

考试科目及名称及代码:

适用专业: 工商管理

Section 1 Listening Comprehension

Directions:

This section is designed to test your ability to understand spoken English. You will hear a selection of recorded materials and you must answer the questions that accompany them. There are three parts in this section, Part A, Part B and Part C.

Remember. While you are doing the test, you should first put down your answers in your test booklet. At the end of the listening comprehension section, you will have 5 minutes to transfer all your answers from your test booklet to ANSWER SHEET

and say, "I have heard from people. In Somersetshire and Devonshire, where a large number of apples are grown, and in London, where many apples are sold and eaten, that they have observed the same thing. It is also found to be the case in Normandy, and in North America. In short, I find it to be the universal experience of mankind wherever attention has been directed to the subject." Whereupon, your friend, unless he is a very unreasonable man, agrees with you, and is convinced that you are quite right in the conclusion you have drawn. He believes, although perhaps he does not know he believes it, that the more extensive verifications have been made, and results of the same kind arrived at- that the more varied the conditions under which the same results are attained, the more certain is the ultimate conclusion, and he disputes the question no further. He sees that the experiment has been tried under all sorts of conditions, as to time, place, and people, with the same result: and he says with you, therefore, that the law you have laid down must be a good one, and he must believe it.

55. Apples are used _____.
- in order to convince the reader that fruit has no intellect
 - to illustrate the subject of the passage
 - to give color to the story
 - to show how foolish logic is
56. The term "natural law" as it appears in the text refers to _____.
- common sense
 - the result of an induction
 - the order of nature
 - a scientific discovery
57. If you find a hard and green apple that is not sour, you should _____.
- try more apples to see if the natural law has changed
 - eat the rest of the apple at once
 - reject the law stating that hard and green apples are usually sour
 - conduct further investigations and make adjustments to the law of apples as necessary
58. The writer is probably _____.
- French
 - English
 - American
 - None of the above

Questions 59 to 62 are based on the following passage:

Government is not made in virtue of natural rights, which may and do exist in total independence of it; and exist in much greater clearness, and in a much greater degree of abstract perfection; but their abstract perfection is their practical defect. By having a right to everything, men want everything. Government is a contrivance (发明) of human wisdom to provide for human wants. Men have a right that these wants should be provided for by this wisdom. Among these wants

is to be reckoned the want, out of civil society, of a sufficient restraint upon their passions. Society requires not only that the passions of individuals should be subjected, but that even in the mass and body, as well as in the individuals, the inclinations of men should frequently be thwarted (阻挠, 使挫折), their will controlled, and their passions brought into subjection. This can only be done by a power out of themselves; and not, in the exercise of its function, subject to that will and those passions which it is its office to bridle and subdue. In this sense, the restraints on men, as well as their liberties, are to be reckoned among their rights. But as the liberties and the restrictions vary with times and circumstances, and admit to infinite modifications, they cannot be settled upon by any abstract rule; and nothing is so foolish as to discuss them upon that principle.

The moment you abate (减少) anything from the full rights of men, each to govern himself, and suffer any artificial, positive limitation upon those rights, from that moment the whole organization of government becomes a consideration of convenience. This it is which makes the constitution of a state, and the due distribution of its powers, a matter of the most delicate and complicated skill. It requires a deep knowledge of human nature and human necessities, and of the things that facilitate or obstruct the various ends, which are to be pursued by the mechanism of civil institutions. The state it to have recruits to its strength, and remedies to its distempers. What is the use of discussing a man's abstract right to food and medicine? The question is upon the method of procuring and administering them. In that deliberation, I shall always advise to call in the aid of the farmer and the physician, rather than the professor of metaphysics (形而上学).

59. According to the author, government _____.
- is made by men
 - is made in virtue of natural rights
 - has a right to everything
 - wants everything
60. The author states that the will and the passions of the people _____.
- can be effectively controlled by the people themselves
 - Should determine government policies
 - can be controlled only by a power that exists apart from the people and is not subject to that will and those passions.
 - cannot be controlled
61. The restraints on men as well as the liberties of men _____.
- are matters for individual concern
 - are rights of men
 - should be of no concern to the government

D. cannot be tolerated by a people

62. Besides a deep knowledge of human nature and human necessities, establishing constitution of a state and deciding upon its powers require a knowledge of _____.

A. the liberties and restrictions on man's rights

B. the things which facilitate or obstruct the ends pursued in that state's civil institutions

C. the will of all the people

D. the constitutions of many nations

Questions 63 to 65 are based on the following passage:

The term corporate culture refers to an organization's value system. Managerial philosophies, workplace practices, and organizational networks are included in the concept of corporate culture. Tyson Food's corporate culture is reflected in the fact that everyone—even CEO Don Tyson wears tan work clothes on the job.

The corporate culture is typically shaped by the leaders who developed the company and by those who succeed them. One generation of employees passes on a corporate culture to newer employees. Sometimes this is part of formal training; new managers who attend McDonald's Hamburger University may learn skills in management, but they also pick up the basics of the organization's corporate culture. Employees can absorb corporate culture through informal contacts as well, by talking with other workers and through their experiences on the job.

Corporate culture has a major impact on the success of an organization. In organizations with strong cultures, everyone knows and supports the organization's objectives. In those with weak cultures, no clear sense of purpose exists. In fact, the authors of the classic book *In Search of Excellence* concluded the presence of a strong corporate culture was the single common thread among many diverse but highly successful companies such as General Electric and McDonald's.

As you can imagine, changing a company's corporate culture can be very difficult. But some managers try to do just that when they feel the current culture is weak, or when the organization's objectives change and the old culture no longer fits. Sometimes the competitive situation of a company changes; electric utilities, which once had their profits guaranteed by public regulation, now face capitalist-style competition. Firms that were comfortable competing against other American companies now find themselves fighting competitors from overseas, too.

Management expert Peter Drucker feels that, rather than trying to change culture, managers should focus on changing employees' habits, as follows:

* Define what results are needed. Specify in measurable terms what the organization (or department, or office) needs to achieve.

* Determine where these results are already being achieved within the current organization. Analyze the departments that are already effective. Find out what

they are doing differently from the rest.

* Determine what top management can do to encourage these good results. Drucker suggests that executives openly ask what they can do to help, and then do it.

* Change the reward system—or develop a new one—to recognize these effective habits. When employees realize that the organization really does reward the new approach, they will adopt it much more quickly.

Whether one wants to change an organization's culture or not, it is important to choose managers and employees whose personal styles fit the organization's goals.

63. According to the author, which of the following is true?

- A. The corporate culture of a corporation can be hard to change.
- B. The corporate culture of a corporation should never be changed.
- C. Strong corporate cultures should not be changed.
- D. Strong corporate culture is harder to be changed than weak ones.

64. According to Peter Drucker, when changing employees' habits, a manager should_____.

- A. first determine which parts of the organization best meet the corporate culture
- B. first determine what is to be achieved by the corporation
- C. reward all the employees that best know the organization's corporate culture
- D. restructure the organization

65. According to the passage, in McDonald's hamburger University,_____.

- A. new managers learn the organization's corporate culture at length
- B. new managers have the chances to know about the organization's corporate culture
- C. new managers spend more time in studying the organization's corporate culture rather than management skills.
- D. new managers are usually more interested in learning the management skills

Part B

Directions: Read the following passage carefully and then give short answers to the five questions. Write your answers on the ANSWER SHEET 2.

The greatest advantage in making your will is that it enables you to name the person you would like to have charge of disposing of your property. It gives you the assurance of knowing that it will be in capable hands. You know that it will be done by someone who is a friend of yours and who will take a personal interest in seeing that your wishes are carried out. If the court has to appoint (任命) an administrator of your estate, while he is bound to follow the law, there is no assurance that it will be done the way you would have wanted it done.

Secondly, there are many things you can do in a will that cannot be done under

the mere operation of the law. If you want to favor one relative over another, you can do so if you write your will. If you wish to leave some of your property to a good friend, the will is the only way you can do it. If you want have to be stated in a will. The mere operation of the state law would not allow these things to be done.

Suppose you are killed in an automobile accident. You and your wife have no children, but both of you have parents living. Immediately upon your death your wife inherited all of your property by law. One month after your death, and before your wife has taken the time to write a will, she becomes suddenly ill and dies. Since she no will, all of your property which she inherited from you now goes to her parents. Your parents are left without a cent. Certainly, you would not have wanted it this way had you taken the trouble to write your will and disposed of your property according to your wishes.

66. What is the best title for this passage?

67. If you die without a will left, then who will probably, according to the author, take charge of disposing of your property?

68. If you have no relatives, can your best friend obtain your property after your death? Through what way?

69. What does "it" in "..... that it will be in capable hands" in Paragraph 1 refer to?

70. How does the author make his point easy to be understood?

Section V Translation (10 points)

Directions: In this section there is a passage in English. Translate the five sentences underlined into Chinese and writ your translation on the ANSWER SHEET 2.

Genius is something that is difficult to measure quantitatively since it is a unique quality, although most of us can recognize genius when we see it or hear it. (71) By contrast intelligence is possibly easier to quantify and like genius is a polygenic ① character that can be moulded ② by the environment.

Intelligence is a qualitative trait, which does have a genetic component, but we should not assume that it has a single dimension of expression. (72) Tere are several limitations in measuring intelligence by a linear ③ scale ranging from dull to bright, since individuals differ greatly in their genotypes ④. Any unumber of gene combination may predispose an individual to musical genius, or to painting, or to designing computer programs, etc. The possession of any one of these abilities may or may not be associated with another. Moreover, the same genotype may be expressed in markedly different ways in markedly different environments.

(73) For example, intelligence quotient test scores vary considerably with illness and disease, educational, social and economic levels—even the skin color

of the examiner conducting the IQ test may have a significant effect! There is also difficulty in deciding what intelligence should be applied to. Is it the ability to learn? Is it related to the enquiring mind or to motivation?

Consequently comparisons between an IQ test given to a University student and to an Aborigine in Australia will give meaningless results, since the test is most unlikely to measure the same behavior. (74) Not only are the genotypes and the environments of these two individuals totally different, but their motivations for achievement in particular activities will be different.

Indeed, as some articles which deal with the problems mentioned above show, people who believe they can estimate genetic and environmental contributions to differences in intelligence between races are statistically naïve.

(75) If some races or social groups in the human population can be shown to be inferior in intelligence, it opens up the possibility that some segregationists or politicians could bring in legislation or policies to suppress or even eliminate such races or groups in the population.

History certainly shows that this suggestion is quite likely when ruthless individuals are in positions of power.

Can you see why the false scientific conclusions could become dangerous socially and politically?

Notes:

- ① polygenic: having many genes
- ② mould: to shape or form
- ③ linear: of lines
- ④ genotypes: types of gene

Section VI Writing (15 points)

76. Directions: In this section you are asked to write a composition entitled Is failure a Bad Thing or a Good Thing? Your composition should be based on the outline given below. Your composition should be about 120 words. Remember to write clearly on the Answer Sheet 2.

Outline:

1. Failure is what often happens.
2. Different attitudes towards failure.
3. Your attitude.

1.

Now look at Part A in your test booklet.

Part A

Directions:

For Questions 1-5, you will hear an introduction about the life of Margaret Welch. While you listen, fill out the table with the information you've heard. Some of the information has been given to you in the table. Write only 1 word or number in each numbered box. You will hear the recording twice. You now have 25 seconds to read the table below. (5 points)

Welch's Personal Information	
Place of Birth	Philadelphia
Year of Birth	1901
Transfer to Barnard University (Year)	1920
Major at University	1
Final Degree	PhD
Year of Marriage	1928
Growing Up In New Guinea Published (Year)	2
Field Study in the South Pacific (Age)	3
Main Interest	4
Professorship at Columbia Started (Year)	5
Death (Age)	77

Part B

Directions:

For questions 6-10, you will hear a talk by a well-known U.S. journalist. While you listen, complete the sentences or answer the questions. Use not more than 3 words for each answer. You will hear the recording twice. You now have 25 seconds to read the sentences and questions below. (5 points)

Besides reporters, who else were camped out for days outside the speaker's home?

	6
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One reporter got to the speaker's apartment pretending to pay

	7
--	---

The speaker believed the reporter wanted a picture of her looking

	8
--	---

Where is a correction to a false story usually placed?

	9
--	---

According to the speaker, the press will lose readers unless the editors and the news directors

	10
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Part C

Directions:

You will hear three pieces of recorded material. Before listening to each one, you will have time to read the questions related to it. While listening, answer each question by choosing A, B, C or D. After listening, you will have time to check your answers. You will hear each piece once only. (10 points)

Questions 11-13 are based on a report about children's healthy development.

You now have 15 seconds to read Questions 11-13.

11. What unusual question may doctors ask when giving kids a checkup next time?

- [A] How much exercise they get every day.
- [B] What they are most worried about.
- [C] How long their parents accompany them daily.
- [D] What entertainment they are interested in.

12. The academy suggests that children under age two

- [A] get enough entertainment.
- [B] have more activities.
- [C] receive early education.
- [D] have regular checkups.

13. According to the report, children's bedrooms should

- [A] be no place for play.
- [B] be near a common area.
- [C] have on TV sets.
- [D] have a computer for study.

Questions 14-16 are based on the following talk about how to save money. You now have 15 seconds to read Questions 14-16.

14. According to the speaker, what should one pay special attention to if he wants to save up?

- [A] Family debts.
- [B] Bank savings.
- [C] Monthly bills.
- [D] Spending habits.

15. How much can a person save by retirement if he gives up his pack-a-day habit?

- [A] \$ 190,000.
- [B] \$ 330,000.
- [C] \$ 500,000.
- [D] \$ 1,000,000.

16. What should one do before paying monthly bills, if he wants to accumulate wealth?

- [A] Invest into a mutual fund.
- [B] Use the discount tickets.
- [C] Quit his eating-out habit.
- [D] Use only paper bills and save coins.

Questions 17-20 are based on an interview with Herbert A. Glieberman, A domestic-relations lawyer. You now have 20 seconds to read Questions 17-20.

17. Which word best describes the lawyer's prediction of change in divorce rate?
- [A] Fall.
 - [B] Rise.
 - [C] V-shape.
 - [D] Zigzag
18. What do people nowadays desire to do concerning their marriage?
- [A] To embrace changes of thought.
 - [B] To adapt to the disintegrated family life.
 - [C] To return to the practice in the 60s and 70s
 - [D] To create stability in their lives.
19. Why did some people choose not to divorce 20 years ago?
- [A] They feared the complicated procedures.
 - [B] They wanted to go against the trend.
 - [C] They were afraid of losing face.
 - [D] They were willing to stay together.
20. Years ago a divorced man in a company would have
- [A] been shifted around the country.
 - [B] had difficulty being promoted.
 - [C] enjoyed a happier life.
 - [D] tasted little bitterness of disgrace.

You now have 5 minutes to transfer all your answers from your test booklet to ANSWER SHEET 1.

Section II Vocabulary and Structure (10 points)

Directions: There are 20 incomplete sentences in this section. For each sentence there are four choices marked A, B, C, and D. Choose the ONE answer that best completes the sentence. Then blacken the corresponding letter on the ANSWER SHEET 1 with a pencil.

21. The precious manuscripts were hopelessly ____ by long exposure in the cold, damp cellar.
- A. ruined B. damaged C. destroyed D. harmed

22. The board of the company has decided to _____ its operation to include all aspects of the clothing business.
A. extend B. enlarge C. expand D. amplify
23. That sound doesn't _____ in his language, so it's difficult for him to pronounce it.
A. happen B. occur C. have D. take place
24. The accommodation was cheap, but the food was very _____.
A. high B. costly C. dear D. overpaid
25. My boss insists on seeing everything in _____ before he makes a decision.
A. black and blue B. red and blue
C. black and white D. green and yellow
26. The work is not very profitable _____ cash, but I am getting valuable experience from it.
A. in the light of B. according to
C. on the basis of D. in terms of
27. At the meeting, Smith argued _____ in favor of the proposal.
A. severely B. warmly
C. forcefully D. heavily
28. His attention often _____ at lectures. No wonder he failed the exam.
A. branched B. wondered C. wandered D. went out
29. It's often a mistake to _____ appearance; that poor-looking individual is anything but poor. In fact, he is a millionaire.
A. go over B. go by C. go against D. go for
30. He doesn't seem to be able to _____ any interest in his studies.
A. make up B. work up C. turn up D. use up
31. Man has used metals for centuries in gradually increasing quantities but it was _____ the Industrial Revolution that they came to be employed in really vast quantities.
A. till B. until C. not until D. not till
32. His brother had become a financier, _____ he wanted to be.
A. who B. what C. which D. that
33. These goods are sold at reduced prices, _____.
A. the defects are pointed out to the customers
B. the defects pointed out to the customers
C. the defects have been pointed out to the customers
D. the defects being pointed out to the customers
34. Basic research provides the capital fund of scientific knowledge, _____ which the applied researchers draw to give society a rich rate of interest.
A. on B. up C. out D. to

35. I've kept up a friendship with a girl who I was rate at school _____ twenty years ago.
 A. about B. since C. with D. till
36. _____ is generally accepted, economical growth is determined by the smooth development of production.
 A. What B. That C. It D. As
37. The Social Security Retirement program is made up of two trust funds, _____ could go penniless by next year.
 A. the larger one B. the larger of which
 C. the largest one D. the largest of which
38. For my own part, it seems that the main requirement of an international language is that it _____.
 A. would be easily learned B. is easily learned
 C. will be easily learned D. be easily learned
39. There ought to be less anxiety over the perceived risk of getting cancer than _____ in the public mind today.
 A. exist B. exists C. existing D. existed
40. The government is believed to be considering _____ a law making it a crime to import any kind of weapon.
 A. to pass B. to have passed C. passing D. having passed

Section III Cloze (5 points)

Directions: For each numbered blank in the following passage, there are four choices marked A, B, C, and D. Choose the best one and mark your answer on the ANSWER SHEET 1.

In order to work here the foreigner needs a work permit, which must be applied for by his prospective employer. The problem here is that the Department of Employment has the right to 41 or refuse these permits, and there is little that can be 42 about it; it would be extremely unwise 43 a foreign visitor to work without a permit, since anyone doing so is 44 to immediate deportation. There are some 45 to this rule, most notably people from the Common Market countries, who are 46 to work without permits and who are often given temporary residence permits of up to five years. Some 47 people, such as doctors, foreign journalists, authors and others, can work without permits.

The problem with the Act is not just that some of its rules are unfair but 48 it is administered, and the people who administer it.

An immigration official has the power to stop a visitor 49 these shores coming into the country. If this happens the visitor has the 50 to appeal to the Immigration Appeal Tribunal. While the appeals are being considered, the visitor has no choice but to wait sometimes for quite a long time.

41. A. allow B. admit C. present D. grant
 42. A. made B. done C. explained D. talked
 43. A. for B. to C. as D. in
 44. A. apt B. likely C. liable D. inclined
 45. A. exemptions B. exceptions C. excerpctions D. expositions
 46. A. prescribed B. qualified C. entitled D. certified
 47. A. more B. fewer C. others D. other
 48. A. the way B. that C. the time D. what
 49. A. out of B. to C. from D. off
 50. A. honor B. force C. right D. authority

Section IV Reading Comprehension (40 points)

Part A

Directions: There are 4 passages in this part. Each passage is followed by some questions or unfinished statements. For each of them there are four choices marked A, B, C, and D. You should decide on the best choice and blacken the corresponding letter on the ANSWER SHEET 1 with a pencil

Questions 51 to 54 are based on the following passage:

Shoppers who have flocked to online stores for their holiday shopping are losing privacy with every mouse click, according to a new report.

The study by the Washington-based Electronic Privacy Information Center scrutinized (仔细审查) privacy policies on 100 of the most popular online shopping sites and compared those policies with a set of basic privacy principles that have come to be known as "fair information practices."

The group found that none of the 100 sites met all of the basic criteria for privacy protection, which include giving notice of what information is collected and how it is used, offering consumers a choice over whether the information will be used in certain ways, allowing access to data that give consumers a chance to see and correct the information collected, and instituting the kind of security measures that ensure that information won't fall into the wrong hands.

"This study shows that somebody else, other than Santa, is reading your Christmas list," said Jeff Chester, executive director of the Center for Media Education, which also worked on the survey.

The online privacy of children is protected by Federal Trade Commission rules, but adults do not share the same degree of privacy protection. The government, like the online shopping industry, favors self-regulation over imposition of further government restrictions on electronic commerce.

Marc Rosenberg, executive director of the privacy group, said the study shows that self-regulations have failed. "We need legislation to enforce fair information practices," he said. "Consumers are at greater risk than were in 1997," when the

group released its first report.

The survey also asked whether the 100 sites used "profile-based" advertising, and whether the sites incorporate "cookies" technology, which gives Web sites basic information on visitors. Profiling is the practice of gathering information about consumers' interests by tracking their movements online. The information is then used to create targeted advertising on Web sites.

All but 18 of the top shopping sites did display a privacy policy, a major improvement over the early days of electronic commerce, when such policies were scarce. But that did not satisfy the privacy group: "Companies are posting privacy policies, but these policies are not the same thing as fair information practices," Rotenberg said.

The sites also did not perform well by other measures, the group said. It found that 35 of the sites feature profile-based advertising, and 87 percent use cookies. The group concluded that the policies that were posted "are typically confusing, incomplete, and inconsistent." The report, "Surfer Beware III: Privacy Policies Without privacy Protection," is the third such survey by the group. It called for further development of technologies that help consumers protect their privacy and even anonymity (匿名) when exploring the Internet.

51. What does the sentence "This study shows that somebody else, other than Santa, is reading your Christmas list" mean?

- A. The study shows that someone else would buy consumers a gift for Christmas.
- B. The study shows that consumers' privacy is being invaded.
- C. The study shows that companies want to make a Christmas list for children.
- D. The study shows that Santa would not bring the Christmas gifts this year.

52. Which of the following is not in the list of the basic criteria of privacy protection mentioned in paragraph 3?

- A. Give notice of what information is collected and how it is used to consumers.
- B. Allow access to data that give consumers a chance to see and correct the information collected.
- C. Make consumers believe that the information provided by the sites is surely correct.
- D. Institute the kind of security measures that ensure that the information won't fall into the wrong hands.

53. It could be drawn from the passage that _____.

- A. the Washington-based Electronic privacy Information Center has released at least 3 reports concerning the online privacy
- B. adults cannot get any online privacy protection
- C. both the online privacy of children and that of adults are not protected by FTC rules

D. only 18 of the top shopping sites displayed a privacy policy nowadays

54. What does the passage mainly talk about?

A. Marc Rosenberg's study on self-regulation.

B. Some online problems found by a privacy group's study.

C. Adults and children are different.

D. Online security measures.

Questions 55 to 58 are based on the following passage:

Suppose you go into a fruiterer's shop, wanting an apple—you take up one, and on biting it you find it is sour; you look at it, and see that it is hard and green. You take up another one, and that, too, is hard, green, and sour. The shopman offers you a third; but, before biting it, you examine it, and find that it is hard and green, and you immediately say that you will not have it, as it must be sour, like those that you have already tried.

Nothing can be more simple than that, you think; but if you will take the trouble to analyze and trace out into its logical elements what has been done by the mind, you will be greatly surprised. In the first place you have performed the operation of induction. You find that, in two experiences, hardness and greenness in apples went together with sourness. It was so in the first case, and it was confirmed by the second. True, it is a very small basis, but still it is enough from which to make an induction; you generalize the facts, and you expect to find sourness in apples where you get hardness and greenness. You found upon that a general law, that all hard and green apples are sour, and that, so far as it goes, is a perfect induction. Well having got your natural law in this way, when you are offered another apple which you find it hard and green, you say, "All hard and green apples are sour; this apple is hard and green; therefore, this apple is sour." That train of reasoning is what logicians call a syllogism (三段论法), and has all its various parts and terms—its major premises, its minor premises, and its conclusion. And, by the help of further reasoning, which, if drawn out, would have to be exhibited in two or three other syllogisms, you arrive at your final determination. "I will not have that apple." So that, you see, you have, in the first place, established a law by induction, and upon that you have founded a deduction, and reasoned out the special particular case.

Well now, suppose, having got your conclusion of the law, that at some times afterwards, you are discussing the qualities of apple with a friend; you will say to him, "It is a very curious thing, but I find that all hard and green apples are sour!" Your friend says to you, "But how do you know that?" You at once reply, "Oh, because I have tried them over and over again, and have always found them to be so." Well, if we were talking science instead of common sense, we should call that an experimental verification. And, if still opposed, you go further,