

- C. have been criticized
D. be criticizing
6. Written in great haste, _____ .
A. Jim made a lot of mistakes in the report
B. there are plenty of errors in the report
C. we found several mistakes in his report
D. the book is full of errors
7. "Must I come at four o' clock?" "Oh no, you _____ come at four."
A. can' t
B. may not
C. needn' t
D. mustn' t
8. If you _____ that late movie last night, you wouldn' t be sleepy now.
A. hadn' t watched
B. didn' t watch
C. haven' t watched
D. wouldn' t have watched
9. No one is interested in that, _____ ?
A. is he
B. isn' t he
C. aren' t they
D. are they
10. I have never taken anything _____ didn' t belong to me.
A. what
B. who
C. that
D. which
11. The _____ medical team will soon be here.
A. mobile
B. changeable
C. stable
D. steady
12. A poor memory _____ her efforts to become an actress.
A. encouraged
B. accomplished
C. frustrated
D. devoted
13. We allowed the warm water to _____ us.
A. join
B. clasp
C. embrace
D. contain
14. One warning _____ to stop her doing it.
A. suffered
B. sufficed
C. suggested
D. provided
15. We can visit your company on Monday or Tuesday; our plans are fairly _____.
A. flexible
B. elastic
C. supple
D. compliant
16. He _____ his first book to his mother.

- A. committed
C. assigned
- B. dedicated
D. appointed

17. The plane is _____ to take off at 4.

- A. enlisted
C. prompted
- B. enrolled
D. scheduled

18. They are _____ a mass production movement.

- A. firing
C. introducing
- B. launching
D. presenting

19. They' ve _____ the prices in the shop, so it' s a good time to buy.

- A. deduced
C. reduced
- B. decreased
D. lessened

20. The children _____ against each other to win yearly scholarship.

- A. contest
C. rival
- B. fight
D. compete

二、完形填空(本大题共 10 小题, 每小题 1 分, 共 10 分)

从选择项中选择一个最适合短文的选项, 错选、多选或未选均无分。

Human beings act in a different way from 21 of animals just because they can speak while animals cannot. 22 the cleverest animals cannot do things which to us seem very 23 and which small children, 24 they learn to talk, would be able to do.

A German scientist, who 25 experiments for many years with big apes, found that his apes could 26 his sticks as tools to pull down bananas which they could not 27 . But they only used the stick to get a banana when both the banana and the stick were 28 view at the same time. If the banana was in front of them and the stick was behind them, they could not use the stick. They could not 29 the banana 30 enough in mind to look around and then pick up the stick and use it.

21. A. that
22. A. Even if
23. A. honest
24. A. as soon as
25. A. carried
26. A. take
27. A. get
28. A. in
29. A. maintain
30. A. clear
- B. this
B. Even
B. foolish
B. as long as
B. dealt
B. hold
B. reach
B. beyond
B. keep
B. alive
- C. way
C. Though
C. simple
C. as far as
C. developed
C. use
C. eat
C. for
C. remain
C. long
- D. eat
D. When
D. evident
D. so long as
D. performed
D. regard
D. take
D. with
D. insert
D. complete

三、阅读理解（本大题共 10 小题，每小题 2 分，共 20 分）

阅读下面的短文，从 A、B、C、D 四个选项中选出一个最佳答案填空或答题，错选、多选或未选均无分。

Passage 1

Shopping-bag ladies don't beg publicly, but they do not refuse what is offered. Once a shopping-bag lady appears where you live, it is as hard to pass her by without giving her some money as it is to pay no attention to the collection box in church. And although you may not like it, if she chooses your doorway as her place to sleep in the night, it is as morally hard to turn her away as it is to do with a lost dog.

Most shopping-bag ladies seem to be between the ages of 40 and 65. They wear layers of clothes even in summer time, with newspapers filled between the layers as something against bad weather.

No one knows how many shopping-bag ladies there are in New York. The number is going up. Some persons and researchers spend a great deal of time taking care of or observing shopping-bag ladies and doing what they can to better the life lady hermits (隐士) who're down.

31. Shopping-bag ladies are _____.

- A. lady beggars
- B. ladies who sell shopping-bags
- C. ladies who make shopping-bags
- D. Those who go hungry

32. They fill newspapers between the layers of their clothes because _____.

- A. they are so poor
- B. they have no place to put them
- C. they want to hide them
- D. they have to use them to keep the cold out

33. Which of the following statements is **NOT** true?

- A. There are more and more shopping-bag ladies in the United States.
- B. Shopping-bag ladies appear only in New York.
- C. Some people are helping shopping-bag ladies.
- D. Some people are engaged in their research on these shopping-bag ladies.

Passage 2

Relaxation therapy (=treatment). If you read the sentence out loud, your blood pressure will go up. If you talk to another person, it will go still higher. If the talk is with your boss, your pressure will go even higher. If you speak to someone of the opposite sex, your pressure may show less change if you're married than if you're single.

Dozens of times each day, your blood pressure changes with what you're feeling and doing. These "ups and downs" take place in everyone, but they are more severe in people with high blood pressure. That discovery is the basis for the newest therapy: controlling blood pressure by learning skills to control everyday stress.

Many patients control their blood pressure with the relaxation response. This takes four simple things: a quiet environment, a comfortable position(sitting or lying down), the repeating of a word, prayer or phrase each time you breathe and having none of other thoughts.

Something remarkable happens when you do this, according to research in Boston. Relaxation of the mind and body has the effect that some blood-pressure pills would have. What's more, the blood pressure stays lower, just as it would with a pill, after you have stopped the relaxation and have returned to the stress of daily life.

34. The first paragraph tells us the reason why your blood pressure goes up is that _____.

- A. you read aloud a sentence
- B. the man you talk to is your boss
- C. you're not married
- D. you're nervous

35. Which of the following statements is **NOT** true?

- A. One's blood pressure changes many times every day.
- B. Your blood pressure changes with your feelings.
- C. When you're doing different things, your blood pressure, perhaps, is different.
- D. The changes of blood pressure only happen to people with high blood pressure.

36. The second paragraph shows us the basis of relaxation therapy is _____.

- A. to reduce the going up of the pressure
- B. to control everyday stress
- C. to do less and say less
- D. to think less and sleep more

Passage 3

The digital revolution, as exemplified by the Internet and electronic commerce, has shaken marketing practices to their core. In a recent paper, Wharton's Jerry Wind, director of the SEI Center for Advanced Studies in Management, and co-author Vijay Mahajan, a marketing professor at the College of Business Administration of the University of Texas at Austin, examine the impact of digital marketing on concepts like pricing, when customers can propose their own prices (priceline.com), or buyers and sellers can haggle independently in auctions (e-Bay.com).

The paper provides an overview of some of the emerging realities and new rules of marketing in a digital world, and outlines what the new discipline of marketing may look like in the early part of the new century.

To begin with, say the authors, the rapid-fire growth of the Internet is helping to drive changes. "It is not just our computers that are being reprogrammed; it is customers themselves," says Wind. "These emerging cyber consumers are like an alien race that have landed in the midst of our markets. They have different expectations and different relationships with companies from which they purchase products and services."

For one thing, cyber consumers expect to be able to customize everything — from the products and services they buy and the information they seek, to the price they are willing to pay. And with digital technology opening new channels for gaining information, they are more knowledgeable and demanding than previous consumers.

Digital customers can also sort products based on any desired attribute, price, nutritional value, or functionality, and they can easily obtain third-party endorsements and evaluations, tapping the experience of other users. “Companies that cannot meet their demands and expectations will be at a loss,” says Wind.

37. The passage was most likely to be quoted from_____.

- A. an overview of a paper
- B. an introduction to a book
- C. a book on digital revolution
- D. a paper discussing digital revolution

38. The paper mentioned in this paper was written by_____.

- A. Jerry Wind
- B. Vijay Mahajan
- C. Jerry Wind and Vijay Mahajan
- D. an anonymous

39. From the third paragraph, we can infer that_____.

- A. the customers are also reprogrammed by computers
- B. e-business companies need be more knowledgeable about cyber consumers
- C. cyber consumers are a group of strange people
- D. cyber consumers came from outer space

40. Compared with traditional customers, the emerging cyber consumers_____.

- A. are more difficult to satisfy
- B. have less knowledge about business
- C. have more problems with prices
- D. are less willing to buy products and services

四、单词汉译英（本大题共 15 小题，每小题 1 分，共 15 分）

根据给出的汉语词义和规定的词类写出相应的英语单词。每词的第一个字母已给出。

41. 贸易，商业 n. c_____

42. 紧缩 v. d_____

43. 命令的，权威 adj. & n. i_____

44. 同等的 adj. e_____

45. 本国的，国内的 adj. d_____

46. 声称, 认领 n. & v. c _____
47. 偏好, 更喜欢 n. p _____
48. 极端的, 偏激的 adj. e _____
49. 预置, 初始化 n. i _____
50. 基本的, 基础的, 主要的 adj. f _____
51. 分配, 分布, 分发 v. d _____
52. 清楚的, 明确的, 肯定的 adj. d _____
53. 总部, 司令部 n. h _____
54. 流行, 货币 n. c _____
55. 做广告 v. a _____

五、单词英译汉 (本大题共 15 小题, 每小题 1 分, 共 15 分)

56. cash register
57. potential sales
58. sound clip
59. cross-sell
60. text documents
61. overhead
62. IP address
63. availability check
64. Backorder
65. buy-in
66. pro forma
67. EDI
68. cash-flow
69. Federal Express
70. web page

六、英译汉 (本大题共 5 小题, 每小题 2 分, 共 10 分)

阅读下面的短文, 然后把划线的句子翻译成汉语。

How well is your Web site meeting demand? The question may be more difficult to answer than you think. After all, sophisticated Web monitoring software can measure a sudden spike in traffic, but it won't correlate that spike with your company's seasonal marketing efforts. (71) Business intelligence software unifies data from a wide array of functional areas and departments to provide a holistic understanding of the business. The result: Managers can predict future spikes in traffic based on the relative size of marketing campaigns.

The first thing to do is capture information about your Web site operations and visitors. Start with the data in your Web

log file. Here you will find valuable information about Web traffic patterns, such as peak traffic times and the most accessed pages on your Web site. (72) You'll also be able to learn what people search for once they get to your site, as well as the time it takes to find it. Don't overlook the value of information such as the type of browser and operating system used by your site visitors — these can affect how you choose to present your site.

(73) Once you have this data gathered, business intelligence applications let you analyze the information to help you optimize your Web site. The application unifies data from various sources to help you effectively mine information and understand your customers' Web behavior.

Most important, you are able to compare information in your Web logs against information from internal and external sources. (74) Track Web hits or transactions against fluctuations in your offline sales channels, for example, or see what happens to order volumes at the beginning of a fiscal quarter when many departments have new budgets to work with.

Business intelligence software can be a powerful ally as you seek to keep hard-won customers in the fold. Knowing your customers and understanding how they interact with your Web site is a powerful tool for optimization. (75) You can glean trends during peak traffic periods that result in server overloads, or identify search criteria that consistently fail to deliver anticipated content.

七、汉译英（本大题共 5 小题，每小题 2 分，共 10 分）

用括号内给出的词，把下列汉语句子翻译成英语。

76. 那机会太好了，不能错过。(too...to...)
77. 不管你怎么读法，这个句子总是不知所云。(make sense)
78. 它是便宜的，但在另一方面，质量很差。(on the other hand)
79. 结果非常不令人满意，和我们所期望的恰恰相反。(as opposed to)
80. 我们必须想办法进入敌人的电脑获得情报。(get access to)