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## 浙江省 2014 年 4 月高等教育自学考试

# 企业实用英语试题

课程代码: 03722

请考生按规定用笔将所有试题的答案涂、写在答题纸上。

### 选择题部分

注意事项:

- 答题前, 考生务必将自己的考试课程名称、姓名、准考证号用黑色字迹的签字笔或钢笔填写在答题纸规定的位置上。
- 每小题选出答案后, 用 2B 铅笔把答题纸上对应题目的答案标号涂黑。如需改动, 用橡皮擦干净后, 再选涂其他答案标号。不能答在试题卷上。

**Part I Cloze** (本大题共 15 小题, 每小题 1 分, 共 15 分)

**Directions:** There are 15 incomplete blanks here. You are required to complete each blank by choosing the appropriate answer from the 4 choices marked A, B, C, and D. You should mark the corresponding letter on the Answer Sheet with a single line through the centre.

### Cost as a Factor in Supply

In a purely competitive market, the supplier of goods and services has no control over the market price, because he produces too little to influence market conditions. With no difference between his products and the products 1 his competitors, he will sell nothing if he charges above the market price and he will sell all if he charges at or 2 the market price. However, in considering the price, he must take the 3 of production into consideration. There are times when he may be willing to sell below his cost. This might happen when prices tumble for 4 he believes will be a short time. However, no business person can 5 to lose money for a prolonged period. He must be constantly 6 of his costs in relation to the market price if he is to compete successfully and earn profit. Many people have the impression that as production increases, costs per unit decrease. 7 mass production has made this true in certain industries and at certain levels of production, 8 logic and practical experiences have shown that costs per unit begin to rise beyond a certain level of production. Some economists 9 to this principle as the law of increasing costs.

The reason costs rise as production goes up is 10. However, it is easy to recognize that as production goes up, the need for additional factors of production will also grow, 11 competitive bidding in the marketplace for the factors of production. If a producer needs 12 skilled labor to produce more, and none of this labor is unemployed, the producer will have to get 13 from other sources. This can be done by 14 higher wages. Higher bidding would also apply to the other factors of production. We must also recognize that not all labor is equally productive, 15 not all land is equally fertile and not all ore (矿石) is equally rich in the mineral wanted.

- |                 |                 |              |                 |
|-----------------|-----------------|--------------|-----------------|
| 1. A. to        | B. at           | C. of        | D. on           |
| 2. A. below     | B. beneath      | C. over      | D. above        |
| 3. A. price     | B. cost         | C. worth     | D. profit       |
| 4. A. that      | B. why          | C. what      | D. if           |
| 5. A. afford    | B. pretend      | C. offer     | D. decide       |
| 6. A. sure      | B. afraid       | C. aware     | D. suspicious   |
| 7. A. Because   | B. Since        | C. When      | D. While        |
| 8. A. both      | B. neither      | C. none      | D. any          |
| 9. A. resort    | B. refer        | C. turn      | D. attend       |
| 10. A. clear    | B. simple       | C. difficult | D. complex      |
| 11. A. bringing | B. resulting in | C. including | D. carrying out |
| 12. A. less     | B. numerous     | C. more      | D. many         |
| 13. A. them     | B. these        | C. it        | D. those        |
| 14. A. offering | B. cutting      | C. reducing  | D. having       |
| 15. A. as if    | B. just as      | C. because   | D. while        |

**Part II Vocabulary & Structure** (本大题共 15 小题, 每小题 1 分, 共 15 分)

**Directions:** There are 15 incomplete statements here. You are required to complete each statement by choosing the appropriate answer from the 4 choices marked A, B, C, and D. You should mark the corresponding letter on the Answer Sheet with a single line through the centre.

16. The firm couldn't pay \_\_\_\_\_ large salaries.  
A. so  
B. such a  
C. such  
D. a such
17. Work on it had begun before my sister. My sister left \_\_\_\_\_ it had begun.  
A. after  
B. without  
C. behind  
D. soon
18. By 1989, a Lancaster bomber was rare and worth \_\_\_\_\_.  
A. to be saved  
B. to save  
C. saved  
D. saving
19. You can hear it when it is actually striking. You can hear it \_\_\_\_\_ it is striking.  
A. the hour  
B. the moment  
C. really  
D. indeed
20. After \_\_\_\_\_ by a policeman, he was sent back to England.  
A. being picked up  
B. he picked up  
C. been picked up  
D. picking up
21. \_\_\_\_\_ all that has been said, the tourists have been picking leaves.  
A. In spite  
B. Despite  
C. Even  
D. Even so
22. It was Eiffel \_\_\_\_\_ constructed the metal framework.  
A. whom  
B. which  
C. who  
D. whose
23. If anyone \_\_\_\_\_ the food he will be unlucky.  
A. would eat  
B. will eat  
C. had eaten  
D. eats
24. One or two people have objected \_\_\_\_\_ the students.  
A. at  
B. for  
C. to  
D. against
25. Elizabeth wanted to \_\_\_\_\_ meeting him.  
A. prevent  
B. prevent from

- C. avoid  
D. escape from
26. They've volunteered to drive buses. That's what they're \_\_\_\_\_ to do.  
A. eager  
B. anxious  
C. willing  
D. impatient
27. The ploughed field is ready for \_\_\_\_\_.  
A. sewing  
B. sowing  
C. seeding  
D. growing
28. He had to reward himself occasionally. He had to reward himself \_\_\_\_\_.  
A. again and again  
B. now and again  
C. once again  
D. over and over again
29. The young man waved to the writer. He \_\_\_\_\_ him.  
A. saluted  
B. greeted  
C. signalled to  
D. nodded
30. It was fifteen minutes \_\_\_\_\_ eleven.  
A. pass  
B. past  
C. passed  
D. pasted

### Part III Reading Comprehension (本大题共 20 小题, 每小题 2 分, 共 40 分)

**Directions:** After reading the following passage, you will find several questions. For each question there are 4 choices marked A, B, C, and D. You should make the correct choice and mark the corresponding letter on the Answer Sheet with a single line through the centre.

#### Passage 1

British university entrants(新学员) expect to be provided with washing machines and dryers in their rooms and even car parking spaces, a survey has found. Students are also less prepared to tolerate poor quality living conditions than their predecessors, says the survey by British polling organization Mori.

More than 1000 full-time undergraduates and postgraduates from 21 universities across the UK were surveyed for the research. It shows that location is the key factor in choosing accommodation for students—nearly half of those interviewed said that being close to their place of study was the most important factor in their choice. Cost came second with evidence that many parents foot the bills for their children's rent. The survey also shows that students are no longer prepared to carry bags of washing to the nearest launderette(自动洗衣店). These newcomers expect washers and dryers to be provided with their accommodation. The study also highlights those things today's students expect as standard—communal (公共的) areas to be cleaned, regularly utility bills to be included, even private car parking space to be included.

Separate findings from the UK's National Union of Students published earlier this year show more than half of

students in private rented accommodation are living in unsatisfactory conditions.

31. What does the survey indicate?

- A. UK university students are increasingly satisfied with their living conditions.
- B. UK university students are less and less energetic.
- C. UK university students demand higher qualities of their living conditions.
- D. UK university students pay less and less attention to their studies.

32. Which of the following statements is TRUE according to the passage?

- A. The survey described in the passage is conducted by UK's National Union of Students.
- B. Most of the subjects are from universities in London.
- C. Most college students pay the rent by themselves.
- D. Students think that communal areas should be cleaned regularly by cleaners rather than themselves.

33. According to the passage the choice of accommodation is influenced by the following factors EXCEPT \_\_\_\_\_.

- A. convenience
- B. comfort
- C. low rents
- D. weather

34. What kind of accommodation is the most attractive to students according to the survey by British polling organization Mori?

- A. An apartment near their universities.
- B. A cheap house far away from their universities.
- C. An apartment with car parking space.
- D. An apartment with washing machines

35. Who are the subjects of the survey?

- A. Some oversea students in UK.
- B. Some undergraduates and postgraduates in UK universities.
- C. Some graduates in UK universities.
- D. Some British students in other countries.

### Passage 2

Shortly after the war, my brother and I were invited to spend a few days' holiday with an uncle who had just returned from abroad. He rented a cottage in the country, although he rarely spent much time there. The cottage, however, had no comfortable furniture in it, many of the windows were broken and the roof leaked, making the whole house damp.

On our first evening, we sat around the fire after supper, listening to the stories our uncle had to tell of his many adventures in distant countries. I was so tired after the long train journey that I would have preferred to go to bed, but I could

not bear to miss any of my uncle's exciting tales.

He was just in the middle of describing a rather terrifying experience he had, when there was a loud crash from the bedroom above, the one where my brother and I were going to sleep.

"It sounds as if the roof has fallen in!" shouted my uncle, with a loud laugh.

When we got to the top of the stairs and opened the bedroom door, a strange sight met our eyes. A large part of the ceiling had collapsed, falling right on to the pillow of my bed. I was glad that I had stayed up late to listen to my uncle's stories, otherwise I should certainly have been seriously injured, perhaps killed.

That night we all slept on the floor of the sitting room downstairs, not wishing to risk our lives by sleeping under a roof which might at any moment collapse on our heads. We left for London the very next morning and my uncle gave up his cottage in the country. This was not the kind of adventure he cared for, either!

36. What does the writer say about his uncle during the war?

- A. He made a lot of money.
- B. He enjoyed many of his adventures.
- C. He had a lot of adventures.
- D. He fought as a soldier.

37. When did the story most likely happen?

- A. In the spring.
- B. In the summer.
- C. In the fall.
- D. In the winter.

38. Why did the writer wish to go to bed at first?

- A. He thought his uncle's stories would be boring.
- B. He was really tired from the long journey.
- C. He had the habit of going to bed early.
- D. His uncle's stories made him sleepy.

39. Why was the writer glad after the accident?

- A. He realized he would have a good sleep.
- B. He had heard many exciting stories.
- C. He had a narrow escape from death.
- D. He had experienced a great adventure.

40. What did the writer's uncle most likely do with the cottage after the accident?

- A. He bought it and had it repaired.
- B. He gave it to his neighbors.
- C. He sold it to others.
- D. He returned it to the landlord.

### Passage 3

Cars are an important part of life in the United States. Without a car most people feel that they are poor. And even if a

person is poor he doesn't feel really poor when he has a car.

Henry Ford was the man who first started making cars in large numbers. He probably didn't know how much the car was going to affect American culture. The car made the United States a nation on wheels. And it helped make the United States what it is today.

There are three main reasons to explain why the car became so popular in the United States. First of all, the country is a huge one and Americans like to move around in it. The car provides the most comfortable and cheapest form of transportation. With a car, people can go any place without spending a lot of money.

The second reason is that the United States has never really developed an efficient and inexpensive form of public transportation. Long distance trains have never been as common in the United States as they are in other parts of the world. Nowadays, there is a good system of air-service provided by planes. But it is too expensive to be used frequently.

The third reason is perhaps the most important one. The American spirit of independence is what really makes cars popular. Americans don't like to wait for a bus or a train or even a plane. They don't like to have to follow an exact schedule. A car gives them the freedom to schedule their own time. And this is the freedom that Americans want most to have.

The gas shortage has caused a big problem for Americans. But the answer will not be a bigger system of public transportation. The real solution will have to be a new kind of car, one that does not use so much gas.

41. When do most Americans feel they are poor?

- A. When they don't have a car.
- B. When they live in a huge country.
- C. When they don't use planes.
- D. When they have a car.

42. Why do cars become popular in the United States?

- A. Because the country is huge.
- B. Because the air-service is not very good.
- C. Because the car is a sign of wealth.
- D. Because Americans like to be independent.

43. What kind of public transportation is good in the United States?

- A. Buses.
- B. Planes.
- C. Taxis.
- D. Trains.

44. What has caused a big problem for Americans?

- A. A new kind of car.
- B. Public transportation.
- C. The gas shortage.
- D. Poor people.

45. Which of the following is NOT mentioned according to this passage?

- A. Cars have made the nation on wheels.
- B. The answer to the gas shortage will not be a bigger system of public transportation.
- C. Nearly 80% of the American people have cars.
- D. Cars give Americans the freedom to schedule their own time.

#### Passage 4

Cheating is nothing new. But today, educators and administrators are finding that instances of academic dishonesty on the part of students have become more frequent and are less likely to be punished than in the past. Cheating appears to have gained acceptance among good and poor students alike.

Why is student cheating on the rise? No one really knows. Some blame the trend on a general loosening to the fact that today's youth are far more pragmatic than their more idealistic predecessors. Whereas in the late sixties and early seventies, students were filled with visions about changing the world, today's students feel great pressure to conform and succeed. In interviews with students at high schools and colleges around the country, both young men and women said that cheating had become easy. Some suggested they did it out of spite for teachers they did not respect. Others looked at it as a game. Only if they were caught, some said, would they feel guilty. "People are competitive," said a second-year college student named Anna, from Chicago. There's an underlying fear. If you don't do well, your life is going to be ruined. The pressure is not only from parents and friends but from yourself. To achieve. To succeed. It's almost as though we have to outdo other people to achieve our own goals.

Edward Wynne, editor of a magazine, blames the rise in academic dishonesty on the schools. He claims that administrators and teachers have been too hesitant to take action. Dwight Huber, chairman of the English department at Amarillo sees the matter differently, blaming the rise in cheating on the way students are evaluated. "I would cheat if I felt I was being cheated," Mr. Huber said. He feels that as long as teachers give short-answer tests rather than essay questions and rate students by the number of facts they can memorize rather than by how well they can synthesize information, students will try to beat the system. "The concept of cheating is based on the false assumption that the system is legitimate and there is something wrong with the individual who's doing it," he said. "That's too easy an answer. We've got to start looking at the system."

46. Educators are finding that students who cheat \_\_\_\_\_.
- A. are more likely to be punished than before.
  - B. have poor academic records
  - C. can be academically weak or strong
  - D. use the information in later years.
47. Today's youth are described as more pragmatic than their predecessors because \_\_\_\_\_.
- A. they think more of themselves



- B. they don't have a global vision
- C. the era of ideal has passed
- D. they cheat more than their predecessors
48. Which of the following statements is NOT true?
- A. Both good and poor students would accept cheating.
- B. Administrators and teachers often take severe punishment on cheating.
- C. Today's students feel great pressure to do well.
- D. Students of the 1960s and 1970s were filled with visions about changing the world.
49. What does "the system" (para. 3) refer to?
- A. The education system.
- B. The school system.
- C. The system by which schools punish cheating.
- D. The system by which students are evaluated.
50. Which of the following would Dwight Huber probably agree with?
- A. The educational system is sound, and students must follow every rule.
- B. Parents alone must take responsibility for the rise in student cheating.
- C. There should be some change in the examination and rating system.
- D. Students who cheat should be expelled from school.

### 非选择题部分

#### 注意事项:

用黑色字迹的签字笔或钢笔将答案写在答题纸上，不能答在试题卷上。

#### Part IV Translation (本大题共 10 小题，每小题 2 分，共 20 分)

##### Section A English into Chinese (每小题 2 分，共 10 分)

51. They have been told that the rescue operations are progressing smoothly.
52. The pirates would often bury gold in the cave and then failed to collect it.
53. Following in his father's footsteps, he also set up a world record.
54. The operation, which lasted for over four hours, proved to be very difficult.
55. I had no sooner got back to the kitchen than the doorbell rang loud enough to wake the dead.

##### Section B Chinese into English (每小题 2 分，共 10 分)

56. 地下室突然着火，我当然马上下去了。(break out)

57. 人们不再像以前那样诚实了。(not so...as)
58. 他一接到考试成绩就会给我们打电话的。(as soon as)
59. 只有一次把我吓坏了。(only)
60. 我误了火车, 因此不得不搭个出租车。(miss)

**Part V Writing (本大题 10 分)**

**61.Directions:** *This part is to test your writing abilities. You are required to finish the following writing according to the instructions.*

请以 Jack 的名义给李老师写一封感谢信。

内容: Jack 是一位大学新生。在中学时, 他的班主任李老师给了他很多帮助, 从而使得他能以较好的分数考上了心仪的大学。在教师节来临之际, 他给李老师写了一封感谢信。

字数: 100 左右



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