

西北工业大学
 2007 年硕士研究生入学考试试题

试题名称: 英语一外 (A 卷)

试题编号: 216

说明: 所有答题一律写在答题纸上

第 1 页 共 12 页

Part I Cloze

(20 minutes, 20 points)

Directions: There are 20 blanks in the following passage. For each blank there are four choices marked A), B), C) and D). You should choose the ONE that best fits into the passage. Then mark the corresponding letter on the Answer Sheet with a single line through the center.

Advertising is a form of selling. 1 thousands of years there have been individuals who have tried to 2 others to buy the food they have produced or the goods they have made or the services they can 3.

But in the 19th century the mass production of goods 4 the Industrial Revolution made person-to-person selling inefficient. The mass distribution of goods that 5 the development of the highway made person-to-person selling too slow and expensive. At the same time, mass communication, first newspapers and magazines, then radio and television, made mass selling through 6 possible.

The 7 of any advertisement is to convince people that it is in their best 8 to take the action the advertiser is recommending. The action 9 be to purchase a product, use a service, vote for a political candidate, or even to 10 the Army.

Advertising as a 11 developed first and most rapidly in the United States, the country that uses it to the greatest 12. In 1980 advertising expenditure in the U.S. exceeded 55 billion dollars, or 13 2 percent of the gross national product. Canada spent about 1.2 percent of its gross national product 14 advertising.

15 advertising brings the economics of mass selling to the manufacturer, it produces benefits for the consumer 16. Some of those economies are passed along to the purchaser so that the cost of a product sold primarily through advertising is usually far 17 than one sold through personal salespeople. Advertising brings people 18 news about products that have just come on the market. Finally, advertising 19 for the programs on 20 television and radio and for about two thirds of the cost of publishing magazines and newspapers.

- | | | | |
|----------------------|-----------------|----------------|------------------|
| 1. A. Since | B. After | C. Before | D. For |
| 2. A. request | B. oblige | C. affect | D. persuade |
| 3. A. transfer | B. secure | C. enjoy | D. provide |
| 4. A. resulting from | B. dealing with | C. leading to | D. going for |
| 5. A. followed | B. preceded | C. achieved | D. induced |
| 6. A. marketing | B. advertising | C. salespeople | D. agents |
| 7. A. object | B. objection | C. objective | D. objectiveness |

西北工业大学
2007 年硕士研究生入学考试试题

试题名称: 英语一外 (A 卷)

试题编号: 216

说明: 所有答题一律写在答题纸上

第 2 页 共 12 页

- | | | | |
|-------------------|----------------|------------------|----------------|
| 8. A. profits | B. benefits | C. interests | D. gains |
| 9. A. should | B. would | C. may | D. will |
| 10. A. part | B. participate | C. join | D. take |
| 11. A. business | B. service | C. product | D. profession |
| 12. A. amount | B. extent | C. possibility | D. utility |
| 13. A. similarly | B. supposedly | C. approximately | D. accountably |
| 14. A. with | B. at | C. into | D. on |
| 15. A. While | B. Therefore | C. But | D. If |
| 16. A. as well | B. as usual | C. as a result | D. as a rule |
| 17. A. more | B. less | C. cheaper | D. dearer |
| 18. A. immediate | B. fast | C. quick | D. late |
| 19. A. works | B. calls | C. looks | D. pays |
| 20. A. commercial | B. business | C. commerce | D. busy |

Part II Vocabulary and Structure

(40 minutes, 30 points)

Directions: There are 30 incomplete sentences in this part. For each sentence there are four choices marked A), B), C) and D). Choose the ONE that best completes the sentence. Then mark the corresponding letter on the Answer Sheet with a single line through the center.

21. Sometimes we buy a magazine with absolutely no purpose _____ to pass time.
A. rather than B. other than C. as well D. except for
22. Those who are _____ women's liberation movement continue to hope, and work, for a change.
A. consist in B. believe in C. keen on D. result in
23. Finding out about these universities has become easy for anyone with Internet _____.
A. entrance B. admission C. access D. entry
24. How strange it is that the habit he developed in his childhood still _____ him.
A. takes to B. clings to C. attends to D. adds to
25. The three disrespectful sons began to feel worried about the ultimate _____ of the family's property.
A. proposal B. disposal C. removal D. salvation

西北工业大学
2007年硕士研究生入学考试试题

试题名称: 英语一外 (A卷)
说明: 所有答题一律写在答题纸上

试题编号: 216
第3页共12页

26. Chemists, physicists and mathematicians are _____ known as scientists.
A. collectively B. alternatively C. cognitively D. exclusively
27. The national government is to make every effort to _____ the will of the people.
A. execute B. exceed C. excite D. exhaust
28. There are often discouraging predictions that have not been _____ by actual events.
A. verified B. utilized C. mobilized D. modified
29. Tom was _____ of a crime he didn't commit. He fought for many years to clear his name.
A. convicted B. convinced C. conceived D. condemned
30. Actor Pierce Brosnan may play the deadly super spy in the movies, but in real life he is a _____ father and a loving husband.
A. devastated B. deserved C. desperate D. devoted
31. The years of practice, of developing my special technique, are just about to _____.
A. turn up B. figure out C. pay off D. clear away
32. Like most foreigners, I ask a lot of questions, some of which are insultingly silly. But everyone I _____ has answered those questions with patience and honesty.
A. come across B. come by C. come over D. come into
33. Now when talking about economic reform I am very _____ aware of the shadow hanging over most African countries' debt.
A. well B. far C. much D. greatly
34. This procedure describes how suggestions for improvements to the systems are _____.
A. celebrated B. proceeded C. generated D. established
35. "Since we are exchanging _____, I too have a secret to reveal," said Mary.
A. transferences B. transactions C. confidences D. promises

西北工业大学
2007 年硕士研究生入学考试试题

试题名称: 英语一外 (A 卷)

试题编号: 216

说明: 所有答题一律写在答题纸上

第 4 页 共 12 页

36. This great project at the Three Gorges of the Yangtze is expected to _____ twenty years to complete.
A. spend B. consume C. need D. take
37. His effort of _____ began to pay off. He came to be well-known for his findings.
A. decades B. determination C. decision D. descending
38. The _____ of lung cancer is particularly high among long-term heavy smokers, especially chain smokers.
A. incident B. accident C. incidence D. evidence
39. Nothing is so uncertain as the fashion market where one style _____ over another before being replaced.
A. dominates B. manipulates C. overwhelms D. prevails
40. Mrs. Brown couldn't shake the _____ that these kids were in deep trouble and it was up to her to help them.
A. conversion B. conviction C. conservation D. convention
41. X-rays are also called Rontgen rays _____ the discoverer who first put them to use.
A. in case of B. in view of C. in place of D. in honor of
42. Telecommunication developments have enabled people to send messages _____ television, radio and electronic mail.
A. via B. amid C. past D. across
43. Technology has _____ the sharing, storage and delivery of information, thus making more information available to more people.
A. finished B. furnished C. functioned D. facilitated
44. The philosophy class began with twenty students but three _____ after the midterm exam.
A. picked up B. turned out C. dropped out D. kept up

西北工业大学
2007 年硕士研究生入学考试试题

试题名称: 英语一外 (A 卷)

试题编号: 216

说明: 所有答题一律写在答题纸上

第 5 页 共 12 页

45. The following account by the author _____ the difference between European and American reactions.
A. illustrates B. acquires C. demands D. deletes
46. An intimate and _____ knowledge of how you are doing in the customer's eyes is critical.
A. objective B. subordinate C. optional D. subsequent
47. Long _____ to harmful pollutants is most likely to lead to a decline in health.
A. contact B. touch C. use D. exposure
48. The architectural differences may _____ confusion or discomfort for the foreign travelers.
A. vary B. describe C. cause D. impress
49. _____ being fun and good exercise, swimming is a very useful skill.
A. Rather than B. Apart from C. Instead of D. Owing to
50. Even at discounted prices, these powerful AIDS drugs are far beyond _____ for most of the world's 40 million HIV-infected people.
A. reach B. control C. comprehension D. imagination

Part III Reading Comprehension

(60 minutes, 20 points)

Directions: There are four reading 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 mark the corresponding letter on the Answer Sheet with a single line through the center.

Passage One

Questions 51 to 55 are based on the following passage.

At all ages and at all stages of life, fear presents a problem to almost everyone. "We are largely the playthings of our fears," wrote the British author Horace Walpole many years ago. "To one, fear of the dark; to another, of physical pain; to a third, of public ridicule; to a fourth, of poverty; to a fifth, of loneliness—for all of us our particular creature waits in a hidden place."

西北工业大学
2007 年硕士研究生入学考试试题

试题名称: 英语一外 (A 卷)

试题编号: 216

说明: 所有答题一律写在答题纸上

第 6 页 共 12 页

Fear is often a useful emotion. When you become frightened, many physical changes occur within your body. Your heartbeat and responses quicken; your pupils expand to admit more light; large quantities of energy-producing adrenaline (肾上腺素) are poured into your bloodstream. Confronted with a fire or accident, fear can fuel life-saving flight (逃离). Similarly, when a danger is psychological rather than physical, fear can force you to take self-protective measures. It is only when fear is disproportional to the danger at hand that it becomes a problem.

Some people are simply more vulnerable to fear than others. A visit to the newborn nursery of any large hospital will demonstrate that, from the moment of their births, a few fortunate infants respond calmly to sudden fear-producing situations such as a loudly slammed door. Yet a neighbor in the next bed may cry out with profound fright. From birth, he or she is more likely to learn fearful responses because he or she has inherited a tendency to be more sensitive.

Further, psychologists know that our early experiences and relationships strongly shape and determine our later fears. A young man named Bill, for example, grew up with a father who regarded each adversity as a temporary obstacle to be overcome with imagination and courage. Using his father as a model, Bill came to welcome adventure and to trust his own ability to solve problem.

Phil's dad, however, spent most of his time trying to protect himself and his family. Afraid to risk the insecurity of a job change, he remained unhappy in one position. He avoided long vacations because "the car might break down." Growing up in such a home, Phil naturally learned to become fearful and tense.

51. In the last sentence of Paragraph 1, "our particular creature" refers to _____.
- A. fear of something
B. a fierce beast
C. physical pain
D. public ridicule
52. Fear can be a useful emotion to us because it can _____.
- A. stimulate many physical changes within our body
B. quicken our heartbeat and responses
C. pour large quantities of adrenaline into our bloodstream
D. help us respond quickly to danger and protect ourselves
53. Fear becomes a problem only when _____.
- A. the danger is thought greater than it really is
B. the danger is more psychological than physical
C. one cannot stand the danger
D. one is not well prepared for it

西北工业大学
2007 年硕士研究生入学考试试题

试题名称: 英语一外 (A 卷)

试题编号: 216

说明: 所有答题一律写在答题纸上

第 7 页 共 12 页

54. Different responses of newborn infants to a loudly slammed door imply that _____.
- A. some people are inherently more easily affected by danger
 - B. people's response to stimuli is not an inherited feature
 - C. some people seem to be very sensitive to noise
 - D. people sometimes seem to turn a deaf ear to noise
55. Psychologists have found that our later fears are determined largely by our _____.
- A. home education
 - B. school education
 - C. parents' lifestyle
 - D. early experiences

Passage Two

Questions 56 to 60 are based on the following passage:

Sea horses are unusual parents. The female sea horses lay the eggs, but unlike other creatures, it's the males that give birth to the young.

Male sea horses have a fold of skin on their bellies that forms pocket, called a brood pouch. During the breeding season, the sea horse's pouch swells to receive eggs. A female sea horse lays up to 200 eggs at a time in the pouch. Then she swims off, leaving her male partner to care for the developing eggs and give birth to young sea horses. The female will return everyday to check on her mate and the eggs, but she doesn't stay long, nor does she take part in the birth.

It takes from two to six weeks for the eggs in the male's pouch to develop. During this time the male avoids open water and hides in sea grass. His big pouch makes it difficult for him to swim, so the male often uses his tail to grasp a piece of sea grass. Firmly gripping the grass, he will stay perfectly still for hours or even days. The male sea horse will change his color to blend with his surroundings and avoid being seen by predators who will try to eat him or poke holes in his pouch to get the eggs.

The eggs hatch inside the male's pouch. When the babies begin moving around, the male sea horse knows it's time for them to be born. He grabs a sea grass with his tail and begins rocking, bending, and stretching his body so that the rest of the babies can be born. Sometimes he has to press his pouch against a rock or some stiff seaweed to force the young out.

Sea horse babies are born in groups of five or more. Sometimes it takes two days for the father sea horse to give birth to all his young. He is very tired when it's over.

Soon after giving birth to one brood, the male will approach his mate and show her his empty pouch. This tells her he is ready to receive eggs again.

西北工业大学
2007 年硕士研究生入学考试试题

试题名称: 英语一外 (A 卷)

试题编号: 216

说明: 所有答题一律写在答题纸上

第 8 页 共 12 页

56. What part does the female sea horse play in having babies?
A. Receiving eggs. B. Laying eggs.
C. Hatching eggs. D. Protecting eggs.
57. What can be learned from the passage about giving birth to baby sea horses?
A. It is dangerous for the female. B. It happens once a year.
C. It is hard work for the male. D. It occurs in the deep sea.
58. To protect himself and his eggs, the male sea horse does all the following EXCEPT _____.
A. changing his color B. gripping a piece of grass
C. staying motionless D. enlarging his pouch
59. The author suggests that when sea horse babies are ready to be born _____.
A. the male sea horse seems very happy B. it is difficult for them to come out
C. the female sea horse joins the male D. they need larger space in the pouch
60. Which fact does the author want the reader to remember most?
A. The male sea horse gives birth to the young.
B. The female sea horse lays up to 200 eggs at a time.
C. Baby sea horses are born in groups of five or more.
D. The female will return every day to check on the eggs.

Passage Three

Questions 61 to 65 are based on the following passage.

For those who have lonely nights and have trouble falling asleep, he is proving the ideal partner. This is a man who does not snore in bed. And he is happy to wrap a comforting arm around his dearest until morning arrives.

He does exist. He is the body-shaped pillow, the latest sleeping aid from Japan.

This pillow comes without a head and is filled with foam. It's made by the bed sheet maker Kameo, and has a "body" and a flexible arm that can be curled around its owner.

About 1,000 of the pillows have been sold since they went on sale in Japan in 2003 and many buyers say they are pleased with their sleeping companion.

"This pillow makes me feel relaxed because I can hold the arm and feel something warm at my side," said 34-year-old radio DJ Junko Suzuki.

西北工业大学
 2007 年硕士研究生入学考试试题

试题名称: 英语一外 (A 卷)
 说明: 所有答题一律写在答题纸上

试题编号: 216
 第 10 页 共 12 页

65. What is the best title for this passage?

- A. An Ideal Companion
 B. Emotional Help over Radio
 C. On Sale Only in Japan
 D. Good News for Sleepless People

Passage Four

Questions 66 to 70 are based on the following passage.

The apology to the traffic policeman is the same all over the world: "Sorry officer, I didn't know I was speeding." But drivers may soon come up with a better excuse. A new electronic driver's helper will find road signs and warn drivers not to ignore them, according to the latest issue of British magazine *New Scientist*.

The Australian invention is part of a global effort to make drivers more aware of road signs, especially those concerned with safety. Eventually, GPS-based systems could completely replace road signs. But until then, ideas like the new driver assistance system (DAS) may help. It was developed at the National Information and Communications Technology Australia (NICTA) lab.

DAS uses three cameras: one to scan the road ahead and a pair to monitor where the driver is looking. The road camera is fixed on the rear view mirror and a "gaze monitoring" pair is set on each side of the instrument panel in front of the driver.

Images from the cameras are fed to a computer system in the car. Software on the computer detects road signs and works out where the driver is looking. The speedometer is also connected to the computer, so the system always knows how fast the car is moving.

The software scans the video pictures and detects road signs by recognizing their shapes: rectangles or circles. Once a sign is found, the image is compared to a list of signs stored in the computer's memory. If it recognizes a stop sign, the computer checks if the car is slowing down. Then it may issue a warning if it finds the driver has not slowed down.

66. The word "speeding" (Line 2, Paragraph 1) probably means _____.

- A. driving too fast
 B. driving too slowly
 C. faster than a police car
 D. within the speed limit

67. What does "those" (Line 2, Paragraph 2) refer to?

- A. Inventions
 B. Efforts
 C. Road signs
 D. Drivers

西北工业大学
2007 年硕士研究生入学考试试题

试题名称: 英语一外 (A 卷)

试题编号: 216

说明: 所有答题一律写在答题纸上

第 11 页 共 12 页

68. _____ is an invention to help drivers detect road signs and prevent road accidents.
- A. Driver assistance system B. Gaze monitoring pair
C. A GPS-based system D. Scanner
69. Which of the following is NOT a part of the new driver assistance system?
- A. Three cameras B. A computer system
C. Speedometer D. GPS
70. What is a suitable title of the passage?
- A. An Australian Invention Will Change the World
B. The New Invention Will Stop Accidents
C. Drivers Need Not Apologize to Traffic Policemen
D. A Computer Can Issue a Warning

Part IV Translation

(60 minutes, 30 points)

Section A

Directions: In this section, you are allowed 30 minutes to translate the following passage into Chinese. Write your translation on the Answer Sheet.

My adaptive cultural transformation in Germany did not come easily. The biggest challenge I have encountered in this process was how to strike a balance between my Asian cultural background and the German cultural environment I am in, and between my identity in Chinese communities and in the German communities. I was highly motivated to adapt myself to the German culture -- to gain new cultural experiences in order to understand and appreciate the German culture. But my Chinese-self, characterized by Asian beliefs, values, customs, and habits as illustrated by my earlier experiences in Germany, often presented conflicts in the process of my adaptive cultural transformation, which requires determination and willingness to recognize our own culture and to understand and respect the German culture.

Section B

Directions: In this section, you are allowed 30 minutes to translate the following sentences into English. Write your translation on the Answer Sheet.

西北工业大学
2007 年硕士研究生入学考试试题

试题名称: 英语一外 (A 卷)
说 明: 所有答题一律写在答题纸上

试题编号: 216
第 12 页 共 12 页

Sentence 1

当前, 伴随着经济全球化进程的不断深入, 不同文化之间的交流日益增多。

Sentence 2

当代中国大学生需要了解世界, 体验文化的多样性, 有利于更深切地认知自己的民族和国家。

Sentence 3

进入 21 世纪以来, 环境与资源、道德与文化、科技与教育等各个方面都在不断地发生着变化, 人类的未来比以往任何时候都更加备受关注。

Sentence 4

也许理想与现实之间存在着一定的距离, 但毕竟理想与现实是统一的, 过去的理想已经变为今天的现实, 今天的理想又将在明天变为现实。

Sentence 5

众所周知, 德国的孩子从小就被教育要遵守规则, 做事要严谨认真。这种文化影响非常深刻。德国人在制造业方面取得了杰出的成就, 德国成为世界制造业最先进的工业化国家中的一员。