

- C) fantastic
 D) courageous
18. If you _____ the law, you may find yourself in prison.
 A) derive
 B) defy
 C) define
 D) deviate
19. These national parks are very important for preserving many animals, who would _____ run the risk of becoming extinct.
 A) instead
 B) nevertheless
 C) therefore
 D) otherwise
20. After graduation from the university, he _____ on a business venture.
 A) embarked
 B) endowed
 C) feasted
 D) hinged

II. Reading Comprehension (15%)

Directions: Read the following three passages carefully, and choose the best answer to each question from the four choices given.

Passage A

British universities, groaning under the burden of a huge increase in student numbers, are warning that the tradition of a free education is at risk. The universities have threatened to impose an admission fee on students to plug a gap in revenue if the government does not act to improve their finances and scrap some public spending cutbacks.

The government responded to the universities' threat by setting up the most fundamental review of higher education for a generation, under a non-party troubleshooter, Sir Ron Dearing.

One in three school-leavers enters higher education, five times the number when the last review took place thirty years ago.

Everyone agrees a system that is feeling the strain after rapid expansion needs a lot more money — but there is little hope of getting it from the taxpayer and not much scope for attracting more finance from business.

Most colleges believe students should contribute to tuition costs, something that is common elsewhere in the world but would mark a revolutionary change in Britain. Universities want the government to introduce a loan scheme for tuition fees and have suspended their own threatened action for now. They await Dearing's advice, hoping it will not be too late — some are already reported to be in financial difficulty.

As the century nears its end, the whole concept of what a university should be is under the microscope. Experts ponder how much they can use computers instead of classrooms, talk of the need for lifelong learning and refer to students as "consumers".

The Confederation of British Industry, the key employers' organization, wants even more expansion in higher education to help fight competition on world markets from booming Asian economies. But the government has doubts about more expansion. The *Times* newspaper agrees, complaining that quality has suffered as student numbers soared, with close tutorial supervision giving way to "mass production methods more typical of European universities".

1. The chief concern of British universities is _____.
A. how to tackle their present financial difficulty
B. how to expand the enrollment to meet the needs of enterprises
C. how to improve their educational technology
D. how to put an end to the current tendency of quality deterioration
2. We can learn from the passage that in Britain _____.
A. the government pays dearly for its financial policy
B. universities are mainly funded by businesses
C. higher education is provided free of charge
D. students are ready to accept loan schemes for tuition
3. What was the percentage of higher school graduates admitted to universities in Britain thirty years ago?
A. 20% or so. B. About 15%. C. Above 30%. D. Below 10%.
4. It can be inferred from the passage that _____.
A. the British government will be forced to increase its spending on higher education
B. British employers demand an expansion in enrollment at the expense of quality
C. The best way out for British universities is to follow their European counterparts
D. British students will probably have to pay for their higher education in the near future
5. Which of the following is the viewpoint of the *Times* newspaper?
A. Expansion in enrollment is bound to affect the quality of British higher education.
B. British universities should expand their enrollment to meet the needs of industry.
C. European universities can better meet the needs of modern world.
D. British universities should help fight competition on world markets.

Passage B

To understand the marketing concept, it is only necessary to understand the difference between marketing and selling. Not too many years ago, most industries concentrated primarily on the efficient production of goods, and then relied on "persuasive salesmanship" to move as much of goods as possible. Such production and selling focuses on the needs of the seller to produce goods and then convert them into money.

Marketing, on the other hand, focuses on the wants of consumers. It begins with first analyzing the preferences and demands of consumers and then producing goods

that will satisfy them. This eye-on-the-consumer approach is known as the marketing concept, which simply means that instead of trying to sell whatever is easier to produce or buy for resale, the marketers and dealers first endeavor to find out what the consumer wants to buy and then go about making it available for purchase.

This concept does not imply that business is benevolent or that consumer satisfaction is given priority over profit in a company. There are always two sides to every business transaction — the firm and the customer — and each must be satisfied before trade occurs. Successful merchants and producers, however, recognize that the surest route to profit is through understanding and catering to customers. A striking example of the importance of catering to the consumer presented itself in mid-1985, when Coca-Cola changed the flavor of its drink. The non-acceptance of the new flavor by a significant portion of the public brought about a prompt restoration of the Classic Coke, which was then marketed alongside the new, the King Customer rules!

6. The marketing concept discussed in the passage is, in essence, _____.
 - A. the practice of turning goods into money
 - B. making goods available for purchase
 - C. the customer-centered approach
 - D. a form of persuasive salesmanship

7. What was the main concern of industrialists before the marketing concept was widely accepted?
 - A. The needs of the market
 - B. The efficiency of production
 - C. The satisfaction of the user
 - D. The preferences of the dealer

8. According to the passage, "to move as much of these goods as possible" means "_____".
 - A. to sell the largest possible amount of goods
 - B. to transport goods as efficiently as possible
 - C. to dispose of these goods in large quantities
 - D. to redesign these goods for large-scale production

9. What does the restoration of the Classic Coke best illustrate?
 - A. Traditional goods have a stronger appeal to the majority of people
 - B. It takes time for a new product to be accepted by the public
 - C. Consumers with conservative tastes are often difficult to please
 - D. Products must be designed to suit the taste of the consumer

10. In discussion of the marketing concept, the author focuses on _____.
 - A. its main characteristic
 - B. its social impact
 - C. its possible consequences
 - D. its theoretical basis

Passage C

In the villages of the English countryside there are still people who remember the good old days when no one bothered to lock their doors. There simply wasn't any crime to worry about.

Amazingly, these times appear still to be with us in the world's biggest community. A new study by Dan Farmer, a gifted programmer, using an automated investigative program of his own called SATAN, shows that the owners of well over half of all World Wide Web sites have set up home without fitting locks to their doors.

SATAN can try out a variety of well-known hacking tricks on an Internet site without actually breaking in. Farmer has made the program publicly available, amid much criticism. A person with evil intent could use it hunt down sites that are easy to burgle.

But Farmer is very concerned about the need to alert the public to poor security and, so far, events have proved him right. SATAN has done more to alert people to the risks than cause new disorder.

So is the Net becoming more secure? Far from it. In the early days, when you visited a Web site your browser simply looked at the content. Now the Web is full of tiny programs that automatically download when you look at a Web page, and run on your own machine. These programs could, if their authors wished, do all kinds of nasty things to your computer.

At the same time, the Net is increasingly populated with spiders, worms, agents and other types of automated beats designed to penetrate the sites and seek out and classify information. All these make wonderful tools for antisocial people who want to invade weak sites and cause damage.

But let's look at the bright side. Given the lack of locks, the Internet is surely the world's largest (almost) crime-free society. Maybe that is because hackers are fundamentally honest. Or that there currently isn't much to steal. Or because vandalism isn't much fun unless you have a peculiar dislike for someone.

Whatever the reason, let's enjoy it while we can. But expect it all to change, and security to become the number one issue, when the most influential inhabitants of the Net are selling services they want to be paid for.

11. By saying "...owners of well over half of all World wide Web sites have set up home without fitting locks to their doors", the author means that _____.
- A. those happy times appear still to be with us
 - B. there simply wasn't any crime to worry about
 - C. many sites are not well-protected
 - D. hackers try out tricks on an Internet site without actually breaking in
12. SATAN, a program designed by Dan Farmer, can be used _____.
- A. to investigate the security of Internet sites
 - B. to improve the security of the Internet system
 - C. to prevent hackers from breaking into websites

D. to download useful programs and information

13. Farmer's program has been criticized by the public because _____.

- A. it causes damage to Net browsers
- B. it can break into Internet site
- C. it can be used to cause disorder on all sites.
- D. it can be used by people with evil intent

14. The author's attitude toward SATAN is _____.

- A. enthusiastic
- B. critical
- C. positive
- D. indifferent

15. The author suggests in the last paragraph that _____.

- A. we should make full use of the Internet before security measures are strengthened
- B. we should alert the most influential businessmen to the importance of Net security
- C. influential businessmen should give priority to the importance of Net security
- D. net inhabitants should not let security measures affect their joy of surfing the Internet

III. Translate the Following Passages into Chinese (40%)

1. Some pessimistic experts feel that the automobile is bound to fall into disuse. They see a day in the not-distant-future when all autos will be abandoned and allowed to rust. Other authorities, however, think differently. They hold that the car will remain a leading means of urban travel in the foreseeable future. The motorcar will undoubtedly change significantly over the next 30 years. It should become smaller, safer, and more economical, and should not be powered by the gasoline engine. The car of the future should be far more pollution-free than present types.

2. As researchers learn more about how children's intelligence develops, they are increasingly surprised by the power of parents. The power of the school has been replaced by the home. Firstly, all the factors which are part of intelligence—the children's understanding of language, learning patterns, curiosity—are established well before the child enters school at six. Studies indicate that even after school begins, children's achievements have been far more influenced by parents than by teachers. This is particularly true about learning that is language related.

3. Trains were once the only practical way to cross the vast areas of the west. Trains were fast, very luxurious, and quite convenient compared to other forms of transportation existing at the time. However, times change and the automobile became America's standard of convenience. Also, air travel had easily established itself as the fastest method of traveling great distances. Therefore, the task for Deedham was to encourage consumers to consider other aspects of train travel in order to change their attitudes and increase the likelihood that train would be considered for travel in the west.

4. Sport is not only physically challenging but also mentally challenging. Criticism from coaches, parents, and other teammates, as well as pressure to win can create an excessive amount of anxiety or stress for young athletes. Stress can be physical, emotional, or psychological, and research has indicated that it can lead to the loss of enthusiasm, making people drop or quit an activity that was at one time enjoyable.

IV. Translate the Following into English (15%):

需求曲线是价格与市场需求量之间关系的图示。需求曲线可以告诉我们，如果价格下降，消费者的需求量将上升。目标市场营销员认为，消费者应当是一切商务和营销活动的中心。这些营销员希望找出不满意的消费者并向他们提供更有吸引力的营销组合，来实施独特的营销策略。找到这些有吸引力的消费者需要真正了解潜在客户需要。这就是说，营销员需要知道消费者在收入、态度、喜好和购买行为等方面的差异。

(参考词汇: demand curve; unsatisfied; marketing mixes; potential; preference)

V. Writing (20%):

Directions: *In this part, you are to write a composition with **What I know about Zhejiang Gongshang University** as its title. Your composition should contain the three key points given below with a length of over 200 words, please remember to write clearly.*

1. Some information about the students, teachers and managing staff
2. Disciplinary development in BA(S), MA, PhD academic levels
3. Some famous professors I know about.