

英语试卷 521

一、阅读理解（本大题共 4 小题，共 8.0 分）

A

There are thousands of products of all colors and shapes in a supermarket, making you believe that they are worth a try. How? Packaging (包装) is the silent but persuading salesman. There on the shelves, each bottle, can, box, and jar has been carefully designed and measured to speak to the inner self of the consumer (消费者), so that he is buying not only a product but also his belief in life. Scientists have studied consumer behaviour recently and found that the look of the package has a great effect on the "quality" of the product and on how well it sells, because "Consumers generally cannot tell between a product and its package. Many products are packages and many packages are products," as Louis Cheskin, the first social scientist studying consumers' feeling for packaging, noticed.

Colors are one of the best tools in packaging. Studies of eye movement have shown that colors draw human attention quickly. Take V8 for example. For many years, the bright red color of tomatoes and carrots on the thin bottle makes you feel that it is very good for your body. And the word "green" today can keep food prices going up.

Shapes are another attraction. Circles often suggest happiness and peacefulness, because these shapes are pleasing to both the eye and the heart. That's why the round yellow M signs of McDonald's are inviting to both young and old.

This new consumer response (反应) to the colors and shapes of packages reminds producers and sellers that people buy to satisfy both body and soul.

1. According to the passage, _____ seems to be able to persuade a consumer to buy the product.
A. the pleasing color of the package
B. the special taste of the product
C. the strange shape of the package
D. the belief in the product
2. If a package or a product is round in shape, it can _____.
A. bring excitement to the consumers
B. attract the consumers' attention
C. catch the eye movement of the consumers
D. produce a happy and peaceful feeling
3. "And the word 'green' today can keep food prices going up." This sentence suggests that consumers today are _____.
A. starting to notice the importance of new food
B. enjoying the beauty of nature more than before
C. beginning to like green vegetables
D. paying more attention to their health
4. It can be inferred from the passage that V8 is a kind of _____.
A. vegetable dish
B. healthy juice
C. iced drink
D. red vegetable.

二、选词填空（本大题共 10 小题，共 100.0 分）

5. The clock (1) _____ (strike) four as Mary (2) _____ (reach) her flat. She (3) _____ (light) a final cigarette and (4) _____ (sit) at her dressing table,

thinking of the party she (5) _____ (leave) an hour before. She would have been home much earlier but she (6) _____ (have) difficulty in finding a taxi at that later hour. Reflecting that if she didn't go to bed quickly, she would feel dreadful at work the next day, she (7) _____ (put) down her cigarette, (8) _____ (undress) quickly, and (9) _____ (get) into bed. She (10) _____ (fall) asleep at once.

At that moment, the cigarette which she (11) _____ (put) down and (12) _____ (forget) to put out, (13) _____ (drop) from the side of the ashtray and (14) _____ (burn) a hole in the dressing table cloth.

Upon walking, Mary (15) _____ (find) that the cigarette not only (16) _____ (burn) hole in the cloth, it also (17) _____ (make) an ugly mark on the wood.

6. When I (1) _____ (open) the door, I (2) _____ (see) a man on his knees. He clearly (3) _____ (listen) to our conversation and I (4) _____ (wonder) how much he (5) _____ (hear). When I (6) _____ (ask) him what he (7) _____ (do), he (8) _____ (say) that he (9) _____ (drop) a 50p piece outside the door and (10) _____ (look) for it. I (11) _____ (not see) any sign of the money, but I (12) _____ (find) a small notebook and pencil which he probably (13) _____ (drop) when the door (14) _____ (open) suddenly. So he (15) _____ (take) notes of our conversation! The notes (16) _____ (be) written in a foreign language, so I (17) _____ (turn) to the stranger and (18) _____ (ask) him to translate. But he (19) _____ (pull) my hat over my eyes and (20) _____ (run) off down the corridor. By the time I (21) _____ (recover) from the shock he (22) _____ (disappear) round the corner. Curiously enough, when I (23) _____ (move) my foot I (24) _____ (find) that I (25) _____ (stand) on a 50p piece. Perhaps he (26) _____ (tell) the truth after all!

7. 到六点的时候, 他们已经干了十个小时了.

8. 他说, 自从他到这里以来, 他的英语已经取得了巨大的进步.

9. 到 2005 年的时候, 我们已经相识十年了.

10. 我们到达山顶时, 太阳已经升起来了.

11. 我宁愿你没有把这个消息告诉我.

12. 我本来以为他已经去美国了.

13. 我多么希望你昨天能来这里.

14. 我本来打算去看你的, 可我来了不速之客.
