

绝密★启用前

2014 年全国硕士研究生入学统一考试 英语（二）

英语试卷 A3

考生需知

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。



2014 年全国硕士研究生入学统一考试英语 (二)

英语试题 A3

Section I Use of English

Directions: Read the following text. Choose the best word(s) for each numbered blank and mark A, B, C or D on ANSWER SHEET 1. (10 points)

America's most popular newspaper website today announced that the era of free online journalism is drawing to a close. The New York Times has become the biggest publisher yet to 1 plans for a paywall around its digital offering, 2 the accepted practice that internet users will not pay for news.

Struggling 3 an evaporation of advertising and a downward drift in street corner sales, The New York Times 4 to introduce a "metered" model at the beginning of 2011. Readers will be required to pay when they have 5 a set number of its online articles per month.

The decision puts the 159-year-old newspaper 6 the charging side of an increasingly wide chasm (鸿沟) in the media industry. But others, including the Guardian, have said they will not 7 internet readers, and certain papers, 8 London's Evening Standard, have gone further in abandoning readership revenue by making their print editions 9.

The New York Times's publisher, Arthur Sulzberger, 10 that the move is a gamble: "This is a 11, to a certain degree, in where we think the web is going."

Boasting a print 12 of 995,000 on weekdays and 1.4 million on Sundays, The New York Times is the third bestselling American newspaper, 13 the Wall Street Journal and USA Today. 14 most US papers focus on a single city, The New York Times is among the few that can 15 national scope—as well as 16 bureaus in the New York area, it has 11 offices around the US and 16 26 bureaus elsewhere in the world.

But 17 many in the publishing industry, the paper is in the grip of a 18 financial crisis. Its parent company, the New York Times Company, has 15 papers, but 19 a loss of \$70 million in the nine months to September and recently accepted a \$250 million 20 from a Mexican billionaire, Carlos Slim, to strengthen its balance sheet.

- | | | | |
|----------------|---------------|----------------|----------------|
| 1. [A] set in | [B] set out | [C] carry over | [D] carry away |
| 2. [A] abusing | [B] deducting | [C] developing | [D] abandoning |



- | | | | |
|---------------------|----------------|------------------|----------------|
| 3. [A] with | [B] beside | [C] along | [D] by |
| 4. [A] engages | [B] intends | [C] deliberates | [D] signifies |
| 5. [A] exceeded | [B] multiplied | [C] assumed | [D] revealed |
| 6. [A] on | [B] of | [C] over | [D] up |
| 7. [A] cost | [B] consume | [C] expend | [D] charge |
| 8. [A] as for | [B] far from | [C] such as | [D] by far |
| 9. [A] reliable | [B] free | [C] applicable | [D] easy |
| 10. [A] resisted | [B] certified | [C] acknowledged | [D] appealed |
| 11. [A] net | [B] kit | [C] bet | [D] pit |
| 12. [A] evaluation | [B] expansion | [C] circulation | [D] dimension |
| 13. [A] behind | [B] against | [C] before | [D] within |
| 14. [A] If | [B] While | [C] Hence | [D] Because |
| 15. [A] ascend | [B] announce | [C] lengthen | [D] claim |
| 16. [A] contributes | [B] disposes | [C] maintains | [D] encounters |
| 17. [A] like | [B] beyond | [C] from | [D] through |
| 18. [A] heavy | [B] crude | [C] rough | [D] serious |
| 19. [A] targeted | [B] suspended | [C] suffered | [D] tolerated |
| 20. [A] asset | [B] bill | [C] account | [D] loan |

Section II Reading Comprehension

Part A

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

Text 1

The \$11 billion self-help industry is built on the idea that you should turn negative thoughts like "I never do anything right" into positive ones like "I can succeed." But was positive thinking advocate Norman Vincent Peale right? Is there power in positive thinking?

Researchers in Canada just published a study in the journal *Psychological Science* that says trying to get people to think more positively can actually have the opposite effect: it can simply highlight how unhappy they are.

The study's authors, Joanne Wood and John Lee of the University of Waterloo and Elaine



Perunovic of the University of New Brunswick, begin by citing older research showing that when people get feedback which they believe is overly positive, they actually feel worse, not better. If you tell your dim friend that he has the potential of an Einstein, you're just underlining his faults. In one 1990s experiment, a team including psychologist Joel Cooper of Princeton asked participants to write essays opposing funding for the disabled. When the essayists were later praised for their sympathy, they felt even worse about what they had written.

In this experiment, Wood, Lee and Perunovic measured 68 students' self-esteem. The participants were then asked to write down their thoughts and feelings for four minutes. Every 15 seconds, one group of students heard a bell. When it rang, they were supposed to tell themselves, "I am lovable."

Those with low self-esteem didn't feel better after the forced self-affirmation. In fact, their moods turned significantly darker than those of members of the control group, who weren't urged to think positive thoughts.

The paper provides support for newer forms of *psychotherapy* (心理治疗) that urge people to accept their negative thoughts and feelings rather than fight them. In the fighting, we not only often fail but can make things worse. *Meditation* (静思) techniques, in contrast, can teach people to put their shortcomings into a larger, more realistic perspective. Call it the power of negative thinking.

21. What do we learn from the first paragraph about the self-help industry?
 - A) It is a highly profitable industry.
 - B) It is based on the concept of positive thinking.
 - C) It was established by Norman Vincent Peale.
 - D) It has yielded positive results.
22. What is the finding of the Canadian researchers?
 - A) Encouraging positive thinking may do more harm than good.
 - B) There can be no simple therapy for psychological problems.
 - C) Unhappy people cannot think positively.
 - D) The power of positive thinking is limited.
23. What does the author mean by "... you're just underlining his faults" (Line 5, Para. 3)?
 - A) You are not taking his mistakes seriously enough.
 - B) You are pointing out the errors he has committed.
 - C) You are emphasizing the fact that he is not intelligent.
 - D) You are trying to make him feel better about his faults.
24. What do we learn from the experiment of Wood, Lee and Perunovic?
 - A) It is important for people to continually boost their self-esteem.
 - B) Self-affirmation can bring a positive change to one's mood.
 - C) Forcing a person to think positive thoughts may lower their self-esteem.
 - D) People with low self-esteem seldom write down their true feelings.
25. What do we learn from the last paragraph?
 - A) The effects of positive thinking vary from person to person.



- B) Meditation may prove to be a good form of psychotherapy.
- C) Different people tend to have different ways of thinking.
- D) People can avoid making mistakes through meditation.

Text 2

"Depression" is more than a serious economic downturn. What distinguishes a depression from a harsh recession is paralyzing fear--fear of the unknown so great that it causes consumers, businesses, and investors to retreat and panic. They save up cash and desperately cut spending. They sell stocks and other assets. A shattering loss of confidence inspires behavior that overwhelms the normal self-correcting mechanisms that usually prevent a recession from becoming deep and prolonged: a depression.

Comparing 1929 with 2007-09, Christina Romer, the head of President Obama's Council of Economic Advisers, finds the initial blow to confidence far greater now than then. True, stock prices fell a third from September to December 1929, but fewer Americans then owned stocks. Moreover, home prices barely dropped. From December 1928 to December 1929, total household wealth declined only 3%. By contrast, the loss in household wealth between December 2007 and December 2008 was 17%. Both stocks and homes, more widely held, dropped more. Thus traumatized (受到创伤), the economy might have gone into a free fall ending in depression. Indeed, it did go into free fall. Shoppers refrained from buying cars, appliances, and other big-ticket items. Spending on such "durables" dropped at a 12% annual rate in 2008's third quarter, a 20% rate in the fourth. And businesses shelved investment projects.

That these huge declines didn't lead to depression mainly reflects, as Romer argues, counter-measures taken by the government. Private markets for goods, services, labor, and securities do mostly self-correct, but panic feeds on itself and disarms these stabilizing tendencies. In this situation, only government can protect the economy as a whole, because most individuals and companies are involved in the self-defeating behavior of self-protection.

Government's failure to perform this role in the early 1930s transformed recession into depression. Scholars will debate which interventions this time--the Federal Reserve's support of a failing credit system, guarantees of bank debt, Obama's "stimulus" plan and bank "stress test"--counted most in preventing a recurrence. Regardless, all these complex measures had the same psychological purpose: to reassure people that the free fall would stop and, thereby, curb the fear that would perpetuate (使持久) a free fall.

All this improved confidence. But the consumer sentiment index remains weak, and all the rebound has occurred in Americans' evaluation of future economic conditions, not the present. Unemployment (9.8%) is abysmal (糟透的), the recovery's strength unclear. Here, too, there is an echo from the 1930s. Despite bottoming out in 1933, the Depression didn't end until World War II. Some government policies aided recovery; some hindered it. The good news today is that the bad news is not worse.

26. Why do consumers, businesses and investors retreat and panic in times of depression?



- A) They suffer great losses in stocks, property and other assets.
B) They find the self-correcting mechanisms dysfunctioning.
C) They are afraid the normal social order will be paralyzed.
D) They don't know what is going to happen in the future.
27. What does Christina Romer say about the current economic recession?
A) Its severity is no match for the Great Depression of 1929.
B) Its initial blow to confidence far exceeded that of 1929.
C) It has affected house owners more than stock holders.
D) It has resulted in a free fall of the prices of commodities.
28. Why didn't the current recession turn into a depression according to Christina Romer?
A) The government intervened effectively.
B) Private markets corrected themselves.
C) People refrained from buying durables and big-ticket items.
D) Individuals and companies adopted self-protection measures.
29. What is the chief purpose of all the countermeasures taken?
A) To create job opportunities.
B) To curb the fear of a lasting free fall.
C) To stimulate domestic consumption.
D) To rebuild the credit system.
30. What does the author think of today's economic situation?
A) It may worsen without further stimulation.
B) It will see a rebound sooner or later.
C) It has not gone from bad to worse.
D) It does not give people reason for pessimism.

Text 3

When Liam McGee departed as president of Bank of America in August, his explanation was surprisingly straight up. Rather than cloaking his exit in the usual vague excuses, he came right out and said he was leaving "to pursue my goal of running a company." Broadcasting his ambition was "very much my decision," McGee says. Within two weeks, he was talking for the first time with the board of Hartford Financial Services Group, which named him CEO and chairman on September 29.

McGee says leaving without a position lined up gave him time to reflect on what kind of company he wanted to run. It also sent a clear message to the outside world about his aspirations. And McGee isn't alone. In recent weeks the No.2 executives at Avon and American Express quit with the explanation that they were looking for a CEO post. As boards scrutinize succession plans in response to shareholder pressure, executives who don't get the nod also may wish to move on. A turbulent business environment also has senior managers cautious of letting vague pronouncements cloud their reputations.



As the first signs of recovery begin to take hold, deputy chiefs may be more willing to make the jump without a net. In the third quarter, CEO turnover was down 23% from a year ago as nervous boards stuck with the leaders they had, according to Liberum Research. As the economy picks up, opportunities will abound for aspiring leaders.

The decision to quit a senior position to look for a better one is unconventional. For years executives and headhunters have adhered to the rule that the most attractive CEO candidates are the ones who must be poached. Says Korn Ferry senior partner Dennis Carey: "I can't think of a single search I've done where a board has not instructed me to look at sitting CEOs first."

Those who jumped without a job haven't always landed in top positions quickly. Ellen Marram quit as chief of Tropicana a decade ago, saying she wanted to be a CEO. It was a year before she became head of a tiny Internet-based commodities exchange. Robert Willumstad left Citigroup in 2005 with ambitions to be a CEO. He finally took that post at a major financial institution three years later.

Many recruiters say the old disgrace is fading for top performers. The financial crisis has made it more acceptable to be between jobs or to leave a bad one. "The traditional rule was it's safer to stay where you are, but that's been fundamentally inverted," says one headhunter. "The people who've been hurt the worst are those who've stayed too long."

31. When McGee announced his departure, his manner can best be described as being
- A) arrogant. B) frank. C) self-centered. D) impulsive
32. According to Paragraph 2, senior executives' quitting may be spurred by _____
- A) their expectation of better financial status.
- B) their need to reflect on their private life.
- C) their strained relations with the boards.
- D) their pursuit of new career goals.
33. The word "poached" (Line 3, Paragraph 4) most probably means _____
- A) approved of. B) attended to. C) hunted for. D) guarded against.



34. It can be inferred from the last paragraph that_____
- A) top performers used to cling to their posts.
 - B) loyalty of top performers is getting out-dated.
 - C) top performers care more about reputations.
 - D) it's safer to stick to the traditional rules.
35. Which of the following is the best title for the text?
- A) CEOs: Where to Go?
 - B) CEOs: All the Way Up?
 - C) Top Managers Jump without a Net
 - D) The Only Way Out for Top Performers

Text 4

The relationship between formal education and economic growth in poor countries is widely misunderstood by economists and politicians alike. Progress in both areas is undoubtedly necessary for the social, political and intellectual development of these and all other societies; however, the conventional view that education should be one of the very highest priorities for promoting rapid economic development in poor countries is wrong. We are fortunate that it is, because building new educational systems there and putting enough people through them to improve economic performance would require two or three generations. The findings of a research institution have consistently shown that workers in all countries can be trained on the job to achieve radically higher productivity and, as a result, radically higher standards of living.

Ironically, the first evidence for this idea appeared in the United States. Not long ago, with the country entering a recession and Japan at its pre-bubble peak, the U.S. workforce was derided as poorly educated and one of the primary cause of the poor U.S. economic performance. Japan was, and remains, the global leader in automotive-assembly productivity. Yet the research revealed that the U.S. factories of Honda, Nissan, and Toyota achieved about 95 percent of the productivity of their Japanese counterparts—a result of the training that U.S. workers received on the job.



More recently, while examining housing construction, the researchers discovered that illiterate, non-English-speaking Mexican workers in Houston, Texas, consistently met best-practice labor productivity standards despite the complexity of the building industry's work.

What is the real relationship between education and economic development? We have begun to suspect that continuing economic growth promotes the development of education even when governments don't force it. After all, that's how education got started. When our ancestors were hunters and gatherers 10,000 years ago, they didn't have time to wonder much about anything besides finding food. Only when humanity began to get its food in a more productive way was there time for other things.

As education improved, humanity's productivity potential increased as well. When the competitive environment pushed our ancestors to achieve that potential, they could in turn afford more education. This increasingly high level of education is probably a necessary, but not a sufficient, condition for the complex political systems required by advanced economic performance. Thus poor countries might not be able to escape their poverty traps without political changes that may be possible only with broader formal education. A lack of formal education, however, doesn't constrain the ability of the developing world's workforce to substantially improve productivity for the foreseeable future. On the contrary, constraints on improving productivity explain why education isn't developing more quickly there than it is.

36. The author holds in paragraph 1 that the importance of education in poor countries

- A) is subject to groundless doubts.
- B) has fallen victim of bias.
- C) is conventionally downgraded.
- D) has been overestimated.

37. It is stated in paragraph 1 that construction of a new educational system

- A) challenges economists and politicians.
- B) takes efforts of generations.
- C) demands priority from the government.
- D) requires sufficient labor force.

38. A major difference between the Japanese and U.S workforces is that

- A) the Japanese workforce is better disciplined.
- B) the Japanese workforce is more productive.
- C) the U.S workforce has a better education.
- D) the U.S workforce is more organized.

39. The author quotes the example of our ancestors to show that education emerged

- A) when people had enough time.
- B) prior to better ways of finding food.
- C) when people no longer went hungry.
- D) as a result of pressure on government.

40. According to the last paragraph, development of education

中国 MBA 备考网 (<http://www.mbaschool.com.cn>)

Tel: 400-010-9168



- A) results directly from competitive environments.
- B) does not depend on economic performance.
- C) follows improved productivity.
- D) cannot afford political changes.

Part B

Directions: Reading the following text and answer questions by finding a subtitle for each of the marked parts or paragraphs. There are one extra item in the subtitles. Mark your answer on ANSWER SHEET 1 (10 points)

- [A] Make one point per email.
- [B] Internal Email.
- [C] Limit your recipients.
- [D] Subject lines are headlines.
- [E] Be a good correspondent.
- [F] Specify the response you want.

When you're trying to locate some information in an E-mail someone sent you a few weeks back, what helps you find it quickly? If the sender included the information you want in a long message covering lots of points, the chances are that it will take you time to find it. Worse, if the sender is someone you communicate with regularly, and he or she just pressed Reply to a previous message about a different point, the heading of the mail you need won't actually be related to the information you want.

There are a few simple rules to ensure that your emails are read in the first place and stay useful to the recipient.

41 _____.

The headline in a newspaper does two things: It grabs your attention and informs you what the article is about so you can decide whether you want to read further. Email subject lines need to do the same thing. Use the subject line to inform the receiver of exactly what the email is about in a few well-chosen words. You might include a call to action such as "Please respond by 7 November", and if your message is one of a regular series of mails, such as a weekly project report, include the date in the subject line too.

Because everyone gets emails they do not want (spam), appropriate use of the subject line increases the chances your email will be read and not be deleted without so much as a glance. Of course, just as it would be ridiculous to publish a newspaper without headlines, never leave the subject line blank.

42 _____.

The beauty of email, compared with letters, is that it doesn't cost any more to send several mails



than it does to send one. So, if you need to communicate with someone about several matters, write a separate email on each subject. That way your correspondent can reply to each one in the appropriate time-frame. One topic might only require a short reply that he or she can make straight away. Another topic might require more research. By writing separate emails, you get clearer answers.

However, as with traditional business letters, the email should be clear and concise, with the purpose of the email detailed in the very first paragraph. Sentences should be kept short and to the point.

43 _____.

Make sure to include any call to action you desire, such as a phone call or follow-up appointment. Then, make sure you include your contact information, including your name, title, and phone numbers. Do this even with internal messages: the easier you make it for someone else to respond, the more likely they are to do so.

44 _____.

If you regularly correspond using email, make sure to clean out your email inbox at least once each day. This is a simple act of courtesy and will also serve to encourage senders to return your emails in a timely manner.

If a lengthy response is required to an email, but you don't have the time to pull together the information required now, send a holding reply saying that you have received the message, and indicating when you will respond fully.

Always set your Out of Office agent when you are going to be away from your email for a day or more, whether on leave or because you're at meetings.

45 _____.

Internal email should be checked regularly throughout the working day and returned in a much quicker manner as it often involves timely projects, immediate updates, meeting notes, and so on. Nonetheless, internal emails, just like other emails, should not be informal. Remember, these are written forms of communication that can be printed out and viewed by others than those originally intended for. Always use your spell checker, and avoid slang.

Since reading from a screen is more difficult than reading from paper, the structure and lay out is very important for e-mail messages. Use short paragraphs and blank lines between each paragraph. When making points, number them or mark each point as separate to keep the overview.

Section III Translation

46 Directions: In this section, there is a passage in English. Translate it into Chinese and write your version on ANSWER SHEET 2(15 points)

For a long time, Westerners have been skeptical about the efficacy of China's patent drugs made of medicinal herbs. In the past few years, traditional Chinese medicine has been subject to rigorous scientific scrutiny worldwide.



To prove and enhance the efficacy of traditional Chinese medicine, China has poured huge amounts of money into hard research on this field. Research into traditional cures is also blossoming at universities and other institutions outside Asia. These efforts to unlock the secrets of traditional remedies could produce benefits for sufferers of diseases that have confounded both Western and traditional Chinese medicines.

Although there are still differences between Western and traditional Chinese medicines in theory, some world-known pharmaceutical companies, taking interest in traditional Chinese medicine, have launched small research projects in China. A number of new medicines have already undergone trials across Asia.

Section IV Writing

Part A

47 Directions:

You are asked to write a recommendation letter of your student, Li Ming, for a position of administrator in a company. Address it to the manager and express your reason(s) clearly.

Write the letter with no less than 100 words.

Do not sign your own name at the letter.

Use "Wang Hua" instead. Do not write the address.

Part B

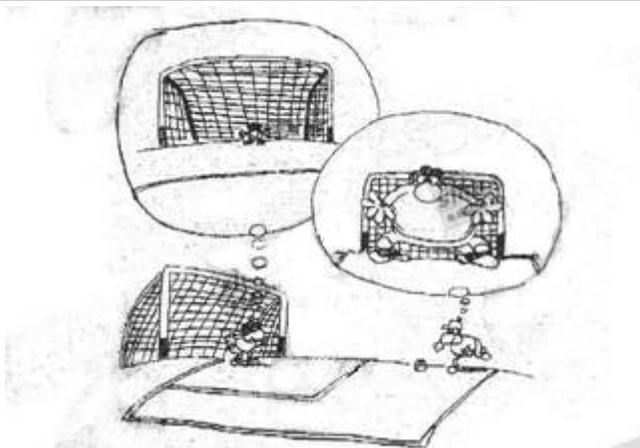
48 Directions:

Write an essay of 150 words based on the following drawing.

In your essay, you should

- 1) describe the drawing briefly,
- 2) explain its intended meaning, and then
- 3) support your view with an example/examples.

You should write neatly on the **Answer Sheet 2**.



SUCCESS MBA 培训中心