

2021 年全国硕士研究生招生考试

英语（二）模考一

（科目代码：204）

考生注意事项

1. 考试时间：180 分钟
2. 考试方式：笔试，请用黑色签字笔答题，保证卷面清晰整洁。
3. 讲评课时间:

模考日期	讲评科目	讲评日期	讲评时间	讲评人
12月5号	英语	12月7日	13：00-15：00	王海力
	数学	12月8日	13：00-15：00	孙小涵
	逻辑	12月9日	13：00-15：00	李金来
	写作	12月10日	13：00-14：00	李青茂

各位同学务必提前以考试标准完成试题。因参加考试学员数量巨大，故两次模考的主观题部分不提供判分、估分等答疑服务。各位同学**可参考答案及解析，按时出勤模考讲评课（见上图），均有回放。**

4. 本次模考由尚德机构商学院英语教学中心联合研发，由学科带头人审核发起，
请大家保持状态、认真答题！

预祝大家 2021 年度研究生考试顺利通过！

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 the ANSWER SHEET.(10 points)*

Since World War II, most countries around the world have come to use gross domestic product, or GDP, as the core metric for prosperity. The GDP measures market output: the monetary value of all the goods and services produced in an economy during a ___1___ period, usually a year. But ___2___ to grow GDP is not the same as ensuring the well-being of a society.

In truth, "GDP measures everything," as Senator Robert Kennedy famously said, " except that which makes life ___3___." The number does not measure health, education, equality of opportunity, the state of the environment or many other ___4___ of the equality of life. It does not even measure ___5___ aspects of the economy such as its sustainability: whether or not it is ___6___ for a crash. What we measure matters, ___7___, because it guides what we do.

In fact, the American economy is like a car whose owner saved ___8___ gas by remove the spare tire, which was fine ___9___ he got a flat. And the "GDP thinking" — seeking to boost GDP in the misplaced expectation that that alone would enhance ___10___ well-being — led us to this plight. An economy that uses its resources more efficiently in the short term has higher GDP in that quarter or year. Seeking to maximize that macroeconomic measure ___11___ at a microeconomic level, to each business cutting costs to achieve the highest possible short-term profits. But such a shortsighted focus necessarily ___12___ the performance of the economy and society in the long term.

The U.S. health care sector, for example, took ___13___ in using hospital beds efficiently: no bed was left unused, ___14___, when SARS-CoV-2 reached America there were only 2.8 hospital beds per 1,000 people—far fewer than in other advanced countries—and the system could not ___15___ the sudden surge in patients. Doing without paid sick leave in meat-packing plants increased profits in the short run, which also increased GDP. But workers could not ___16___ to stay home when sick; ___17___ they came to work and spread the infection. ___18___, the relentless drive to maximize short-term GDP ___19___ health care, caused financial and physical insecurity, and reduced economic sustainability and resilience, leaving Americans more ___20___ to shocks than the citizens of other countries.

1. A. direct B. long C. recent D. given
2. A. refusing B. striving C. regretting D. claiming
3. A. troublesome B. unpredictable C. worthwhile D. adventurous
4. A. indicators B. impacts C. illusions D. interpretations
5. A. minor B. crucial C. subjective D. unusual
6. A. mistaken B. blamed C. exchanged D. headed
7. A. likewise B. anyway C. though D. again
8. A. in B. for C. at D. on
9. A. until B. since C. if D. lest
10. A. injure B. enhance C. assess D. define
11. A. translates B. objects C. responds D. applies
12. A. emphasizes B. reveals C. improves D. compromises
13. A. shape B. part C. pride D. place
14. A. By accident B. In consequence C. For example D. In addition
15. A. remove B. guarantee C. absorb D. sense
16. A. adapt B. offer C. pretend D. afford
17. A. still B. instead C. otherwise D. likewise
18. A. In sum B. In tune C. After all D. By contrast
19. A. improved B. supported C. worsened D. prioritized
20. A. alert B. blind C. obedient D. vulnerable

Section II Reading Comprehension

Part A

Directions : *Read the following four texts. Answer the questions below each text by choosing A, B, C or D.*

Mark your answers on the ANSWER SHEET. (40 points)

At some time in your life you may have a strong desire to do something strange or terrible. However, chances are that you don't act on your impulse, but let it pass instead. You know that to commit the action is wrong in some way and that other people will not accept your behavior.

Perhaps the most interesting thing about the phenomenon of taboo(禁忌的) behavior is how it can change over the years within the same society, how certain behavior and attitudes once considered taboo can become perfectly acceptable and natural at another point in time. Topics such as death, for example, were once considered so upsetting and unpleasant that it was a taboo to even talk about them. Now with the publication of important books such as *On Death and Dying* and *Learning to Say Goodbye*, people have become more aware of the importance of expressing feelings about death and, as a result, are more willing to talk about this taboo subject.

One of the newest taboos in American society is the topic of fat. Unlike many other taboos, fat is a topic that Americans talk about constantly. It's not taboo to talk about fat; it's taboo to be fat. The "in" look is thin, not fat. In the work world, most companies prefer youthful-looking, trim executives to sell their image as well as their products to the public. The thin look is associated with youth, vigor, and success. The fat person, on the other hand, is thought of as lazy and lacking in energy, self-discipline, and self-respect. In an image-conscious society like the U. S. , thin is "in", fat is "out".

It's not surprising, then, that millions of Americans have become obsessed (着迷) with staying slim and "in shape". The pursuit of a youthful physical appearance is not, however, the sole reason for America's obsession with diet and exercise. Recent research has shown the critical importance of diet and exercise for personal health. As in most technologically developed nations, the life-style of North Americans has changed dramatically during the course of the last century. Modern machines do all the physical labor that people were once forced to do by hand. Cars and buses transport us quickly from point to point. As a result of inactivity and disuse, people's bodies can easily become weak and vulnerable to disease. In an effort to avoid such a fate, millions of Americans are spending more of their time exercising every day.

21. From the passage we can infer taboo is _____ .

A. a strong desire to do something strange or terrible

- B. a crime committed on impulse
- C. behavior considered unacceptable in society's eyes
- D. an unfavorable impression left on other people

22、 Based on the ideas presented in the passage we can conclude "being fat" _____ .

- A. will always remain a taboo
- B. is not considered a taboo by most people
- C. "being fat" is not popular any more
- D. may no longer be a taboo some day

23、 The topic of fat is _____ many other taboo subjects.

- A. the same as
- B. different from
- C. more popular than
- D. less often talked about than

24、 In the U. S. , thin is "in", fat is "out", this means _____ .

- A. thin is "inside", fat is "outside"
- B. thin is "diligent", fat is "lazy"
- C. thin is "youthful", fat is "spiritless"
- D. thin is "fashionable", fat is "unfashionable"

25、 The main reason the passage gives for why so many Americans are exercising regularly is _____ .

- A. their changed life-style
- B. their eagerness to stay thin and youthful
- C. their misunderstanding of the importance of exercise
- D. the encouragement they have received from their companies

Text 2

The main part of this chapter will deal directly with the technical and artistic limitations and resources that make television unique. But some important differences between television and other forms of literature need mentioning before we begin.

In the first place, since the literature of television is transmitted simultaneously to millions of people, its

creators are subject to limitations of theme, language, and style. In general, the wider the base of the audience, the greater the degree of restriction imposed on the creator, and no contemporary literary form has a more massive audience than television.

In the second place, the line that separates commercial interests from literary interests in television is less distinct than in most other literary forms. To be sure, the publisher of novels and the producer of stage plays are concerned with making money. But in television the advertiser, the man who pays the bill, is primarily concerned with the sale of a commercial product rather than an artistic one. At the same time, selling products and presenting high quality programs are not necessarily incompatible motives. There are, in fact, numerous examples of sponsors who have done both simultaneously.

We must remember, too, that the literature of television, unlike most types of literature, is highly ephemeral (短暂的) in character. At the moment, the libraries of television are its "reruns", but even so, a particular show must be seen at a specific time or it cannot be seen at all. As a result, studying or teaching about television presents certain problems not found in the study of other types of literature, except the legitimate stage.

26. Since the literature of television is sent out to millions of people at the same time, its creators are likely to have the following limitations EXCEPT_____.

- A. subject
- B. choice of words
- C. the place where they transmit television program
- D. expression by means of words

27. According to the author the creators of television have the greatest degree of restriction in theme, language, and style, this is because_____.

- A. television has a large number of audiences
- B. television can only last a short period of time
- C. television combines commercial interests and literary interests
- D. both A and B

28. The sentence "selling products and presenting high quality programs are not necessarily incompatible motives" could be paraphrased as_____.

- A. the purposes of selling products and presenting high quality programs can be realized at the same time
- B. the motives of selling products and presenting high quality programs can not be matched

C. selling products overweighs presenting high quality programs

D. presenting high quality programs overweighs selling products

29. Which of the following most correctly summarizes the main idea of the passage?

A. The limitations and resources of television.

B. The differences between television and other forms of literature.

C. Television has a more massive audience than other literary forms.

D. Television has a very short life.

30. This passage has probably been taken from a _____.

A. newspaper ad

B. magazine

C. public speech

D. book

Text 3

You may have heard that Coca-Cola once contained an ingredient capable of sparking particular devotion in consumers: cocaine. The "Coca" in the name referred to the extracts of coca leaf that the drink's originator, chemist John Pemberton, mixed with his sugary syrup (浆汁). At the time, coca leaf extract mixed with wine was a common tonic (滋补品), and Pemberton's sweet brew was a way to get around local laws prohibiting the sale of alcohol. But the other half of the name presents another ingredient, less infamous (名声不好的), perhaps, but also strangely potent: the kola nut.

In West Africa, people have long chewed kola nuts as stimulants, because they contain caffeine that also occurs naturally in tea, coffee, and chocolate. They also have heart stimulants.

Historian Paul Lovejoy relates that the cultivation of kola nuts in West Africa is hundreds of years old. The leafy, spreading trees were planted on graves and as part of traditional rituals. Even though the nuts, which need to stay moist, can be somewhat delicate to transport, traders carried them hundreds of miles throughout the forests and grasslands.

Europeans did not know of them until the 1500s, when Portuguese ships arrived on the coast of what is now Sierra Leone. And while the Portuguese took part in the trade, ferrying nuts down the coast along with other goods, by 1620, when English explorer Richard Jobson made his way up the Gambia, the nuts were still

peculiar to his eyes.

By the late 19th century, kola nuts were being shipped by the tonne to Europe and the US. Many made their way into medicines, intended as a kind of energy boost. One such popular medicinal drink was Vin Mariani, a French product consisting of coca extract mixed with red wine. It was created by a French chemist, Angelo Mariani, in 1863. So when Pemberton created his drink, it represented an ongoing trend. When cocaine eventually fell from grace as a beverage ingredient, kola-extract colas became popular.

The first year it was available, Coca-Cola averaged nine servings a day across all the Atlanta soda fountains where it was sold. As it grew more popular, the company sold rights to bottle the soda, so it could travel easily. Today about 1.9 billion Cokes are purchased daily. It's become so iconic that attempts to change its taste in 1985—sweetening it in a move projected to boost sales—proved disastrous, with widespread anger from consumers. "Coca-Cola Classic" returned to store shelves just three months after the "New Coke" was released.

These days, the Coca-Cola recipe is a closely guarded secret. But it's said to no longer contain kola nut extract, relying instead on artificial imitations to achieve the flavour.

31. What do we learn about chemist John Pemberton?

- A He used a strangely potent ingredient in a food supplement.
- B He created a drink containing alcohol without breaking law.
- C He became notorious because of the coca drink he developed.
- D He risked breaking local law to make a drink with coca leaves.

32. What does the passage say about kola nuts?

- A Their commercial value was first discovered by Portuguese settlers.
- B They contain some kind of energy boost not found in any other food.
- C Many were shipped to Europe in the late 19th century for medicinal use.
- D They were strange to the Europeans when first imported from West Africa.

33. How come kola-extract colas became popular?

- A Cocaine had become notorious.
- B Alcoholic drinks were prohibited.
- C Fountains were set up to sell them.
- D Rights were sold to bottle the soda.

34. What is known about the taste of Coca-Cola?

- A It was so designed as to create addiction in consumers.

- B It still relies on traditional kola nut extract.
- C It has become more popular among the old.
- D It has remained virtually unchanged since its creation.

35. What is the passage mainly about?

- A The evolution of Coca-Cola.
- B The success story of Coca-Cola.
- C The medicinal value of Coca-Cola.
- D The business strategy of Coca-Cola.

Text 4

It is not controversial to say that an unhealthy diet causes bad health. Nor are the basic elements of healthy eating disputed. Obesity raises susceptibility to cancer, and Britain is the sixth most obese country on Earth. That is a public health emergency. But naming the problem is the easy part. No one disputes the costs in quality of life and depleted health budgets of an obese population, but the quest for solutions gets diverted by ideological arguments around responsibility and choice. And the water is muddied by lobbying from the industries that profit from consumption of obesity-inducing products.

Historical precedent suggest that science and politics can overcome resistance from businesses that pollute and poison but it takes time, and success often starts small. So it is heartening to note that a programme in Leeds has achieved a reduction in childhood obesity, becoming the first UK city to reverse a fattening trend. The best result were among younger children and in more deprived areas. When 28% of English children aged two to 15 are obese, a national shift on the scale achieved by Leeds would lengthen hundreds of thousands of lives. A significant factor in the Leeds experience appears to be a scheme called HENRY, which helps parents reward behaviours that prevent obesity in children.

Many members of parliament are uncomfortable even with their own government's anti-obesity strategy, since it involves a "sugar tax" and a ban on the sale of energy drinks to under-16s. Bans and taxes can be blunt instruments, but their harshest critics can rarely suggest better methods. These critics just oppose regulation itself.

The relationship between poor health and inequality is too pronounced for government to be passive about large-scale intervention. People living in the most deprived areas are four times more prone to die from avoidable causes than counterparts in more affluent places. As the structural nature of public health problems becomes harder to ignore, the complaint about overprotective government loses potency.

In fact, the polarized debate over public health interventions should have been abandoned long ago. Government action works when individuals are motivated to respond. Individuals need government that

expand access to good choices. The HENRY programme was delivered in part through children's centres. Closing such centres and cutting council budget doesn't magically increase reserves of individual self-reliance. The function of a well-designed state intervention is not to deprive people of liberty but to build social capacity and infrastructure that helps people take responsibility for their well-being. The obesity crisis will not have a solution devised by left or right ideology--but experience indicates that the private sector needs the incentive of regulation before it starts taking public health emergencies seriously.

36. Why is the obesity problem in Britain so difficult to solve'?

- A Government health budgets are depleted.
- B People disagree as to who should do what.
- C Individuals are not ready to take their responsibilities.
- D Industry lobbying makes it hard to get healthy foods.

37. What can we learn from the past experience in tackling public health emergencies?

- A Governments have a role to play.
- B Public health is a scientific issue.
- C Priority should be given to deprived regions.
- D Businesses' responsibility should be stressed.

38. What does the author imply about some critics of bans and taxes concerning unhealthy drinks?

- A They are not aware of the consequences of obesity.
- B They have not come up with anything more constructive.
- C They are uncomfortable with parliament's anti-obesity debate.
- D They have their own motives in opposing government regulation.

39. Why does the author stress the relationship between poor health and inequality?

- A To demonstrate the dilemma of people living in deprived areas.
- B To bring to light the root cause of widespread obesity in Britain .
- C To highlight the area deserving the most attention from the public.
- D To justify government intervention in solving the obesity problem.

40. When will government action be effective?

- A When the polarised debate is abandoned.
- B When ideological differences are resolved.
- C When individuals have the incentive to act accordingly.
- D When the private sector realises the severity of the crisis.

Part B

Directions : *Read the following text and answer the questions by choosing the most suitable subheading from the list A-G for each numbered paragraphs (41 -45). There are two extra subheadings which you do not need to use. Mark your answers on the ANSWER SHEET. (10 points)*

- A) Entering international markets
- B) Satisfying global customers
- C) Lowering prices by manufacturing overseas
- D) Facing threats of global markets
- E) Recognizing the constraints of global markets
- F) Being better than competition
- G) Coordinating marketing activities

We live in an increasingly interdependent world, and perhaps someday we will live in a “world without borders”, to borrow from the title of a provocative book of 1970s. Globalization is of great significance to both poor and rich nations, since competition now spans beyond borders.

41. _____

“The world is too much with us,” said Wordsworth. That could be the main complaint of many U.S. businesses that see themselves threatened by increases in imported goods. Imports were only 1 percent of the U.S. gross national products (GNP) in 1954; they were 6 percent of GNP in 1964 and 10 percent in 1984. The interdependence suggested by such terms as global village and world economy is being recognized by business managers. Therefore, many more U.S. firms, whether they like it or not, will be forced to become part of world markets and global competition. Meanwhile, other nations such as Japan and Germany have had open economies for some time. Their firms are more accustomed to selling in international markets. Hence, U.S. firms have some catching up to do to compete effectively and gain market share in world markets.

42. _____

To compete in world markets, firms must have an in depth understanding of customers’ needs. If customers needs differ dramatically across countries and regions, a company must consider how to adapt its products and various elements of the marketing mix to customer needs. If prices must be lowered, the company needs to consider how to design a product to lower manufacturing costs and decide whether to manufacture the product at home or overseas to achieve lower cost. A well-articulated distribution and logistics system is needed to make goods and services available at the point of sale in sufficient quantities. Firms also need to

develop global customer database and information systems to understand and respond to customer needs and purchasing

43. _____

Firms must contend with both domestic and global competition. Global competitors could include large multinational and state-owned enterprises that might be market share oriented rather than profit oriented as well as small local firms with other goals. Long-term success comes in part from monitoring, assessing and responding to actions by all sorts of competitors, especially through understanding the competitive and comparative advantages enjoyed by competitors, and finally ensuring success by offering more value, developing superior brand image and product positioning, broader product range, lower prices, higher quality and superior distribution services to more effectively meet customers' need.

44. _____

International marketing creates a new level of complexity. In order to face this challenge, firms must consider staffing and allocating responsibilities across marketing units in different countries, and deciding which decision to decentralize or to control from headquarters, whether to develop standardized campaigns and plans, and how much local responsiveness is appropriate.

45. _____

As firms attempt to market in the international arena, they not only face challenges from different competitors, but need to cope with cultural and economic differences that exist in the marketing infrastructure, such as the financial regulations imposed by local governments, and the impact of government policies, especially protectionist and other policies that may unfairly benefit competitors and create difficulty in market entry. To level the playing field, a firm may decide to begin manufacturing overseas to lower its costs and match the lower prices of strong international competition. Very often, a firm may not find it feasible to go alone into foreign markets. In this case, its international marketing endeavor becomes more complex as it joins with a local partner that has specialized knowledge of a specific market and its customers. Some firms find that local partners can force them to change the way they do business. A local partner may insist that the firm accept payment in kind: orange juice or wine in return for machinery, which means a firm has to peddle orange juice or wine around the world.

Although the global market is attractive, U.S. firms have been slow to take advantage of it. The United States has always been one of the world's largest markets. However, ignoring foreign markets and foreign

competition has two dangers for U.S. companies: losing market share at home and not profiting from higher growth in markets overseas.

Section III Translation

46.Directions : *Translate the following text into Chinese. Write your translation on the ANSWER SHEET.(15 points)*

Ted Ning worked as a salesman in that insurance company for a year because he simply didn't know what else to do, but felt his happiness and health suffer as a result. He eventually quit and stumbled upon a new company in a help-wanted advertisement for a data analyst. "I didn't know what the company was," he says, "but I want to have a try". It turned out to be a better job than he could have ever imagined.

In contrast with his disastrous attempt into the insurance business, Ning's new job felt like coming home. From his ground-level job, Ning moved quickly up the ranks in the new company, becoming its executive director in 2006. Today, the company is booming, the organization is expanding and the market is evolving. Ning has more than grown into the position he stumbled on in the want ads. "I don't consider this a job. It is really more of a calling."

Section IV Writing

Part A

Directions:

One of your students, Li Ming, wants to study for the Master's Degree under the supervision of Professor Smith in an oversea university, you are asked to write a letter of recommendation for him in about 100 words. Do not sign your own name at the end of the letter. Use "Li Ming" instead. You do not need to write the address.(10 points)

Part B

48.Directions

Write an essay based on the following chart in your writing, you should

- 1) interpret the chart, and
- 2) Give your comments

You should write about 150 words on the ANSWER SHEET.(15 points)

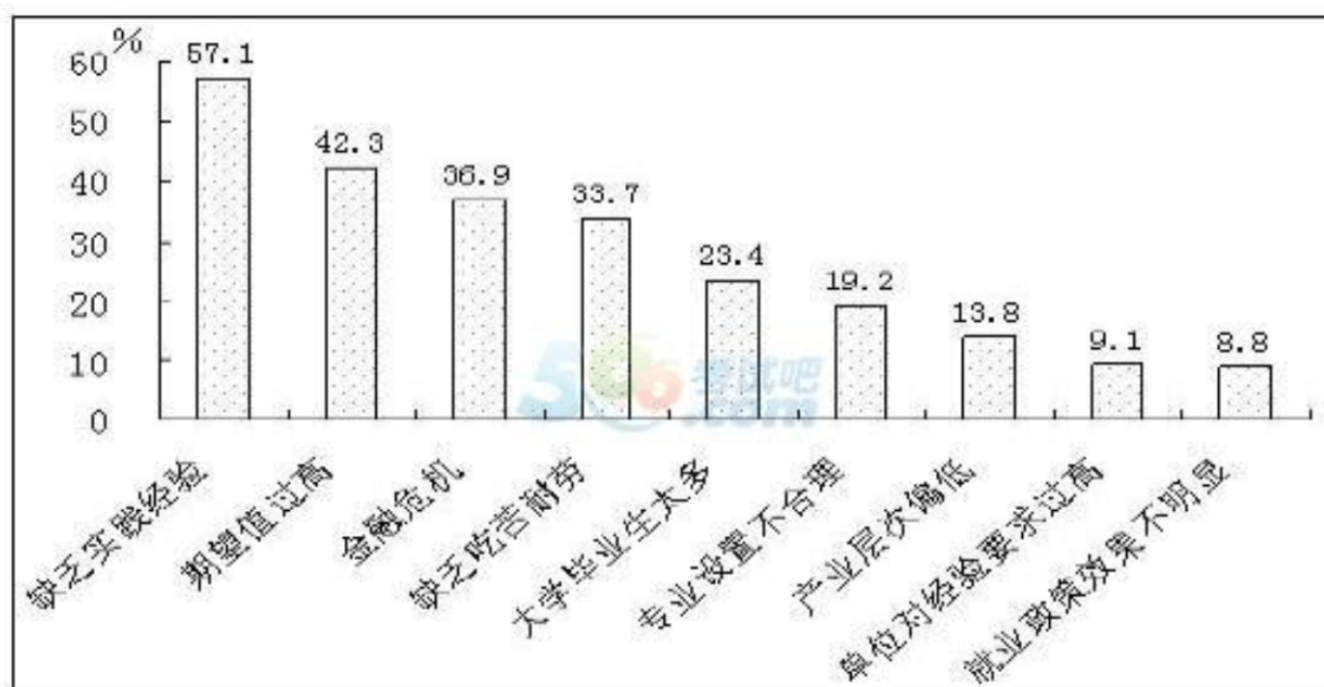


图 1 用人单位认为大学生就业难的原因