

## 对外经济贸易大学

### 2008 年硕士学位研究生入学考试初试试题

考试科目: 761 基础英语

#### Part One Multiple Choice Questions (30 Points)

1. Choose from A, B, C or D the one that is the closest in meaning to the part underlined (20 points, 2 points each).

- 1) Even though he knew that his mother had been ill, he did not have the propriety to write her.  
A. decency      B. posterity      C. apathy      D. eulogy
- 2) The constant motion of the earth as it turns on its axis creates the change of the seasons.  
A. perfidious      B. plausible      C. perilous      D. perpetual
- 3) His former employer recommended him highly as having been a very industrious worker.  
A. affluent      B. cogent      C. diligent      D. extinct
- 4) His arrogant manner has kept him from being very popular.  
A. waxy      B. sleazy      C. surly      D. flimsy
- 5) The mailman approached the house cautiously because of the vicious dog.  
A. hastily      B. precisely      C. warily      D. deliberately
- 6) Unorganized guessing will probably not raise your score as significantly as choosing one letter as a "guess answer" for the entire examination.  
A. Cryptic      B. Haphazard      C. Leisure      D. Subsequent
- 7) The *Mona Lisa* is the portrait of a woman with a very enticing smile.  
A. oblivious      B. luminous      C. alluring      D. elusive
- 8) Electrical energy may be separated into two components specified as positive and negative.  
A. germinated      B. designated      C. accumulated      D. contaminated
- 9) The tables in this display are on sale because they have a few imperfections in the finish.  
A. defects      B. suspects      C. rejects      D. reflects
- 10) Mail service will be suspended because of the postal workers' strike.  
A. deprived      B. abridged      C. shrunk      D. curtailed

2. Complete the sentences by choosing from A, B, C or D the best answer for each blank (10 points, 2 points each)

- 1) Aerobic exercises create a \_\_\_\_\_ oxygen in the body without seriously disrupting normal body functions.

information sources are inadequate. Because of the scale of operations that now confronts the typical businessman, it is essential that investment decisions are based upon relevant information, so reducing the business risk.

For a marketing-oriented activity to produce lasting results the entire operation has to be systematically planned. By producing basic information in written form and establishing aims for the future, the company is creating standards against which actual performance can be measured. Documentation of detailed policy actions then provides the basis for controlling the company's operation. Future trends may be predicted through the investigation of all factors likely to influence company results.

1. The amount of money spent on marketing by most companies each year \_\_\_\_\_
  - A. equals the amount spent on capital equipment.
  - B. does not give a good return on the investment.
  - C. is not based on an assessment of its potential value.
  - D. is viewed by these companies as an important business investment.
  
2. Managers usually regard the costs of marketing as \_\_\_\_\_
  - A. something which increases the cost of goods.
  - B. helpful but not essential to a company's success.
  - C. less important than investment in production.
  - D. an unnecessary extra business cost.
  
3. Why are marketing plans not written down by many managers?
  - A. They do not have time to do it.
  - B. They know it would be difficult to do.
  - C. They never follow any particular marketing plan.
  - D. They do not think it is really necessary.
  
4. Good marketing procedures allow a manager \_\_\_\_\_
  - A. to take different courses of action.
  - B. to do less work than others.
  - C. to avoid unforeseen problems.
  - D. to give more responsibility to others.
  
5. How should a manager begin writing a marketing plan?
  - A. By doing market research outside the company.
  - B. By looking at information produced by other companies.
  - C. By analyzing procedures already used by the company.
  - D. By finding information from many different sources.

- A. demand    B. demanding    C. demanding of    D. demand for
- 2) The beaver chews down trees to get food and material \_\_\_\_\_ its home.  
 A. builds    B. it can build    C. that it builds    D. with which to build
- 3) \_\_\_\_\_ native to Europe, the daisy has now spread throughout most of North America.  
 A. Although    B. If it were    C. In spite of    D. That it is
- 4) Of the thousands of varieties of bird species in North America, \_\_\_\_\_ bright red plumage, like the cardinal, are most often designated as state bird.  
 A. those that have    B. who have    C. which have    D. to have their
- 5) \_\_\_\_\_ mechanical device has ever been invented that can satisfactorily replace teasel flower heads for raising the nap on cloth.  
 A. No    B. Not the    C. Never has a    D. There is no

**Part Two Cloze (30 points)**

Complete the text by choosing one word from the box below for each blank marked 1 to 15. (2 points each)

because	fail	yes	Finally	also
For	Thus	tradition	that	for
it	problem	not	In	such

**Science as a source of trustworthy knowledge**

Why turn to research and the procedures of science to understand the process and effects of mass communication? Are there 1 other valid sources of trustworthy knowledge? The answer, of course, is 2; people over the centuries have used many other sources to answer their questions. But each has its advantages and limitations.

For example, 3 centuries people have found answers to important questions in *religion*, because it provides revelations from the supernatural. That seems like a reliable source, and for many kinds of questions, 4 is. However, for something as complex and technical as modern mass media, religion might not provide particularly detailed or helpful information.

Trustworthy knowledge can 5 be gained from *interpretations by authorities*. 6 ancient times, those were such individuals as oracles, priests, philosophers, and kings. Today, they might be prominent business leaders, politicians, educators, and other distinguished people. Contemporary society seems to have an abundance of 7 people instantly ready to provide others with their interpretations and pronouncements about the influences of mass communication. The 8 is that these sources are not consistent, and one authority or critic often contradicts another of equal distinction. 9 that reason, their interpretations have limitations.

Another alternative is 10. People in many societies have long relied on their

culturally established beliefs to guide them to truth. 11, if conventional or traditional wisdom said that the earth was flat, then it was clear to most people that 12 was the truth. In the case of mass communication, this source is not particularly useful, 13 the media constantly change and traditions have not had a chance to become firmly established over many generations.

14, *common sense* has always seemed a reliable guide to the truth. Common sense tells us that the media are very powerful and that people can be readily manipulated and controlled by advertisers, political campaign strategists, and others who shape media content. A serious shortcoming of this kind of truth is that many such efforts 15 because people are not that easy to persuade. They select what they want from the media and interpret it in their own unique ways.

### Part Three Sentence-level Blank Filling (20 points)

Complete the text by choosing one sentence from the box below for each blank marked 1 to 5. (4 points each)

- a. Pioneering m-banking projects in the Philippines, Kenya and South Africa show the way.
- b. Some of these rules, which are based on an outdated view of what banking looks like, should be relaxed.
- c. They need to be tight enough to protect users and discourage money laundering, but open enough to allow new services to emerge.
- d. With few exceptions (hallo, Ethiopia), they have done so, and mobile phones are now spreading fast, even in the poorest parts of the world.
- e. Rather than trying to work out the best rules in advance, which could hamper innovation, the regulator is working closely with the banks and operators behind the country's two m-banking schemes.

### A bank in every pocket?

The idea that mobile phones bring economic benefits is now widely accepted. In places with bad roads, few trains and parlous land lines, they substitute for travel, allow price data to be distributed more quickly and easily, enable traders to reach wider markets and generally ease the business of doing business. Leonard Waverman of the London Business School has estimated that an extra ten mobile phones per 100 people in a typical developing country leads to an extra half a percentage point of growth in GDP per person. To realise the economic benefits of mobile phones, governments in such countries need to do away with state monopolies, issue new

licences to allow rival operators to enter the market and slash taxes on handsets.

1. \_\_\_\_\_  
As mobile phones have spread, a new economic benefit is coming into view: using them for banking, and so improving access to financial services, not just telecoms networks. 2. \_\_\_\_\_ These "branchless" schemes typically allow customers to deposit and withdraw cash through a mobile operator's airtime-resale agents, and send money to other people via text messages that can be exchanged for cash by visiting an agent. Workers can then be paid by phone; taxi-drivers and delivery-drivers can accept payments without carrying cash around; money can be easily sent to friends and family. A popular use is to deposit money before making a long journey and then withdraw it at the other end, which is safer than carrying lots of cash.

There is no need to set up a national network of branches or cash machines. M-banking schemes can be combined with microfinance loans, extending access to credit and enabling users to establish a credit history. Some schemes issue customers with debit cards linked to their m-banking accounts. All this has the potential to give the "unbanked" masses access to financial services, and bring them into the formal economy.

What can governments do to foster m-banking? As with the spread of mobile phones themselves, a lot depends on putting the right regulations in place. 3. \_\_\_\_\_ The existing banking model is both over- and under-protective, says Tim Lyman of the World Bank, because "it did not foresee the convergence of telecommunications and financial services."

In many countries only licensed banks are allowed to collect deposits. Even if a mobile operator forms a partnership with a bank, its agents may have to comply with banking rules covering everything from the height of the counter to the installation of alarms. Financial institutions may have to provide detailed statements to the central bank every week, which is tricky for organisations with agents in remote areas. Some countries have rigid rules on the documents demanded of anybody opening an account, which excludes many.

4. \_\_\_\_\_ Allowing institutions other than banks to enter the market makes sense, provided regulatory oversight and consumer-protection measures are in place. Strict proof of identity may not be needed for some customers, given the small sums involved. And existing m-banking schemes set a limit on the size of transactions that is low enough to deter money-launderers but high enough to satisfy most customers.

The regulatory approach being taken in the Philippines provides a good model for other countries. 5. \_\_\_\_\_ That way the regulator can see what is going on, so the schemes' operators get more flexibility. The experience will feed into new banking regulations. Rules that are too tight will hinder adoption; rules that are too lax could allow fraudsters to bring the whole idea of branchless banking into disrepute. But if regulators strike the right balance, m-banking may provide the next example of the mobile phone's transformational power.

**Part Four Error Identification (20 points)**

**Passage One (10 points, 1 point each)**

In each numbered line of the following text, there is one unnecessary word. It is either grammatically incorrect or does not fit in with the sense of the text. For each numbered line 1—10, find the unnecessary word and then write the word on your Answer Sheet. The following are two examples (0) and (00).

0=FOR / 00=✓

ADVERTISEMENT FOR INFORMATION SYSTEMS TRAINEES	
0	You are a graduate with a good degree which proves you have the capacity for to
00	learn. Your degree course probably included plenty of Information Technology,
1.	Which you really enjoyed yourself, or you have a real interest in this exciting area.
2.	It is a career you would like to follow but how do you go about getting into it?
3.	Median Life is currently recruiting graduates for entry up to the Information
4.	Systems division. After eight weeks' intensive training, you will be all equipped
5.	with the skills to start making such a real contribution to the running of Europe's
6.	largest life assurance company. You will join a small team and work on the projects
7.	of varying size and complexity, or using some of the most-to-date technology in
8.	existence. If you show the necessary enthusiasm and determination that we will give
9.	you every opportunity to work your way up to the very top. While trainees will
10.	be based at our head offices, which are in the center of the lively and beautiful
	city of Edinburgh. ...

**Passage Two (10 points, 1 point each)**

In each numbered line of the following text, there is one unnecessary word. It is either grammatically incorrect or does not fit in with the sense of the text. For each numbered line 1—10, find the unnecessary word and then write the word on your Answer Sheet. The following are two examples (0) and (00).

0= ✓ / 00=ARE

When to recruit?	
0	In a small business, deciding when to take on new staff is a delicate calculation. On
00	the one hand, if you are increase your workforce, you might find it difficult to cover
1.	for the increased costs straight away. On the other hand, extra staff could
2.	enable you to spend more time on activities such as marketing, which in the
3.	end should mean the increased profits. A useful way of deciding when to increase
4.	your workforce is to ask yourself if you can make enough of extra sales to meet

5.	the cost of taking on with an extra employee. But even if you are not able to
6.	increase your sales immediately, you may still be able to employ someone.
7.	In this such case, however, you must keep your business going until you have built
8.	your sales up to the new level you need. If in the end you are clever enough to
9.	get your timing so right, you will not want to throw away your advantage by
10.	employing the wrong type person. The whole process of advertising and
	interviewing can take around many months, so finding you made a mistake and ...

**Part Five Use of English (20 points)**

**Section One (10 points, 1 point each)**

In this section, there are 10 sentences with idiomatic usages. Fill in the gap of each sentence with an appropriate word. The first letter of the word is given as a hint.

- To h\_\_\_\_\_ around is to spend time somewhere doing nothing.
- To hide your light under a b\_\_\_\_\_ is not to tell anyone that you are good at something.
- To leave no s\_\_\_\_\_ unturned is to do everything you can in order to find something or to solve a problem.
- "There is no t\_\_\_\_\_" means there is no way to know what will happen in a certain situation.
- To have a heart of g\_\_\_\_\_ means to have a very kind character.
- When you accept criticism or punishment for something you have done, you can say "to face the m\_\_\_\_\_."
- Nigel always won h\_\_\_\_\_ down in any competition. (very easily)
- If someone raises his/her e\_\_\_\_\_, he/she is very much surprised or shows disapproval.
- To be hard upon someone's h\_\_\_\_\_ is to follow him/her closely.
- If someone is ill at e\_\_\_\_\_, they are nervous, uncomfortable or embarrassed.

**Section Two (10 points, 1 point each)**

In this section, you will read 10 sentences with idiomatic expressions underlined. Explain in your own words what these expressions mean.

- For a moment, I was completely taken aback by her request.
- It seems that the deal was made behind closed doors.
- A little more glue should do the job.
- Jack was kicked upstairs when he refused to carry out the orders from his higher-ups.

5. His resignation left a lot of work hanging in the air.
6. He always wanted to be the top dog, so he offended many people.
7. None of her books lends itself to being made into a film.
8. We humans came by our hungry brains in a long process of evolution.
9. Listening to ghost stories made my flesh creep.
10. This teacher likes to blow his own trumpet in class.

## Part Six Reading Comprehension Passages (30 points)

### Passage One (20 points, 2 points each)

Read the following passage and then complete the sentences that follow by using either words from the text or your own invention that fit the gaps.

This has to be specified: The Reformation initiated the abolition of either saint or priest as mediator between God and man. This meant, on the one hand, democratization (and intensification) of the structure of belief (and of man's "whole way of life"); and, on the other hand, the weak subject ('ego'), which was still in the process of developing something like an individual (social) identity, had to identify itself with the aggressor; i.e., the (potentially) punishing and terrible God. If the individual was to survive without the help of mediators it could not but identify with the institution that actually threatened its existence. This identification led to a decisive 'revaluation of values, the result was a re-interpretation of the Fall: "Calvinism in particular tended to make its adherents forget the idea that labour was God's punishment for Adam's disobedience, by emphasizing the very different idea that untiring stewardship of the material gifts of God was a paramount religious and ethical obligation. Consequently, Bacon "envisaged getting back behind the Fall by pushing forward the frontiers of learning," and he regarded "the Fall of Man retrievable on earth by man's efforts to master his fate."

On the other hand, the idea of man mastering his fate in an untiring stewardship of the material gifts of God—and thus, *natura parendo vincitur*, transcending the original 'harmony of man, nature and society—was only the theological formulation of what was intended by the Enlightenment's secular program of nature's domination by man.

At the same time, the idea of historical progress came into (conscious) existence. It has to be related to the fact that the (then) revolutionary bourgeoisie developed a mode of production which depended increasingly on a constant development of the means of production. This development again was impossible if man did not increase his domination of nature (by means of the natural sciences and technology).

But the Enlightenment domination of nature together with the economic and spiritual (bourgeois) individualism (from which it actually sprang) was to have a disastrous effect on the forms of men's interactions. "The exchange principle underlying the Enlightenment notion of nature as fungible atoms was paralleled in the increasing atomization of modern man, a process that culminated in the repressive

equality of totalitarianism. The instrumental manipulation of nature by man led inevitably to the concomitant relationship among men. The unbridgeable distance between subject and object in the Enlightenment world view corresponded to the relative status of rulers and ruled in the modern authoritarian states. The objectification of the world had produced a similar effect in human relations."

Thus, man by re-interpreting the (first) Fall caused a second one; because of the first he had lost paradise, the second was to threaten his very existence. "In class history, the enmity of the self to sacrifice implied a sacrifice of the self, inasmuch as it was paid for by a denial of nature in man for the sake of domination over non-human nature and over other men. This very denial, the nucleus of all civilizing rationality, is the germ cell of a proliferating mythic irrationality: with the denial of nature in man not merely the *telos* of the outward control of nature but the *telos* of man's own life is distorted and befogged. As soon as man discards his awareness that he himself is nature, all the aims for which he keeps himself alive... are nullified, and the enthronement of the means as an end, which under late capitalism is tantamount to open insanity, is already perceptible in the prehistory of subjectivity. Man's domination over himself, which grounds his selfhood, is almost always the destruction of the subject in whose service it is undertaken; for the substance which is dominated, suppressed, and dissolved by virtue of self-preservation is none other than that very life as functions of which the achievements of self-preservation find their sole definition and determination: it is, in fact, what is to be preserved. The irrationalism of totalitarian capitalism... has its prototype in the hero who escapes from sacrifice by sacrificing himself. The history of civilization is the history of the introversion of sacrifice. In other words: the history of renunciation. Everyone who practices renunciation gives away more of his life than is given back to him: and more than the life that he vindicates."

This is, then, what the theoretician of the "dissociation of sensibility" had sensed when they noted the "derogation of instinct and emotion" by reason which had resulted in the fact that "man had ceased to feel 'the filial bond' binding him to all that is not human, and assumed without question that his part was simply to observe, to understand and to dominate the world of matter."

1. A possible consequence of the abolition of mediators, initiated by the Reformation, is that man could have direct access to \_\_\_\_\_ (1 word)
2. The followers of Calvin regarded it as their most important moral duty to diligently look after the \_\_\_\_\_ (2 words) of the Supreme Being.
3. A rough equivalence could be established between a theological doctrine and the \_\_\_\_\_ (3 words) of man's control over nature.
4. The author of this passage suggests that the birth of a new idea was the result of concrete social developments of the \_\_\_\_\_. (3 words)
5. Man's outlook on nature, largely shaped by the Enlightenment, inevitably affected his outlook on \_\_\_\_\_. (2 words)
6. The core of all civilizing rationality, according to the author, is the \_\_\_\_\_. (3 words)

7. The moment man refuses to recognize himself as \_\_\_\_\_, (1 word) he becomes lost about his \_\_\_\_\_ (1 word) for existence.
8. In the paragraph beginning with "thus," which phrase means "equivalent to"?
9. The disparagement of certain mental qualities in man causes a rupture in the connection between the human and the \_\_\_\_\_. (1 word)
10. On the whole, the author of this passage holds a critical attitude towards modern man's treatment of \_\_\_\_\_. (1 word)

### Passage Two (10 points, 2 points each)

Read the following passage and select the best answer to each of the questions below:

Every market activity is an investment in time, energy and money. Few companies would spend a large sum of money on, say, a purchase of capital equipment without a full investigation into why it is needed, the choices available, and the expected return on what has been spent. Yet every year the vast majority of companies invest a large amount of money in marketing actions without knowing what their financial worth to the company or likely return will be. By introducing the disciplines arising from market planning, a company should be able to ensure that the costs of marketing planning show a reasonable return and are calculated in the same way as all other business investments.

Many managers believe that the costs of marketing form an additional expense that has to be accepted in order to sell their goods. Whilst it is true that many companies use certain tools of marketing for this purpose, it is also true that the most successful companies accept marketing as an essential part of the company's total commercial operation, for it is an essential cost in the same way as production or finance.

Companies often avoid planning marketing procedures in detail because of the effort needed to express their forward policy in a written form. Managers commonly consider that their time is too valuable to spend on anything other than urgent operational problems. In fact, the manager who spends his time on dealing with current administrative detail is almost certain to have ignored proper planning in the past. For, if properly prepared, the marketing plan will contain sufficient details of the company's policy and operational strategy for the work to be done by an assistant. As the many alternative courses of action are programmed, the assistant takes any actions or decisions which are appropriate. Only unusual situations need be dealt with by the manager.

The first step in preparing a marketing plan is that of producing the information necessary for decision making. Usually, a company will have within its own administration and control system the raw material necessary for the plan's foundations. In addition, there is plenty of published information which is made available by government departments, institutions and the press.

Marketing research is yet to be fully exploited by the majority of companies. It has so far only been used by companies that have recognised that their existing