

绝密★启用前

# 2011 年全国硕士研究生入学统一考试

## 管理类专业硕士学位联考

### 英语试卷【A<sub>2</sub>】

#### 考生须知

1. 选择题的答案须用 2B 铅笔填涂在答题卡上，其它笔填涂的或做在试卷或其它类型答题卡上的答案无效。
2. 其他题一律用蓝色或黑色钢笔或圆珠笔在答题纸上按规定要求作答，凡做在试卷上或未做在指定位置的答案无效。
3. 交卷时，请配合监考人员验收，并请监考人员在准考证相应位置签字（作为考生交卷的凭据）。否则，所产生的一切后果由考生自负。

姓名：

听课证号：

## 太奇 2011 年管理类专业学位全国联考

## 英语（二）测试 A2

## Section I Use of English (10%)

**Directions:** Read the following text. For each numbered blank there are four choices marked A, B, C, and D. Choose the best one and mark your answer on ANSWER SHEET 1. (10 points)

Large lecture classes are frequently regarded as a necessary evil. Such classes 1 be offered in many colleges and universities to meet high student 2 with limited faculty resource, 3 teaching a large lecture class can be a 4 task. Lecture halls are 5 large, barren, and forbidding. It is difficult to get to know students. Students may seem bored in the 6 environment and may 7 read newspapers or even leave class in the middle of a lecture. Written work by the students seems out of the 8.

Although the challenges of teaching a large lecture class are 9, they are not insurmountable. The solution is to develop 10 methods of classroom instruction that can reduce, if not 11, many of the difficulties 12 in the mass class. In fact, we have 13 at Kent State University teaching techniques which help make a large lecture class more like a small 14.

An 15 but important benefit of teaching the course 16 this manner has involved the activities of the teaching assistants who help us mark students' written work. The faculty instructor originally decided to ask the teaching assistants for help 17 this was the only practical way to 18 that all the papers could be evaluated. Now those 19 report enjoying their new status as "junior professors", gaining a very different 20 on college education by being on the other side of the desk, learning a great deal about the subject matter, and improving their own writing as a direct result of grading other students' papers.

- |                   |                  |                |                 |
|-------------------|------------------|----------------|-----------------|
| 1. A. should      | B. will          | C. can         | D. have to      |
| 2. A. requirement | B. demand        | C. challenge   | D. request      |
| 3. A. and         | B. but           | C. although    | D. unless       |
| 4. A. competitive | B. rewarding     | C. routine     | D. troublesome  |
| 5. A. spaciouly   | B. exceptionally | C. typically   | D. unusually    |
| 6. A. unconscious | B. impatient     | C. unaware     | D. impersonal   |
| 7. A. frequently  | B. delightedly   | C. inevitably  | D. unexpectedly |
| 8. A. problem     | B. solution      | C. question    | D. answer       |
| 9. A. tiny        | B. potential     | C. fundamental | D. substantial  |
| 10. A. personal   | B. innovative    | C. initiative  | D. persuasive   |
| 11. A. increase   | B. accumulate    | C. eliminate   | D. diminish     |
| 12. A. inherent   | B. inherited     | C. injected    | D. integrated   |

- |                     |                    |                         |                  |
|---------------------|--------------------|-------------------------|------------------|
| 13. A. introduced   | B. inserted        | C. modified             | D. revised       |
| 14. A. conference   | B. assembly        | C. seminar              | D. course        |
| 15. A. incredible   | B. obscure         | C. unanticipated        | D. inspiring     |
| 16. A. at           | B. through         | C. by                   | D. in            |
| 17. A. because      | B. although        | C. when                 | D. so that       |
| 18. A. ensure       | B. assure          | C. secure               | D. certify       |
| 19. A. new teachers | B. senior students | C. associate professors | D. professionals |
| 20. A. inspiration  | B. expectation     | C. stimulation          | D. perspective   |

## Section II Reading Comprehension

### Part A

**Directions:** Read the following passages. Answer the questions below each passage by choosing A B C or D. Mark your answers on ANSWER SHEET 1. (40 points)

#### Passage 1

Shoppers choose hybrid cars, "green" washing-up liquid and energy-saving devices over cheaper but dirtier alternatives partly to improve their social status, according to a new study published today.

Bram Van den Bergh of Rotterdam School of Management, one of the study's authors, said: "Driving a luxurious non-green car, like a Hummer, communicates one's wealth, but also suggests that the buyer is a selfish and uncaring individual who is concerned primarily about his own comfort rather than the welfare of society. Driving a hybrid, like a Prius, not only displays one's wealth as it costs many thousands of dollars more than a conventional but highly fuel-efficient car, but also signals the owner cares about others and the environment."

Adam Corner, a research associate at Cardiff University and expert on the psychology of communicating climate change, said social status is a key driver of behaviour: "It's not surprising that people might choose to try and signal their social status through the conspicuous consumption of 'green products'. Even if people don't care about climate change, they care about what other people think of them." He added that one of the most important aspects of the research is that the power of social status could be harnessed to become a critical tool in promoting wider changes in pro-environmental behaviour, such as voting for the greenest party in an election or engaging in environmental activism.

The study does come with one important warning --- no one was actually dipping into their wallet. Michael Valvo, a spokesperson for Toyota UK, said that the company's market research indicated the attraction of advanced technology and the cost of the ownership, not the environment or social status, were the main reasons drivers bought the Prius hybrid car. "Paying £20,000 for a car is a pretty expensive way to make a statement about being green, it's the second biggest purchase after a house," he said.

The research also failed to reflect the complexity of ethical consumer activity, said Rob

Harrison, the editor of Ethical Consumer magazine. "Ethical buying behaviour is far more complicated. If you look at the Co-Operative Bank's report on ethical spending, a third of that annual spend is on investment and banking, which you can't do conspicuously unless you leave investment brochures lying around on your coffee table. Our readers say they buy green and ethical products because they want to be instrumental about a goal, such as helping a farm in Kenya by buying fair trade Kenyan coffee." He said only a minority of green shoppers buy green products for status reasons.

21. According to one study, car buyers now \_\_\_\_\_.  
A. regard price as nothing much.  
B. are more environment-conscious  
C. show off with expensive luxuries.  
D. are more concerned with publicity.
22. In the view of Bram, Hummer is more a symbol of \_\_\_\_\_.  
A. Wealth      B. Status      C. Success      D. Character
23. To which of the following does Adam Corner most probably agree?  
A. People behave largely in order to enhance their public image.  
B. Voting is an efficient way to change people's social status.  
C. Conspicuous consumption is unsurprisingly pursued and done.  
D. Environmental participation can be promoted in a critical way.
24. Judging from the context, "no one was ...dipping into their wallet" (Para.4) probably means that \_\_\_\_\_.  
A. Technology is the first consideration.  
B. Social status is easily purchased.  
C. being green is too dear to afford  
D. Wallet is better covered in hard times.
25. The author mentioned the Co-operative bank's report to show \_\_\_\_\_.  
A. Kenya coffee is a good buy as a green product.  
B. It is not easy to figure out the morality of consuming.  
C. Spending on expensive cars is becoming a trend.  
D. Investment decision is mostly made on a coffee table.

### Passage 2

Top business chiefs like Indra Nooyi, Anu Agha and Shikha Sharma may have broken the glass ceiling to command their own boardrooms but these are mere exceptions rather than the norm. A new global survey reveals that women enter the workforce in large numbers but over time steadily "vaporise" from the higher ranks of organisational hierarchy.

Research by a business consulting firm Bain and Companythe showed that organisations lost talent, with a disproportionate number of women employees at middle and senior levels leaving

their jobs. "A 5% decrease in female retention, after 10 years, results in the equivalent of wiping out the benefits of increasing female recruitment from 30% to 50%," the report said.

"Achieving gender parity in the workplace is possible if business leaders take a systematic and customised approach to finding out what counteracts women along the way at their organisations," Orit Gadiesh, Bain chairman and co-author of the study, said. The study showed that senior management in 75% of companies had not made gender parity a stated and visible priority, while 80% of firms had not committed adequate funding or resources to the initiatives.

Other findings showed that while 66% of men reported that they believed women shared equal opportunity to be promoted to leadership and governance positions, less than a third of women felt the same. Also, while a majority of responders supported the idea of gender parity in the workplace, it was the women who voted strongly in favour of strategic commitment. More than 80% of women agreed or strongly agreed while only 48% men felt that achieving gender parity should be a critical business imperative for their organisations.

Incidentally, while both men (87%) and women (91%) voted in large numbers in favour of the belief that either sex could be a primary breadwinner, when it came to making career sacrifices, however, men and women reacted differently. While 59% of women agreed they would sacrifice their career for the sake of the household, a slightly lower 53% of men felt the same way. Men tended to be more confident than women that their partner would make a career sacrifice: in the survey results, 77 of men felt their partner would compromise on their career for the sake of family, while only 45% of women could confidently make the same claim.

When asked about recruitment or promotion into management or executive positions, both men and women were less likely to agree that parity existed and men saw a rosier picture than women. In the survey results, about twice as many men as women felt that women had an equal chance as men of being recruited in executive roles, promoted on the same time line into executive roles or appointed to key leadership or governance roles. (456 words)

26. In the beginning, "vaporise" is closest in meaning to \_\_\_\_\_.  
A. quit      B. Promote      C. Employ      D. recruit
27. One of the findings from the study tells us that \_\_\_\_\_.  
A. Senior management had no say due to male dominance  
B. Most companies couldn't afford the cost of this pursuit.  
C. Women could hopefully be treated with dignity one day.  
D. Gender equality was largely neglected by most executives.
28. From paragraph 4, we may learn that \_\_\_\_\_.  
A. Most male colleagues had equally strong belief in workplace equality.  
B. A wide gap still existed in how to make gender parity come true  
C. A large part of the females showed no interest in business leadership.  
D. Females should enjoy more opportunities in terms of getting advanced.
29. Which of the following is NOT true according to the passage?

- A. Executive positions were reserved predominantly for men alone.
  - B. Men tended to overestimate the situation for female equality.
  - C. Women were the easier victim when career gave in to family.
  - D. Both sexes accepted the role of supporting the family by work.
30. The text is mainly concerned with \_\_\_\_\_.  
A. Female sacrifice  
B. Male priorities  
C. Gender equality  
D. Female promotion

### Passage 3

There are more differences between the United States and Japan than conflicting values during World War II. Cultural and societal differences between the two nations and its peoples shaped beliefs and perceptions and thus interactions within those societies and between them as well.

The Japanese media made sure to cast the United States in a negative light during the war. Even afterward, they would distort everything from Ted Kennedy's car accident and the death of Mary Jo Kopechne to important battles and events. During World War II, newspapers tried to give the public what they wanted for morale. Positive news was widely broadcast, but anything negative was also distorted or hidden. Sons or husbands who died during World War II were heroes, for sure, but the concept of suicide missions was unknown to the Japanese.

The dropping of "warning fliers" by the United States before the atomic bomb was let go is controversial. Some feel they were fair and that the Japanese denied their existence and failed to adequately warn the people. Others think they were a part of psychological warfare, really dropped after Anola Gay flew off to Hiroshima, and merely acting as a doubtful precursor of any future attacks.

The war and the role of the Japanese government caused uncertainty and hatred among the Japanese toward Americans. Any of the few white people living in Japan sometimes had their houses searched --- not by the government, but by curious neighbors. "What I never got used to was my home being searched; nothing ever stolen, just investigated frequently," said one American woman living in Japan at the time.

The Japanese looked upon Americans as crude and immoral, by their standards, as a melting pot without a culture of its own. They also underestimated America's ability to unite for a cause and develop such a powerful bomb, perhaps because of the broadcasts by the Japanese media.

The United States citizens looked down upon the Japanese as well, disgusted by the brutality of medical experimentation on human subjects by the Japanese government. The treatment of POWs angered the United States as well; the notable photo of Australian Sgt. Leonard Siffleet about to be beheaded with a sword didn't help with anti-Japanese sentiments, which probably

began with the "sneak attack" on Pearl Harbor.

Similarly to the actions of the Japanese media during World War II, the United States felt it necessary to dehumanize the enemy with bombs. Their refusal to accept defeat angered and put off Americans, as did Japanese propaganda. Boycotts on Japanese products popped up in America.

Culture clashes continue to leave gaps between America and Japan. News of sexual slavery during WWII on the part of Japan, and anti-Japanese sentiments evident in American societal products and business, keep the nations apart. (451 words)

31. The examples of Kennedy and Mary were provided to \_\_\_\_.
- A. Disguise some bad information.
  - B. Uncover the truth about Japanese.
  - C. Show the prejudice in the media.
  - D. Reveal the cultural differences.
32. The author quoted one American woman so as to \_\_\_\_.
- A. Argue that the Japanese in general distrusted Americans.
  - B. Show how curious Japanese people were towards foreigners.
  - C. Warn Americans of the possible dangers living in Japan.
  - D. Demonstrate the positive role of the Japanese government.
33. Which of the following does NOT describe Japanese view of American culture?
- A. Weak-unitedness
  - B. Lack of morality
  - C. Melting pot
  - D. Cruel mind
34. American disrespect for the Japanese is expressed in \_\_\_\_.
- A. Winning the war with atomic bombs.
  - B. Stopping to buy Japanese-made goods
  - C. Using human bodies for experiment.
  - D. Taking brute revenge on Pearl Harbor.
35. In the following text, the author will deal with \_\_\_\_.
- A. Detailed description of the way Japan surprisingly attacked Pearl harbour
  - B. More reports of how the Japanese intentionally abused media coverage.
  - C. Ways of narrowing the cultural differences between the two countries
  - D. Reasons of why people's beliefs and perceptions can be formed by media.

#### Passage 4

In UK every year 400 patients die while waiting for an organ to come available. We are all far more likely to be in need of an organ transplant than to be a donor. Most of us expect that if we needed a transplant, someone would donate one. On the basis of the ethical golden rule --- do unto others as you would want them to do for you, we should all think seriously about whether and how we could donate our organs if we no longer need them.

One important way to do this is to sign the organ donation register and to let loved ones

know that you would like to donate after your death. 16 million people in the UK are on the register for organ donation.

However, there is another potential way of donating organs that we should consider. When patients are seriously ill in intensive care and not likely to recover doctors and families often decide to stop life support and let the patient die. 5000 patients in the UK per year die in these circumstances.

Here is how. We can give them the option in advance to donate their organs if they are ever going to have their treatment limited because their diagnosis is deemed hopeless. If the person agreed in advance to be such an organ donor, and an independent committee confirmed that the patient's diagnosis was hopeless and treatment should be stopped, the patient could be taken to an operating theatre in controlled circumstances, given a general anaesthetic and have their organs removed. The surgical procedure would be a form of euthanasia. This option would give people the best chance of ensuring that their organs do not go to waste after their death. It would also prevent the patient from suffering after life support was withdrawn. It would harm no one, and would potentially benefit a number of seriously ill patients in organ failure.

Importantly, what we are proposing is to give people a choice about how they die and whether they can donate their organs. Organ donation euthanasia would only be available to patients having life support stopped on grounds of futility. It would only apply to patients who are going to die anyway. It would only apply to patients who have specifically asked for this option during life, when they were competent and understood what was being offered.

This option may not be for everyone. Some people would not want the option of organ donation euthanasia. They should not be forced to. They may still want to be on the organ donor register and to donate their organs in case of brain death. But what we are proposing is that people who do want this option be given the choice. Deciding to donate your organs is one of the best decisions that we can make. We should support people who want to donate. We should give them the choice of organ donation euthanasia. (456 words)

36. From the beginning of the text it can be learned that \_\_\_\_.

- A. Most of the UK patients die yearly due to the lack of proper organ transplant.
- B. Approximately 16 million American people are willing to donate organ.
- C. The ethical golden rule may not apply to the current issue of organ donation.
- D. The number of the organs needed exceeds that of the organs donated in UK.

37. One result of the surgical euthanasia is \_\_\_\_.

- A. Organs may be invalid before the death happens.
- B. An independent committee can make confirmation.
- C. Patients can be relieved of pre-death suffering.
- D. Any treatment should terminate to save resources.

38. According to paragraph 5, which of the following is NOT fit for organ donation euthanasia?

- A. Patients are terminally ill and dying hopelessly.



- B. Doctors decide to stop the medical procedures.  
C. Patients make the choice out of understanding.  
D. Life support is deemed useless and so confirmed.
39. It can be concluded that the most important characteristic of the proposal is \_\_\_\_\_.  
A. Donor's choice                      B. Organ euthanasia  
C. Public support                      D. Potential benefit
40. The best title of this passage may be \_\_\_\_\_.  
A. Free option before death  
B. Donation as a generosity  
C. A modest proposal  
D. Organ donation in UK

### Part B

**Directions:** read the following texts and answer questions by finding information from the right column that corresponds to each of the marked details given in the left column. Mark your answer on ANSWER SHEET 2. (10 points)

Next month world leaders will gather in Copenhagen to thrash out a deal to tackle climate change. Reaching agreement at this UN summit will be the key to addressing one of the defining challenges of our century. But the hard work isn't just setting those targets, it's reaching them. Each country will have to set their own priorities to reduce emissions and here in the UK, we'll need to look close to home. Twenty-seven per cent of all the carbon emissions in this country actually come from the homes we all live in. So it's clear that improving the carbon footprint of our housing stock is crucial if we are to meet our legally binding carbon reduction targets.

Part of the solution lies in making the new homes we build as energy efficient as possible and I enthusiastically support the concept of building all new homes at zero carbon. However, the fact remains that 85% of the housing stock that we'll be living in by 2050 already exists.

So, there is a simple and, once again, inconvenient truth – greening-up the 25m existing homes is essential. The efficiency of these properties has been largely ignored thus far.

Under a Conservative government, however, we will introduce the Green Deal. Every household in this country will be entitled to an allowance of up to £6,500 for energy improvements. Utilities companies, charities, social landlords will improve homes with no cost to the homeowner.

Healthy competition in those improvements will create 70,000 new jobs and a £2.5bn marketplace, while consumers save money and most importantly 9.4m tonnes of carbon emissions are avoided. It's a great scheme, but that doesn't necessarily lead to great take-up. The key is to create a trigger for people to easily and quickly sign up for home renovating.

Imagine if you could walk into your favorite store, buy some clothes or do your weekly shop and then at the checkout, as you hand over your clubcard, the cashier offers you the prospect of

permanently lower utility bills. There's nothing to pay, now or later. Your home will be furnished and all you'll notice is that it costs less to heat and power it. Unless you enjoy burning money, you're going to love the Green Deal. Behind the scenes this retailer is working with the banking sector to fund the £6,500 spent on retro-fitting your home, resulting in home improvements like energy-efficient lighting, modern boilers, cavity and loft insulation.

Under a Conservative government you won't have to imagine this scheme, because the likes of Marks & Spencer and Tesco are already interested and more providers of all types will want to get in on the act. In future you'll be able to pick up your groceries and green up your home at the same time.

But living a greener life isn't just about the physical changes you can make to your home; it's about how you live in it too.

41. Obviously, the improvement of the carbon footprint of our housing stock is of vital importance if \_\_\_\_\_.
42. The efficiency of making the 25m existing homes green \_\_\_\_\_.
43. Healthy competition in home improvements will create both jobs and marketplace, while \_\_\_\_\_.
44. Behind the scenes the seller and the banks pay for retro-fitting your home, \_\_\_\_\_.
45. In future it is anticipated that we'll be able to buy our groceries and \_\_\_\_\_.

- A huge amount of carbon emissions are reduced.
- B costs less to heat and power the new homes.
- C we are to reach our targets that legally require carbon reduction.
- D green up our home in the meanwhile.
- E has not been paid due attention so far.
- F building all houses with little or zero carbon
- G bringing with a variety of home improvements.

### Section III Translation

**46. Directions:** *In this section there is a passage in English. Translate the following passage into Chinese and write your translation on ANSWER SHEET 2. (15points)*

Meanwhile some research is being done to assess what the possible choices might do – new energy economy or not. Electric cars hold greater promise for reducing emissions and lowering U.S. oil imports than a national renewable standard. No cleverness, innovation, or risks --- going for as much electrified personal transport as possible as a national policy does have two outstanding attributes. The primary one is the reduction in fossil fuel use --- particularly imports if the administration and congress can get themselves and their liking for regulations and extra taxes under control. Transport fueling could be a U.S. self-sufficient market with some policy incentives and less penalty. The other would be the CO<sub>2</sub> emission reduction.

That idea is really just a summary of many ideas that are available in a summary used during the conference that runs --- more than 77 pages – available in a downloadable file.

## Section IV Writing

### Part A

**47. Directions:** Read the following passage carefully, and you're required to write an abstract in about 100 words. (10%)

#### 新媒体时代的阅读

我们已经生活在数字化时代，网络数码产品快速融入了普通人的日常生活，阅读大环境也随之发生了巨大的变化。在海量资讯、数字化平台和市场化运营的大背景下，出现了快速浏览、消费式阅读、实用型阅读、精读等多种状态并存的局面。阅读已远远不是只有青灯烛影里捧书静读这一种场景，它可以在家中，在途中，在任一有暇的时段；捧在手里的也可以不是书，而是一款数码终端——它的容量巨大，且能不断接收到新的篇章。

“界面”(interface)阅读开始替代“纸面”阅读，这种景象意味着什么？尽管我们相信数字阅读不会替代纸质阅读、浅阅读不能替代深度阅读，但我们应当认真思量这场变局。对于传统的出版传媒业者来说，不关注新媒体发展、不会利用数字化产品，是肯定要成为落伍者的，因为数字化背景给媒体提供了海量的信息和充分沟通的空间，也提供了必要的技术支撑。对于数字出版，很多出版社已经意识到要从战略上考量，即使现在不出手、不作资金的投入，也要进行出版资源的整合准备。一些网站则备下重金，向作家购买作品的数字版权，通过网络和数字终端进行收费阅读——值得注意的是，这种模式已经赢利，标志着文学作品的产业链条延伸不是一种可能，而是成为现实。尤其是实现了全媒体出版的作品更是受到了广泛关注。2008年12月，长江文艺出版社和中文在线宣布，冯小刚的首部长篇小说《非诚勿扰》将以传统图书、互联网、手持阅读器、手机阅读等四种形式同步出版，再加上当时正在上映的同名贺岁电影，可以算是五路同时出版。2009年3月26日，英国电影《贫民窟的百万富翁》携八项奥斯卡大奖登陆中国，其同名原著也以全球全媒体出版方式与电影同步首发。该书同时依托传统图书、互联网、手持阅读器、手机阅读平台等形式，实现多渠道全媒体同步出版。其中，作家出版社出版发行纸质图书，中文在线则获得该书数字出版独家授权。

应当看到，新媒体传播的新意在于，它不仅仅是阅读平台的变化，更会引起“作者——创作——作品——出版/传播——读者”这一链条的深刻变革：一方面，它将赢得大批增量读者群，迅速增加阅读人口。鉴于长期以来形成的阅读习惯，新媒体阅读平台出现后，一般并不会出现原来读纸质书的人改为界面阅读的局面，倒是会相得益彰，吸引进而培育通过网络和数码产品阅读的新的阅读人口。这不仅意味着市场的拓展，更是一种促成浓厚读书氛围的国度的善举。2009年我国国民图书阅读率为50.1%，比2008年增长0.8个百分点，比2007年增长1.3个百分点。数字化产品的推行，有助于提高国民阅读率。新的渠道还将增强传播效果。由于图书海量涌现，给新书在卖场书架上驻留的时间其实很短，而新书同时通过互联网、手持阅读器、手机阅读平台发布，既赚来人气，又一举解决了售卖“时间窗口”的急促难题，从而实现更大范围的、持续的传播效果。另一方面，阅读行为、读者群、传播效果的变化必将反作用于作者、出版人、传播平台等环节，产生深远的乃至我们现在还难以看清的影响。

在全媒体出版模式下，“任何人可以在任何时间、任何地点，以任何方式获得任何内容”。数字化平台可以是互动的，是低成本的，是快捷且易于刷新的，是便于读者的，这一切意味着丰富的成长可能性和令人意想不到的空间。

耐人寻味的是，美国《时代》周刊 2006 年度人物是“你”——我们中的每一个人，也就是互联网上内容的所有使用者和创造者们。就新媒体时代的阅读而言，我们所期盼的是真正精选出那些承载着民族文化记忆、充沛情感和精神意志，富于思想力量和艺术意蕴的作品，并在各个环节着力于最大地便利读者。如此，也才能让新媒体的价值真正显现出来，从而让书香在无限的时空中飘洒。(1444 words)

### Part B

**48.Directions:** Read the following chart carefully, and write an essay in no less than 150 words to describe, analyse and make your comment on the graph. (15%)



当代大学生的消费方式(consumption manner)