 15 consequences for lowly coastal areas. The very 16 of countries such as Bangladesh would be 17. Indeed, few coastal cities would entirely escape severe flooding and damage. Although considerable debate 18 the accuracy of Professor Wong’s predictions, those who share his 19 prediction insist that governments must 20 to this challenge by investing in coastal defense.

1. [A] study [B] survey [C] poll [D] project
2. [A] conclusion [B] definition [C] implication [D] conception

3. [A] awareness [B] enthusiasm [C] attention [D] reaction
4. [A] previously [B] presently [C] currently [D] potentially
5. [A] questioned [B] interviewed [C] involved [D] consulted
6. [A] Equally [B] Further [C] Also [D] Even
7. [A] proportion [B] quantity [C] number [D] section
8. [A] destroyed [B] effected [C] bettered [D] cherished
9. [A] conflict [B] comparison [C] contradiction [D] contrast
10. [A] conducted [B] executed [C] undertook [D] implemented
11. [A] encounter [B] experience [C] confront [D] discern
12. [A] differentiating [B] delivering [C] displaying [D] detailing
13. [A] marvelous [B] trivial [C] enormous [D] negligible
14. [A] result [B] remedy [C] beginning [D] cause
15. [A] unexpected [B] disastrous [C] noticeable [D] disadvantageous
16. [A] development [B] existence [C] prosperity [D] advance
17. [A] disappeared [B] terrified [C] threatened [D] frightened
18. [A] includes [B] encloses [C] embraces [D] surrounds
19. [A] incredible [B] convincing [C] pessimistic [D] arbitrary
20. [A] respond [B] return [C] prepare [D] answer

Section II Reading Comprehension

Part A

Directions:

Read the following four texts. Answer the questions below each text by choosing A, B, C or D. Mark your answers on the ANSWER SHEET 1. (40 points)

Text 1

Some companies are more creative in their use of history than others. HSBC's History Wall, a striking art installation at the bank's London headquarters, is made up of 3,743 images drawn from the bank's archives and arranged in chronological order. Wells Fargo, a bank founded in 1852, plays heavily on its role in the development of the American West. It

runs nine free museums that tell the story of its expansion and has a fleet of 21 reproduction stagecoaches that appear in some 900 parades and community events every year.

Even these activities are dwarfed by those of two other American classics, Coca-Cola and Harley-Davidson. In May Coca-Cola opened a new corporate museum in Atlanta, Georgia, that is expected to pull in more than 1 million visitors annually, paying up to \$ 15 each. Attractions include the first Coke cans to go into space, a functioning bottling line and a tasting lounge. Harley-Davidson is due to open a \$ 75m museum in its hometown of Milwaukee, Wisconsin, in 2008. Exhibits include Elvis Presley's motorcycle and a 13-foot-long bike known as King Kong. The firm is expecting 350,000 visitors a year.

The benefits of knowing your corporate history can be very practical. Disney constantly mines its archive of old films, observes Christopher McKenna of Said Business School. Carmakers have overhauled old designs for the modern era: Volkswagen's New Beetle and the new Fiat 500 are obvious examples. Stacey Schiesl, director of the Harley-Davidson museum, says designers use the company's collection of historic bikes as inspiration for new products.

But the bigger payoff tends to be less tangible—that of forging stronger bonds with customers and employees. Age can by itself confer a sense of trustworthiness: brewers and bankers are fond of flaunting deep roots. Jim Gilmore, co-author of *Authenticity*, a forthcoming book, argues that history is also vital in giving companies a genuine sense of personality. Ritz-Carlton's use of cobalt-blue glasses in its hotel dining rooms can be traced back to Boston in the 1920s, for example, where window glass that had been imported from Europe and turned blue in the New England air was a symbol of wealth. Rather than commissioning dusty biographies to mark anniversaries, Mr. Gilmore reckons that firms should trawl the archives for emblematic stories of this kind.

Younger companies can use history, too. Before giving up their old jobs, the founders of Innocent, a British drinks firm formed in 1998, sold an initial batch of smoothies from a market stall in London. They asked customers to put their empty bottles into one of two labelled bins to indicate whether they should focus on their new venture or stick to their day jobs. The rest, as they say, is history; the firm now uses the story to illustrate its folksy image.

注：本文选自 *The Economist* Sept. 6, 2007

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21. The word “dwarf” (Line 1, Para.2) means ____.
- [A] become gradually smaller [B] stalwart
 [C] majestic [D] prove inferior by comparison
22. According to paragraph 1, the example of Wells Fargo mainly demonstrates that ____.
- [A] it has greater power than HSBC
 [B] it contributes a lot for the development of the American west
 [C] it is a typical bank who can use his history more creative than others
 [D] this bank did a lot for free to citizen’s benefit
23. Which of the following statements is TRUE about Jim Gilmore?
- [A] The author of Authenticity is Jim Gilmore.
 [B] He encourages companies to look for typical events from archives.
 [C] He praises the cobalt-blue glasses of Ritz-Carlton hotel very much.
 [D] Mr. Gilmore also reckons that younger companies can use history.
24. From this passage, which of the following sentences is NOT the benefit of using history creatively?
- [A] It strengthens the company’s relationship with customers and employees.
 [B] For carmakers, they can overhaul old designs for the modern era.
 [C] More and more profits for the companies is the biggest payoff.
 [D] It can give designers more great ideas.
25. It can be inferred from the article that ____.
- [A] activities did by Wells Fargo are dwarfed by Coca-Cola and Harley-Davidson’s
 [B] the “King Kong” may be used as inspiration for new products
 [C] consumers often trust old-aged companies more
 [D] young companies can’t do very well as these old companies in using history

Text 2

The United States has benefited immensely from its role as a magnet for the best and brightest workers from around the world, especially in innovative fields like high technology. Bill Gates, the chairman of Microsoft, sounded precisely that theme in senate testimony last month when asked about the visa program for skilled workers, the H-1B.

Mr. Gates said that these workers are “uniquely talented” and highly paid—taking jobs that pay over \$ 100,000 a year—and that America should “welcome as many of those people as we can get.”

But that is not how the H-1B visa program as a whole is working these days, according to an analysis by Ronil Hira, an assistant professor of public policy at the Rochester Institute of Technology. The median salary for new H-1B holders in the information technology industry is actually about \$ 50,000, based on the most recent data filed by companies with the United States Citizenship and Immigration Services agency. That wage level, Mr.Hira says, is the same as starting salaries for graduating computer science majors with bachelor’s degrees.

Yet salaries, according to Mr.Hira, are only part of the story. He says that while Microsoft may be paying its H-1B visa holders well and recruiting people with hard-to-find talents, other companies have a different agenda. The H-1B visa program, Mr.Hira asserts, has become a vehicle for accelerating the pace of offshore outsourcing of computing work, sending more jobs abroad. Holders of H-1B visas, he says, do the on-site work of understanding a client’s needs and specifications—and then most of the software coding is done back in India.

“Information technology offshore outsourcing has just swamped the H-1B program in recent years,” he said. “The list of the top 10 companies requesting H-1B visas in fiscal 2006, the most recent government data available, was dominated by Indian-based technology outsourcing companies like Infosys Technologies, Wipro Technologies and Tata Consultancy Services, and a few other companies that offer outsourced services and have sizable operations in India like Cognizant Technology Solutions, Accenture and Deloitte & Touche,” according to a paper last month by Mr.Hira, which was published by the Economic Policy Institute, a liberal research group.

Over the years, the H-1B visa, which allows a person to work in the United States for three years and can be renewed for an additional three, has been used by many people as a stepping-stone to becoming a permanent resident. “Traditionally, about half of all H-1B holders eventually get green cards,” immigration experts say. 注： 本文选自： The New York Times By Steve Lohr Apr. 15, 2007

26. In paragraph 2, “these workers” means__.
- [A] people who are uniquely talented
- [B] people who work for whom
- [C] the best and brightest workers from around the world
- [D] skilled worker, who can hold H-1B visa
27. Which of the following best states the main idea of the passage?
- [A] How to get the H-1B visa.
- [B] The H-1B visa program.
- [C] The future of the H-1B visa.
- [D] The truths about visa for Tech workers.
28. What is the author’s attitude towards visas for tech workers?
- [A] His attitude is not clear.
- [B] He is strongly critical.
- [C] He is in favor of them.
- [D] He is mildly critical.
29. Which of the following is NOT correct about H-1B?
- [A] It’s a visa program for skilled workers.
- [B] The median salary for new H-1B holders is the same as starting salaries for graduating computer science majors with bachelor’s degrees.
- [C] Holders of H-1B visas are most workers in India.
- [D] People who hold the H-1B visa will be permanent residents after living in America for six years.
30. The passage seems to indicate at the end that H-1B visa.
- [A] is widely used among skilled workers
- [B] is a necessity for a person who wants to be a permanent resident
- [C] can help a person to work in United States longer
- [D] is the only way for skilled workers to get green cards

Text 3

When digital cameras hit the mass market in 1997, consumers couldn’t get enough of them. Within nine years, nearly 300 million digital cameras were sold, and half of all

households in the U.S. and Japan owned one, as did 41% of all European households, making digital photography one of the fastest-adopted technologies of all time. Such dramatic change comes at a price: the icons of photography as we knew it tumbled. Polaroid went bust in 2001. Kodak stopped making film cameras in 2004.

Now, however, it’s the sellers of digital cameras themselves who have to worry about possible extinction. With the summer photo-snapping season in full swing, market-research firm IDC is predicting that consumers in Japan and Western Europe will buy fewer digital cameras this year than they did last year (in fact, the numbers already declined in Japan in 2005). Around the world, they’ll purchase only 10% more cameras than a year ago—103.2 million versus 93.8 million. That’s nothing, considering that in 2005 sales jumped by 27%, in 2004 by 51% and in 2003 by 73%. “We’re reaching a saturation point,” says Chris Chute, an analyst with IDC in Framingham, Massachusetts. “Some of the weak vendors below 8% market share will have to reconsider their place.”

The big picture is one of a shrinking market: IDC predicts that global growth will soon vanish as sales flatten in 2009 at 111.1 million cameras, and then begin to sink in 2010. Things look even soggier through the revenue lens. Retail prices will plummet as they always have, especially as consumer-electronics powerhouses like Samsung, Panasonic and BenQ flex their distribution muscles to grab at market share from the other vendors ahead of them—Sony, Kodak, Olympus, Nikon, Fujifilm, HP and Casio—and from leader of the pack Canon. IDC sees an end to revenue growth for the foreseeable future, as the 10% growth in unit sales will translate into only a 2.2% boost in revenue, to \$ 33.3 billion, after which industry sales will drop 2.6% to \$ 32.5 billion in 2007.

The strain of a shrinking market has already forced at least three notable vendors out—Konica Minolta exited last spring, selling patents and assets to Sony. Kyocera shuttered its camera business in 2005, two decades after entering the photography market by buying Japan’s venerable Yashica Camera Co. and its Contax brand. And Toshiba all but stepped away in 2004. How, then, are other digital-camera vendors going to eke out a living? It won’t be easy: two weeks ago, Kodak reported a \$ 282 million second-quarter loss, almost twice that for the same period last year. Low industry-wide profit margins mean that competing on price will be difficult. Consumers can already buy a decent camera for as little as \$ 80. Although iSuppli, a California-based research firm, says the cost of producing

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a camera will continue to decline, those cost reductions won't keep pace with plummeting consumer prices.

注：本文选自 TIME By Mark Halper Aug. 21, 2006

31. In the opening paragraph, the author introduces his topic by ____.

- [A] justifying the popularity of digital cameras
- [B] posing the high sales volume of digital cameras
- [C] making a comparison
- [D] explaining a phenomenon

32. Market-research firm IDC has found in their study that ____.

- [A] the increasing income of digital camera has stopped
- [B] the strain of a shrinking market has already forced at least three notable vendors out
- [C] the sales of digital camera decreased to 111.1 million in 2009
- [D] retail prices will plummet as they always have

33. Which of the following choices can best generalize the reason why digital-camera vendors are going to “eke out a living” (Para.4)?

- [A] Consumers in the whole world will buy fewer digital cameras this year.
- [B] The digital camera's future is not optimistic.
- [C] The price of digital camera is keeping on reducing.
- [D] The increase in sales amount has declined.

34. Which of the following is TRUE of the digital camera according to the text?

- [A] The revenue growth will be ended in the future.
- [B] The weak vendors can not survive in the market.
- [C] The sales amount keeps on reducing from 2003 to 2007.
- [D] The production cost and the consumer price will continue to decline at the same rate.

35. What's the proper title of this text?

- [A] The Digital Camera's Tragic Ending.
- [B] The Digital Camera Fights for Survival.
- [C] The High Price of Dramatic Change.
- [D] The Digital Camera's Near Future.

Text 4

By now you've heard enough about Michael Richards's racist meltdown at Los Angeles comedy club. Plenty has been said about the content of his outburst, but not as much on the speed and thoroughness with which the news spread. The enabler of this ubiquity was a combination of two related technologies: cheap, portable video recording and broadband Internet. It's a one-two punch that will increasingly affect our public life—even for some people who aren't in public life to begin with.

It's a new fact of life in the digital age: any time you step outside your door, the possibility exists that you may wind up an unwilling figure of shame and ridicule—if not in the “Borat” movie, then at least on YouTube. It's surprising how celebrities and politicians have been slow to grasp this reality. Certainly one would have thought that George Allen, running to retain his Virginia senatorial seat, might have understood that directing the term “macaca” to a person of color might have had reverberations beyond that small campaign stop. But two Bank of America employees at a private function celebrating the company's merger with MBNA couldn't have anticipated what happened to them. Their over-the-top rendition of U2's “One” (with custom lyrics like “Integration has never had us feeling so good”) wound up being mocked by thousands of Internet critics. (Adding injury to insult, lawyers for U2's record label threatened a lawsuit for copyright infringement.) And what about all the hapless nerds who dance, lip-sync or fight imaginary foes with toy light sabers, and wind up as global icons of loserdom?

There used to be a safer middle ground between an inviolate privacy sanctuary and a no-holds-barred public space, a zone of local accountability and global anonymity, where a gaffe, a humiliation or even a serious lapse in judgment could occur without making waves from San Diego to Sydney. No more—all it takes is one digital rubbernecker who quietly captures the event with a cell-phone camera and posts it to a Web site. From there the aberrant behavior is subject to a social-networking mob of looky-loos who unflinchingly unearth and promulgate the most chatter-worthy clips.

In some ways, this “little-brother surveillance” can have a tonic effect. Maybe the threat of “Truman Show” exposure will lead fewer people to expose themselves on the subway. Maybe more people will pick up after their puppies. Certainly there's a benefit to documenting instances of police brutality and school bus bullying. If everyone

knew that such transgressions might be broadcast to the world, surely we would see fewer of them.

注：本文选自 Newsweek By Steven Levy Dec. 11, 2006

36. Why does the speech made by Michael Richards spread so fast?

- [A] Because it is a speech with racial discrimination.
- [B] People have a deep impression on the content of his explosive words.
- [C] It is owing to the digital technologies.
- [D] People are interested in this kind of people.

37. What is the failure of digital age according to the text?

[A] Though it improves our life standard and makes our life colorful, it fails to make our life more convenient.

- [B] It makes us have less privacy in this digital age.
- [C] Only people in public are often assaulted by the high technologies.
- [D] Things are always misunderstood through the technologies.

38. By giving examples in paragraph 2, the author is to illustrate .

[A] The humiliating things captured by others may be widespread without your awareness

[B] You should pay attention to your behavior at any time

[C] The scope of reflection toward events are always beyond your imagination in this times

[D] Even the tiny details maybe fatalness to the ordinary people without precaution

39. What can we learn from paragraph 3?

- [A] Now there are no places where people can say and do anything they want.
- [B] The quality of some people is decreasing.
- [C] It is illegal to disseminate the most chatter-worthy clips.
- [D] Any disgusting things are allowed in a safer middle ground.

40. What does the word “tonic” mean in the last paragraph?

- [A] Positive.
- [B] Pessimistic.
- [C] Ironical.
- [D] Critical.

Part B

Directions:

The following paragraphs are given in a wrong order. For questions 41~45, you are required to reorganize these paragraphs into a coherent text by choosing from the list A~G and filling them into the numbered boxes. Paragraphs A and E have been correctly placed. Mark your answers on ANSWER SHEET. (10 points)

Imagine a world without brands. (41) They seek out Budweiser instead of their local tittle, ditch nameless shirts for Gap, prefer Marlboros to homegrown smokes. What should one conclude? That people are pawns in the hands of giant companies with huge advertising budgets and global reach? Or that brands bring something that people think is better than what they had before?

The pawn theory is argued, forcefully if not always coherently, by Naomi Klein, author of No Logo, a book that has become a bible of the anti-globalization movement. Her thesis is that brands have come to represent “a fascist state where we all salute the logo and have little opportunity for criticism because our newspapers, television stations, Internet servers, streets and retail spaces are all controlled by multinational corporate interests.” (42)

Brands have thus become stalking horses for international capitalism. Outside the United States, they are now symbols of America’s corporate power, since most of the world’s best-known brands are American. Around them accrete all the worries about environmental damage, human-rights abuses and sweated labor that anti-globalists like to put on their placards. No wonder brands seem bad.

(43) In pre-industrial days, people knew exactly what went into their meat pies and which butchers were trustworthy; once they moved to cities, they no longer did. A brand provided a guarantee of reliability and quality. Its owner had a powerful incentive to ensure that each pie was as good as the previous one, because that would persuade people to come back for more.

Just as distance created a need for brands in the 19th century, so in the age of globalization and the Internet it reinforces their value. A book-buyer might not entrust a company based in Seattle with his credit-card number had experience not taught him to trust the Amazon brand. (44)

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Indeed, the dependence of successful brands on trust and consistent quality suggests that consumers need more of them. In poor countries, the arrival of foreign brands points to an increase in competition from which consumers gain. Anybody in Britain old enough to remember the hideous Wimpy, a travesty of a hamburger, must recall the arrival of McDonald's with gratitude. Public services live in a No Logo world: attempts at government branding arouse derision. That is because brands have value only where consumers have choice, which rarely exists in public services. The absence of brands in the public sector reflects a world like that of the old Soviet Union, in which consumer choice has little role.

Brands are the tools with which companies seek to build and retain customer loyalty. Because that often requires expensive advertising and good marketing, a strong brand can raise both prices and barriers to entry. (45) Many brands have been around for more than a century, but the past two decades have seen many more displaced by new global names, such as Microsoft and Nokia.

[A] But not to insuperable levels: brands fade as tastes change (Nescafe has fallen, while Starbucks has risen); the vagaries of fashion can rebuild a brand that once seemed moribund (think of cars like the Mini or Beetle); and quality of service still counts (hence the rise of Amazon).

[B] Yet this is a wholly misleading account of the nature of brands. They began as a form not of exploitation, but of consumer protection.

[C] In a competitive market, the trademark of a product is one of the key factors for a company to achieve success. It determines the image, credit and economic power of a company.

[D] It existed once, and still exists, more or less, in the world's poorest places. No raucous advertising, no ugly billboards, and no McDonald's. Yet, given a chance and a bit of money, people flee this Eden.

[E] A successful trademark plays a noticeable role in developing the international market and creating the enterprise wealth.

[F] An American might not accept a bottle of French water were it not for the name of Evian. Because consumer trust is the basis of all brand values, companies that own the brands have an immense incentive to work to retain that trust.

[G] The ubiquity and power of brand advertising curtails choice, she claims: produced cheaply in third-world sweatshops, branded goods displace local alternatives and force a grey cultural homogeneity on the world.

Part C

Directions:

Read the following text carefully and then translate the underlined segments into Chinese. Your translation should be written on the ANSWER SHEET 2.(10 points)

The internet is, of course, the greatest problem for this century. (46) The world will have to find a means, through some sort of international treaty or United Nations initiative, to control the material that's now going totally unregulated into people's homes. That said, it will only take one little country like Paraguay to refuse to sign a treaty for transmission to be unstoppable. Parental control is never going to be sufficient.(47) I'm still very worried about the impact of violent video games, even though researchers say their impact is moderated by the fact that players don't so much experience the game as enjoy the technical manoeuvres that enable you to win. But in respect of violence in mainstream films, I'm more optimistic. (48) Go through the most successful films in Europe and America now and you will find virtually none that are violent. Quentin Tarantino didn't usher in a new, violent generation, and films are becoming much more pre-social than one would have expected. Cinemagoing will undoubtedly survive. The new multiplexes are a glorious experience, offering perfect sound and picture and very comfortable seats, things which had died out in the 1980s. (49) I can't believe we've achieved that only to throw it away in favour of huddling around a 14-inch computer monitor to watch digitally-delivered movies at home. It will become increasingly cheap to make films, with cameras becoming smaller and lighter but remaining very precise. (50) That means greater chances for new talent to emerge, as it will be much easier for people to learn how to be better film-makers.

Section III Writing

Part A

51. Directions:

Suppose you have heard of an international science conference to be held in Beijing next February. Write a letter to the sponsor.

You should include the details you think necessary.

You should write neatly on the ANSWER SHEET 2.

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

Do not write the address.(10 points)

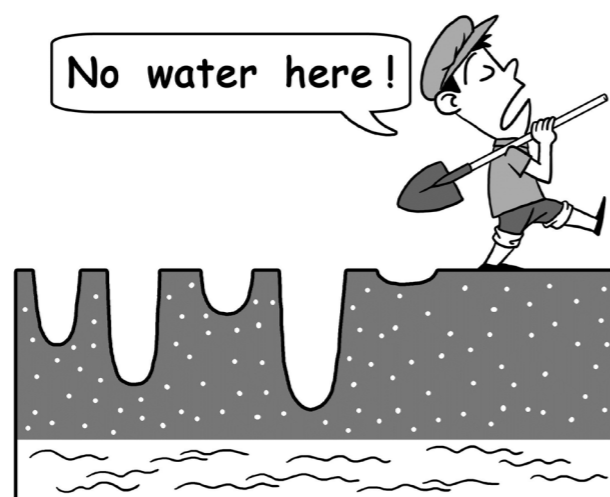
Part B

52. Directions:

Write an essay of 160~200 words based on the following drawing. In your essay, you should

- 1) describe the drawing briefly,
- 2) interpret its intended meaning, and
- 3) give your comments.

You should write neatly on the ANSWER SHEET 2.(20 points)



Is There No Water ?

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