IELTS

雅思阅读真题及预测

3

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简　　介

管永川

无忧雅思网 www.51ielts.com 创始人，著名英语测试和教学专家，计算机及语言测试学硕士，澳洲 IDP 教育机构（雅思三大考试主办方之一）中国地区指定合作方，亚太地区雅思资讯网站排名连续 10 年第一。曾在美国、加拿大地区从事雅思、托福、SAT 等留学考试的中外交流合作，长期和雅思、托福领域顶级学校及著名教师进行合作交流、图书出版、机经编辑、预测解析等工作。到目前为止合作方包括英国使馆文化教育处、IDP、剑桥大学出版社、环球雅思学校、新航道、新东方、北外雅思等雅思官方机构和培训机构、为数百万雅思考生排忧解难，指引雅思考试的最新方向。 自 2003 年开始，每年连续推出《无忧雅思机经》《无忧托福机经》各种版本，销量及下载量累计超过 500 万册次以上。

曹书畅

毕业于北京外国语大学，随后赴澳洲取得 MBA 硕士学位，期间一并攻读教育语言学的经典著作和辅修测试学，不断探索语言学源流，深入钻研各种出国留学考试，参与雅思、托福等出国留学考试的内部测试测评。回国后在众家国内顶级学校任教，从事雅思、托福、SAT 等考试的研发和教学工作。从事教育工作长达十年之久，2011 年创造雅思阅读、听力 11 种考点串联，开拓阅读领域教学新篇章。2012 年任职北京外国语大学雅思学院，开办 8 小时雅思全日制 A+A 保分课程，学员保分成功率达到 98%，缔造业绩又一个奇迹。2013 年联合业界顶级雅思研发团队（无忧雅思网）一同推出《每周雅思预报》和《雅思机经超详细》系列资料，受到业界顶级名师的联合推荐，在广大烤鸭们中产生轰动效应。

Content 经济

Agriculture and Tourism 农业与旅游 16
Carlill v Carbolic Smoke Ball Company 碳素球官司 21
Company Innovation 公司革新 28
Ingenuity 创新思维 33
Internal and External Marketing 内部和外部营销 39
Mass Production 大规模生产 44
TV Addiction 1 电视上瘾 1 51
New Agriculture in Oregon, US 俄勒冈州农业 58
Organic farming and fertilisers 有机农业与化肥 64
Paper or Computer? 纸张或电脑 71
Psychology of New Product Adoption 新产品营销心理 78
Rainwater harvesting 斯里兰卡水箱 85
Refrigerator 冰箱 91
Sunset for the Oil Business 石油工业的衰落 97
Talc Powder 滑石粉 103
The Persuaders 劝导营销 109
Traditional Farming System in Africa 非洲传统农业 116
答 案 122

雅思阅读高分策略

雅思阅读考试中取得高分并不难。

首先，要深入透彻的理解雅思阅读考试的表面形式与实质特点。

然后，有针对性地培养雅思阅读能力和解题技巧，做到阅读实力的提升和十大题型解题技巧的完美结合。

下文分述之。

一、表面形式

● 3 个部分

A 类阅读：三个部分分别为三篇长文章，每篇长度在 900 – 1000 个单词左右，学术类科普读物。

G 类阅读：第一部分通常有两篇较短的文章，阅读的是提供某种产品或服务的基本信息的广告类文章；第二部分稍复杂，阅读短信息，内容多为有关学习课程、学校介绍的信息；第三部分最难，阅读一篇篇幅较长的学术类文章。

● 40 道题

A 类和 G 类阅读考试均为 40 道题。答案要求用铅笔填在答题卡上。

● 60 分钟

A 类和 G 类阅读考试时间均为 60 分钟，紧接在雅思听力考试之后。阅读考试无额外的时间誊写答案。所以考试时答案应直接写在答题卡上。

● 10 种题型

雅思考试官方按题型形式分为 10 种题型，但针对中国考生的学习习惯特点，培训机构一般在雅思教学培训中按解题思路的不同分为下面 10 种题型分别进行讲解。

● **9 分**

雅思阅读评分标准 (A 类和 G 类)

学术类阅读		移民类阅读	
正确题数	分数	正确题数	分数
10—12	4	15—17	4
13—15	4. 5	18—19	4. 5
16—19	5	20—22	5
20—22	5. 5	23—24	5. 5
23—25	6	25—27	6
26—27	6. 5	28—29	6. 5
28—30	7	30—32	7
31—32	7. 5	33—34	7. 5
33—35	8	35—37	8
36—38	8. 5	38—39	8. 5
39—40	9	40	9

二、实质特点

● **考试目的**

A 类：Study，考查考生通过学术话题文章的阅读掌握所需信息，理解并获取知识的能力。

G 类：Survival，考查考生在英语国家中生活所必备的阅读能力。

● **文章题材**

A 类文章内容主要由选自世界各大重要媒体（相关网站如：www.nature.com; www.nationalgeographic.com; www.economist.com ）的文章改写而成。内容涉及经济、教育、科技、医学、环境、能源、地质、海洋、动植物等方面问题。

G 类文章内容与日常生活息息相关。文章来自于布告、广告、官方文件、小册子、报纸、说明书、时间表、杂志，以及学校的各种规章制度等。

文章体裁

A 类：说明文和议论文，三篇文章中必然有一篇包含详细的议论。

G 类：说明文。

● 考试特点

雅思阅读部分由剑桥大学考试委员会和澳大利亚考试中心负责试题的编写，所以阅读试题以前多以英国和澳大利亚的生活背景为主，但现在的选材以更趋于国际化。

考试文章以大众题材为主，不涉及专业性很强的文章，以免给某些专业的考生造成优势或劣势。除选材多样化以外，尽量设计多层次、多范畴信息题型，从不同角度考查考生理解把握文章的能力。

雅思阅读考试没有专门设计语法和词汇的专项题型，这是有别于其他外语考试形式的一个重要特征。相反，在一些较难的文章之后还附带有一些提示的生词表或注解（Glossary），以帮助考生理解某些关键词语和定义，从而更好点理解全文。这是因为雅思阅读考试既不是考查考生是否能理解每一个单词、每一句话的确切含义，也不是考查在某一学科的专业能力，而旨在评估考生的综合英语阅读能力。

● 重点考查技能

雅思 A 类阅读最大特点是阅读量大。三篇文章，最常见的文章长度为 900 个单词左右一篇，大部分考生在学习雅思之前很少接触此类长文章。因此，如何在 10 分钟内快速的浏览完一篇文章，把握文章结构大意，留出更多的时间做题是提高雅思阅读成绩的关键。雅思阅读还强调考生 reading with purpose 的能力，在大量的信息中找到自己想要的信息。这对考生今后对付国外大学教授布置的如山的课后阅读材料是大有裨益的。而且，我们“有幸”生活在信息时代，每个人都不缺乏信息，相反都是 information overloaded。那么雅思阅读其实培养了我们一种基本的生存能力：如何在信息的海洋中找到自己想要的部分，而不是被信息所包围，最终遭遇灭顶之灾。

所以，A 类阅读考试的考核重点是：阅读文章时能正确理解文章，把握文章主旨和结构；做题时能回原文迅速找到考点具体信息，理解文中的主要事实和某些特定的细节，根据上下文猜出某些词句大意，弄清句子间的逻辑关系，能进行

一定的判断推理。

雅思 G 类考到的题目涉及考生在英语国家必备的生存技能，即是否具备获取、理解并处理基本信息的能力。就考核技能而言，雅思 G 类阅读主要涉及抓主旨、定位细节和比较信息，较少考核推理、判断与得出结论等学术技能。

三、雅思阅读实力提升

雅思阅读实力提升阅读实力的提升绝非一朝一夕之功。单词量和对英语语法的熟练程度是各类英语阅读考试高分的基石。雅思亦是如此。通常来说，达到大学英语六级水平的考生，其单词量（5500 左右）和语法程度达到雅思阅读的基本要求，再通过对雅思阅读特点和方法的掌握，可望在短期内达到 6 分以上的水平。

● 单词

根据自己的英语基础制定出每天能够坚持的、切实可行的背单词计划。结合阅读文章记忆单词是颇为有效的方法。如脱离语言环境，孤立地背词汇，就很容易把单词的意义和正确用法遗忘或混淆。而且枯燥的单词书、字母表很容易让人疲倦和产生挫败感。在精读雅思文章的同时背单词，除了单词的收获，还能深入理解文章中的各类人文常识、趣味科普知识，从而产生每天坚持阅读、坚持背单词的兴趣和动力。另外，有效背记单词的另一个重要原则是：一定要反复多遍。背过的单词一定要定期的重复复习。

● 语法

雅思的语法掌握侧重对句子的理解，应学会从句子的主干成分主谓结构入手，对并列句、比较句、指代句、复合句和双重否定句有充分的把握，注意人称、语态在句子中的变化，并结合句子上下文，正确地掌握其要表达的意思。要逐渐培养将一个长句子读成一个相对短的句子，即长句短读的能力。读完一个长句后自己能总结归纳，提炼其陈述的要点。

● 加大阅读广度

以往在和雅思阅读 8 分以上的高分学员的交流中发现：学员们的单词量大小可能有所差异，但共同点却很明显：英语的累积阅读量大。有的是考前通读过多

种雅思阅读材料；有的是过去读过 TOEFL、GRE 和 GMAT 的各类文章，有的是因为工作的需要每天上网快速阅读英文参考文献……所以，积累和扩大自己的英语阅读量是迈向高分的必由之路。G 类考试的阅读中前两部分通常是实用性强的功能性短文，如菜单、产品说明、通知、住宿安排和广告等，非常贴近西方的实际生活，但对国内绝大多数考生而言很陌生。建议争取每天阅读一定量的原版英文报刊、书籍，如 Time、Reader's Digest 等，尤其注意其中的各类广告。而 A 类阅读则注意多阅读篇幅较长的科普文章或学术性议论文，建议每天坚持半小时以上浏览 www.nature.com、www.nationalgeographic.com、www.economist.com 、www.newscientist.com 等网站。它们的文风、常用词汇和句子结构都和雅思 A 类阅读相似。

● 提高阅读速度

雅思考试的阅读部分，无论是 A 类还是 G 类都是同时测试考生的阅读速度和理解的精确度。而如何快速的阅读完长文章，留出充足的时间回答各类题型，是考生必然面临的一个难题。要想提高阅读速度首先要改掉影响阅读速度的不良习惯。针对大多数考生的通病，提出下面四点注意事项：

1. 扩大眼睛扫描的宽度。要达到雅思阅读的速度，请注意训练自己一眼看过，至少阅读到 3 – 5 个单词

2. 阅读过程中只使用眼睛和大脑两大器官。不要用手指和笔引导阅读，不要小声读出来（使用了嘴和耳朵），不要在心中默读（能默读说明你一眼只看到一个单词）。

3. 遇到生词不用紧张，学会通过上下文猜测大意。

4. 有重点的阅读，把握文章结构和大意。

● 培养重要考核能力

有了以上基础，还要有针对性的训练和提高雅思阅读所要求的各种阅读能力。按照各种阅读能力对获得雅思高分的重要性排序，它们依次为：

把握长文章结构（Understanding framework of a passage）快速浏览长文章（Skimming）扫描特定信息（Scanning）理解复杂句子结构（Understanding complex structures）通过上下文猜测词义（Understanding meaning from context）形成概念（Forming a mental image）

雅思阅读真题词汇同意替换整理版

序号	题目单词	原文替换单词	衍生同意单词
1	scientist	expert	physicist, specialist, biologist, zoologist, chemist, researcher, professor, master, skeptics, advocate
2	revision	change, rather than, instead of, shift	correct, transformation, contrast, adjustment, turn, but, however, nevertheless, contrary
3	policy	way, philosophy organisation	rule, law, principle, guideline, decision government, department
4	explanation	explain	claim, conclusion, tell, instruct, demonstrate, declare, argue, believe, maintain, insist, emphasize, say, “”
5	reduce	decrease, drop, fall, slow	minus, decline, descend, down, cut, small, ressession, shrink, leak, downward, small
6	use	consume	apply, employ, utilize, adopt, make use of
7	irrigation	agriculture	food supply, water, canal, lake, ocean, sea, river, field, farmland, farmer, meadow
8	disuse	No	without, not, lack, impossible, improper, inappropriate, unnecessary, abandon, desert, give up, refuse, resist
9	environmental	eco-system	environment, surrounding, atmosphere, circumstance, situation, condition
10	effect	consequence	influence, impact, reflect, result, affect, conclusion, end, hence, thus, therefore, accordingly, outcome, finally, last, fruit, yield
11	financial	Finance	cost, economy, economic, bill, fee, fare, freight, money, consumption, expenditure, spend, tax, tariff, expense, duty, custom, currency, fund, invest, donation, scholarship, penny, pound, dollar, rent, deposit, value, worth。。。。$
12	technology	technology	science, skill, machine, equipment, facility, infrastructure, tool, vehicle, technician, engineer

13	relevance	Relate	connect, link, contact, associate, relationship, intimate, get touch with
14	health	Disease	fitness, well-being, well, illness, cancer, cold, sanitation
15	concern	Worry	care, matter
16	increase	superior, extend	rise, up, ascend, more, accelerate, speed up, accumulate, peak, summit, grow, climb, upward, raise, high, soar, leap
17	surprising	unexpected, predict	unbelievable, incredible, terrific, amazing, forecast, anticipate, think, plan
18	need	Demand	call for, require, request, want, desire, eager, willing…
19	standard	Criteria	example, model, size, weight, specification, line, regulation, limit, restrict, criterion…
20	research	Study	investigation, researcher
21	dental	tooth, teeth	dentist
22	development	develop, advancement	promotion, improvement, high, progress, boost
23	population movement	migration	immigrant, shift, change
24	method	technique	approach, measure, way, technology, technical, strategy, skill, tool
25	early	prehistoric	long long ago, before, previous, former, 过去式, 1890s, 1980s, ancestor, precede, date back, precursor, primitive, original, aboriginal, archaeology
26	further	Next	then, advance, additional…
27	question	?	problem, issue, doubt, difficulty, suspicious, suspect
28	cause	Reason	lead to, result in/from, attribute, abscirbe, due to, owing to, because, contribute, why, thanks to, hence, thus, therefore, accordingly, consequence
29	relationship	Relate	relavant, relative, friendship, fellowship

30	different	but, however	unlike, conversely, yet, nevertheless, nonetheless
31	between	Two	2, as well as, and, on the one hand…on the other hand, either…or…, both…and…, the former…the latter, couple with
32	measure	calibrate	test, scale, calculate, figure out
33	domestic water	drinking water	shower, WC, toilet, wash, irrigate
34	purify	clean, removal	clear, tidy, anti-bacteria, sanitation, remove, get rid of
35	farming industry	Farm	agriculture, peasant, farmer, farmland, field, pest, animal, herd, cultivate, plant
36	stage	first, second, third, then	finally, next, level, rank, grade, class…
37	term	be referred to as	definition, technical word, vocabulary, be defined as, be known as, be called, be termed as, expression
38	hidden	not appear	disappear, invisible, vanish, hide, underlie, escape, secret, buried, concealed, obscure, cover
39	chemical	pesticide，fertilizer	dirty, science, pollution, chemistry, DDT, poison
40	city	urban	downtown, metropolitan
41	positive	phenomenal	encouraging, promote, energetic, excellent, extraordinary, attractive, great, gorgeous, prominent, supportive, favorable
42	military	battle, battlefield	soldier, navy, army, air force, force, war, arm, gun, marine,
43	electronically	computer	electricity, current, battery, laptop, mobile phone, television, telephone, e-mail, internet
44	difficulty	barrier	not deal with, not handle, not tackle, shortcoming, disadvantage, mistake, drawback, ban, problem
45	first	coin	start, primary, elementary, primitive, original, initial, begin, find, discover, create, invention, build, construct, compose

46	product	produce	vegetable, fruit, thing, article, item, object, physical, ware, goods…
47	abroad		oversea, foreign
48	local		native, our, domestic, own, themselves, civil
49	deliver	send	transport, traffic, sea, freight, airmail, EMS, post, import, export, convey
50	biological	gene, instinct	creature, biology, biologist, animal, tiger, snake, evolution
51	explanation	tell	explain, say, argue, claim, state, believe, maintain, insist, persist, doubt
52	experiment	lab	laboratory, subject, microscope, researcher
53	pupil	pupil	primary school, elementary school, education
54	identity	actor	identify, identification, student, son
55	statistical	数字	data, number, figure, census, demography, numeration
56	expect	predict, want	guess, think, estimate, anticipate, forecast, foresee
57	aim	goal	target, purpose
58	again	前缀 re-	back, second
59	common	general	public, people, person, society, social, share
60	topic	subject	theme, thesis, issue
61	conversation	talk	dialogue, speech, lecture, seminar
62	identify	identity	understand, know, acquaintance, recognize, realize, consider, opinion
63	improvement	advancement	great, promotion, propel, progress, positive, excellent, advantageous, remarkable, prominent, boost
64	official	government	officer, public servant, nation, country, worker, authority
65	location	boulevard	situation, place, sit, locate, situate, position, address, lane, road, street, avenue
66	actor	superstar	actress, player, personate, impersonate

67	pessimistic	worse	bad, negative, failure, fail, hopeless, harmful, inferior, tough
68	instantly	rapid	quickly, fast, speedy, immediately, promptly
69	well known	famous, notoriety	celebrated, noted, renowned, famed, illustrious
70	view	outlook	opinion, perspective, viewpoint, stand, sentiment, thought
71	bring	confer	supply, present, offer, give, apply
72	exchange	together	change, transform, communicate, associate, colleague, cooperation, collaborate
73	expertise	scientist	expert, master, researcher, engineer, physicist
74	different sports	a number of sports swimming, squash, golfer	a variety of sports, basketball, valleyball, football
75	visual imaging	camera, photo	see, view, picture, image, photograph, drawing, diagram
76	narrow	focus	specify, concentrate, shrink, decline, decrease
77	reproduce	copy, replicate	produce again, duplicate
78	optimum	best	greatest, first, leading
79	achievement	score	performance, accomplishment, skill, ability
80	event	championship	match, game, competition, olympic game, contest, sport activity, action
81	detailed	explicit	specific, elaborate, minute
82	potential	be liable to	may be, be able to, likely, possible, probable, be inclined to
83	difference	distinguish	distinction, different, differ, differentiate, unlike, contrast, contrary, adverse, discrimination, odds
84	the same as	like	equivalent, equal, parallel, similar, as, coincide…with, coincidence, resemble
85	entirely	totally	completely, utterly, undoubtedly, absolutely, whole

86	field	domain	kingdom, province, realm, scopes, sign, terrain
87	quickly	fast	swift, speedy, prompt, immediate, sudden
88	unpredictable	fluctuate	rebound, uncertain
89	big	massive	adequate, abundant, substantial, large quantity of, a great deal of, plenty of, accumulative, many, much, excessive
90	delieve	send	transmit, pass, hand over, submit, give
91	restrict	slow down	limit, confine, constrain, curb, minimal, few, smaller
92	pressing	urgent	clamant, emergent, exigent, hurry-up, imperative
93	such as	like	for example, for instance, as an illustration of, to illustrate, case
94	elderly people	old people	senior citizen, old folks, the elderly
95	sophisticated	developed	advanced, complicated, complex, intricate, perplexing, tangle some
96	fair	equal, equitable	disinterested, evenhanded, impartial, square, equality
97	target	goal	aim, cause, end, object, objective
98	vehicle	car, truck	automobile, motor vehicles, transportation means, bus, minibus, carriage, truck, van, traffic
99	unwanted material	waste	rubbish, trash, garbage, junk, litter, muck, sweeping
100	lifestyle	way	mode, method, manner, fashion

Agriculture and Tourism

A Linkages between the Agri-Food Sector and Tourism offer significant opportunities for the development of both sectors within the region. These linkages could lead to ensuring the sustainability (可持续性) of the region's tourism product thus ensuring it preservation. Agriculture and tourism—two of Wisconsin's most industries —are teaming up in southwestern Wisconsin (美国，威斯康辛州).A pilot project has found that tourists, rural communities, and some farmers could benefit from stronger efforts to promote and market agricultural tourism there. In 1990, agricultural tourism project members surveyed 290 visitors to the annual Monroe Cheese Festival and 164 visitors to the Picnic on the Farm, a one-time event held in Platteville in conjunction with the Chicago Bears summer training camp. More than one-half of those surveyed responded favorably to a proposed tour, saying they would be interested in participating in some type of agricultural tour in southwestern Wisconsin. Survey respondents reported that they would prefer to visit cheese factories, sausage processing plants, dairy farms, and historical farm sites, as well as enjoy an old-fashioned picnic dinner. The study also found strong interest in visiting specialty farms (strawberries, cranberries, poultry, etc.). More than 75 percent of the Cheese Day visitors planned ahead for the trip, with 37 percent planning at least two months in advance.

B More than 40 percent of the visitors came to Monroe for two or three-day visits. Many stopped at other communities on their way to Cheese Days. Visitors at both events indicated that they were there to enjoy themselves and were willing to spend money on food and arts and crafts. They also wanted the opportunity to experience the "country" while there. The study found that planning around existing events should take into account what brought visitors to the area and provide additional attractions that will appeal to them. For example, visitors to Cheese Days said they were on a holiday and appeared to be more open to various tour proposals. Picnic visitors came specifically to see the Chicago Bears practice. They showed less interest in a proposed

agricultural tour than Cheese Day visitors, but more interest in a picnic dinner.

C The study identified three primary audiences for agricultural tourism: 1) elderly people who take bus tours to see the country; 2) families interested in tours that could be enjoyed by both parents and children; and 3) persons already involved in agriculture, including international visitors. Agricultural tourism can serve to educate urban tourists about the problems and challenges facing farmers, says Andy Lewis, Grant county community development agent. While agriculture is vital to Wisconsin, more and more urban folk are becoming isolated from the industry. In fact, Lewis notes, farmers are just as interested in the educational aspects of agricultural tours as they are in any financial returns.

D "Farmers feel that urban consumers are out of touch with farming," Lewis says. "If tourists can be educated on issues that concern farmers, those visits could lead to policies more favorable to agriculture." Animal rights and the environment are examples of two issues that concern both urban consumers and farmers. Farm tours could help consumers get the farmer's perspective on these issues, Lewis notes. Several Wisconsin farms already offer some type of learning experience for tourists. However, most agricultural tourism enterprises currently market their businesses independently, leading to a lack of a concerted effort to promote agricultural tourism as an industry.

E Lewis is conducting the study with Jean Murphy, assistant community development agent. Other participants include UW-Platteville Agricultural Economist Bob Acton, the Center for Integrated Agricultural Systems, UW-Extension Recreation Resources Center, the Wisconsin Rural Development Center, and Hidden Valleys, a Southwestern Wisconsin regional tourism

organization. This past fall, Murphy organized several workshops with some Green and Grant County farmers, local business leaders, and motor coach tour operators to discuss how best to organize and put on farm tours. Committees were formed to look at the following: tour site evaluations, inventory of the area's resources, tour marketing, and familiarization of tours. The fourth committee is organizing tours for people such as tour bus guides and local reporters to help better educate them about agricultural tourism. Green County farmers already have experience hosting visitors during the annual Monroe Cheese Days. Green county Tourism Director Larry Lindgren says these farmers are set to go ahead with more formal agricultural tours next year. The tours will combine a farm visit with a visit to a local cheese factory and a picnic lunch.

F Another farm interested in hosting an organized tour is Sinsinawa, a 200-acre Grant County farm devoted to sustainable agriculture and run by the Dominican Sisters. Education plays a major role at the farm, which has an orchard, dairy and beef cows, and hogs. Farm tours could be combined with other activities in the area such as trips to the Mississippi River and/or visits to historical towns or landmarks, Lewis says. The project will help expose farmers to the tourism industry and farm vacations as a way to possibly supplement incomes, he adds. While farm families probably wouldn't make a lot of money through farm tours, they would be compensated for their time, says Lewis.

G Farmers could earn additional income through the sale of farm products, crafts, and recreational activities. Below are results from the 1990 survey of Monroe Cheese Days and Picnic on the Farm visitors…

Questions 1-4

The reading Passage has seven paragraphs A-G.

Which paragraph contains the following information?

Write the correct letter in boxes 1-4 on your answer sheet.

1 About half of all the tourists would spend several days in Monroe.

2 Most visitors responded positively to a survey project on farm tour.

3 Cooperation across organisations in research for agriculture tours has been carried out.

4 Agriculture tour assist tourists to understand more issues concerning animal and environment.

Questions 5-9

Which of following statements belongs to the visitor categories in the box Please choose A, B or C for each question.

Write the correct letter A, B or C, in boxes 5-9 on your answer sheet.

NB You may use any letter more than once.

5 have focused destination.

6 want to prepare well before going beforehand.

7 were comparably less keen on picnic meal.

8 show interest in activities such as factory tour and fruit picking.

9 are willing to accept a variety of tour recommendation.

Questions 10-14

Summary

Complete the following summary of the paragraphs of Reading Passage, using no more than two words from the Reading Passage for each answer. Write your answers in boxes 10-14 on your answer sheet.

Through farm tour, visitors can better understand significant issues such as 10 _____ and environment. In autumn, Murphy organised several parties and arranged 11 _____ to develop local tour market. Larry Lindgren said the farmers already had experience of farm tours with factory visiting and a 12 _____ In Sinsinawa, a large area of the farmland contains an orchard, cow etc which is managed by 13 _____ Sisters Lewis said the project will probably bring extra14 _____ for local farmers.

Carlill v Carbolic Smoke Ball Company

A The Carbolic Smoke Ball Company made a product called the "smoke ball". It claimed to be a cure fo influenza and a number of other diseases, in the context of the 1889-189(flu pandemic（流行的）(estimated to have killed 1 million people). The bottle was a patented design and the nozzle pari was mental one with the gauze inside which filter the air flux. The smoke ball was a rubber ball with a tube attached. It was filled with carbolic acid（石炭酸）(or phenol). The tube would be inserted into a user's nose and squeezed at the bottom to release medicine powder (the vapours) hold inside the rubber ball bottle. The nose would run, ostensibly（表面上地）flushing out viral infections.

B The Company published advertisements in the Pall Mall Gazette and other newspapers on November 13,1891, claiming that it would pay £100 to anyone who got sick with influenza after using its product according to the instructions set out in the advertisement.

" £100 reward will be paid by the Carbolic Smoke Ball Company to any person who contracts the increasing epidemic influenza colds, or any disease caused by taking cold, after having used the ball three times daily for two weeks, according to the printed directions supplied with each ball. £1000 is deposited with the Alliance Bank, Regent Street, showing our sincerity in the matter. During the last epidemic of influenza many thousand carbolic smoke balls were sold as preventives against this disease, and in no ascertained case was the disease contracted by those using the carbolic smoke ball. One carbolic smoke ball will last a family several months, making it the cheapest remedy in the world at the price, 10s. post free. The ball can be refilled at a cost of 5s. Address: Carbolic Smoke Ball Company, "27, Princes Street, Hanover Square, London. "

C Mrs Louisa Elizabeth Carlill saw the advertisement, bought one of the balls and used it three times daily for nearly two months until she contracted the flu on 17 January 1892. She claimed £100 from the Carbolic Smoke Ball Company. They ignored two letters from her husband, a solicitor（律师）.On a third request for her reward, they replied with an anonymous letter that if it is used properly the company had complete confidence in the smoke ball's efficacy, but "to protect themselves against all fraudulent（欺骗性的）claims" they would need her to come to their office to use the ball each day and be checked by the secretary. Mrs Carlill brought a claim to court. The barristers representing her argued that the advertisement and her reliance on it was a contract between her and the company, and so they ought to pay. The company argued it was not a serious contract.

D The Carbolic Smoke Ball Company, despite being represented by HH Asquith, lost its argument at the Queen's Bench. It appealed straight away. The Court of Appeal unanimously rejected the company's arguments and held that there was a fully binding contract for £100 with Mrs Carlill. Among the reasons given by the three judges were (1) that the advert was a unilateral offer to all the world (2) that satisfying conditions for using the smoke ball constituted acceptance of the offer (3) that purchasing or merely using the smoke ball constituted good consideration, because it was a distinct detriment（伤害）incurred at the behest of the company and, furthermore, more people buying smoke balls by relying on the advert was a clear benefit to Carbolic (4) that the company's claim that £1000 was deposited at the Alliance Bank showed the serious intention to be legally bound.

E Lord Justice (上诉法院法官) Lindley gave the first judgment, after running through the facts again. He makes short shrift of the insurance and wagering

contract arguments that were dealt with in the Queen's Bench. He believed that the advert was intended to be issued to the public and to be read by the public. How would an ordinary person reading this document construe it? It was intended unquestionably to have some effect. He followed on with essentially five points. First, the advert was not "mere puff" as had been alleged by the company, because the deposit of £1000 in the bank evidenced seriousness. Second, the advertisement was an offer to the world. Third, communication of acceptance is not necessary for a contract when people's conduct manifests（显然表明）an intention to contract. Fourth, that the vagueness of the advert's terms（条款）was no insurmountable obstacle. And fifth, the nature of Mrs Carlill's consideration (what she gave in return for the offer) was good, because there is both an advantage in additional sales in reaction to the advertisement and a "distinct inconvenience" that people go to use a smoke ball.

F Lord Justice Bowen LJ's opinion was more tightly structured in style and is frequently cited. Five main steps in his reasoning can be identified. First, he says that the contract was not too vague（模糊的）to be enforced, because it could be interpreted according to what ordinary people would understand by it. He differed slightly to Lindley LJ on what time period one could contract flu and still have a claim (Lindley LJ said a "reasonable time" after use, while Bowen LJ said "while the smoke ball is used") but this was not a crucial point, because the fact was the Mrs Carlill got flu while using the smoke ball. Second, like Lindley LJ, Bowen LJ says that the advert was not mere puff because £1000

was deposited in the bank to pay rewards. Third, he said that although there was an offer to the whole world, there was not a contract with the whole world. Therefore, it was not an absurd basis for a contract, because only the people that used it would bind the company. Fourth, he says that communication is not necessary to accept the terms of an offer; conduct is and should be sufficient. Fifth, there was clearly good consideration given by Mrs Carlill because she went to the "inconvenience" of using it, and the company got the benefit of extra sales.

G Carlill is frequently cited as a leading case in the common law of contract, particularly where unilateral contracts are concerned. This is perhaps due to the ingenuity of Counsel for the Defendant（被告）in running just about every available defence, requiring the court to deal with these points in turn in the judgment. It provides an excellent study of the basic principles of contract and how they relate to every day life till modern world. The case remains good law. It still binds the lower courts of England and Wales and is cited by judges with approval. However, in addition to the contractual remedy afforded to users, the same facts would give rise to a number of additional statutory remedies and punishments were an individual to place an advert in the same terms today.

Questions 14-17

Do the following statements agree with the claims of the writer in Reading Passage?
in boxes 14-17 on your answer sheet write

TRUE	*if the sataement agrees with the information*
FALSE	*if the statement contradicts the information*
NOT GIVEN	*if there is no information on this*

14 Influenza epidemic was more rampant in London city than in rural areas.

15 A letter has replied to Ms. Carlill bearing no signed name to claim the company's innocent.

16 The Carbolic Smoke Ball Company lost its law suit then the company accepted the sentence straight away.

17 The new patented carbolic acid product can be poisonous and viral infectious.

Questions 18-21

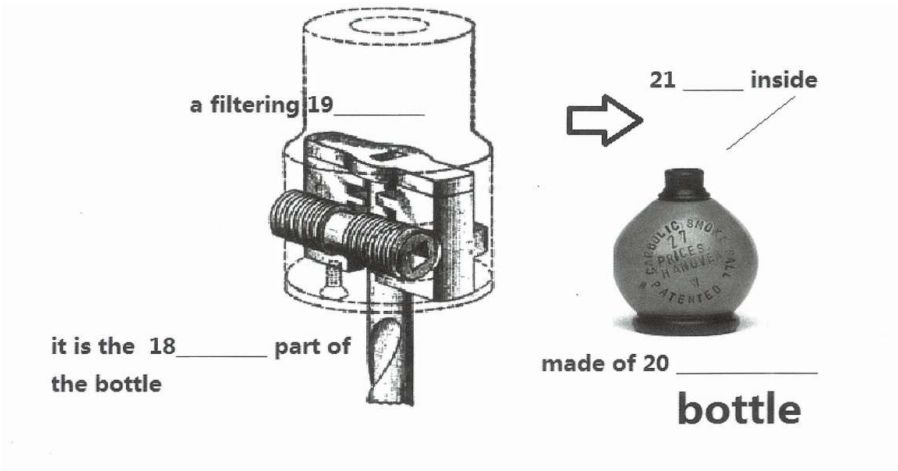
Look at the diagram and fill in the blank with no more than one word

18 The part of the_____

19 a filtering_____embedded inside

20 the bottle was made of_____

21 the_____form medicine inside the bottle



Questions 22-25

Look at the following statements (Questions 22-25) and the list of people in the box below: Match each statement with the correct person A-E

Write the appropriate letter A-E in boxes 22-25 on your answer sheet.

A	Lord Justice Lindley
B	Lord Justice Bowen
C	Mrs. Carlill
D	Mr. Carlill (the husband)

22 The person who initiated a law suit against the company.

23 The contract effectiveness can be established because the advert was to be issued to the public including ordinary persons rather than professionals

24 The person who wrote complaints to the company and got no response again.

25 Vagueness of the advert's terms was no obstacle for people to enforce them.

Questions 26

Choose the correct letter, A, B, C or D.

Write your answers in boxes 26 on your answer sheet.

26 Why Carlill is frequently cited as a leading case in the common law of contract

A It was the first and one of he most famous unilateral contract cases to be concerned.

B It helped companies to develop a number of contractual remedy afforded to users,

C The case remains an excellent example that the basic principles and validity of unilateral contract can be established

D An individual to place an advert in the similar terms today can be free of the punishment

Company Innovation

A In a scruffy office in midtown Manhattan, a team of 30 artificial-intelligence programmers is trying to simulate the brains of an eminent sexologist, a well-known dietician, a celebrity fitness trainer and several other experts. Umagic Systems is a young firm, setting up websites that will allow clients to consult the virtual versions of these personalities. Subscribers will feed in details about themselves and their goals; Umagic's software will come up with the advice that the star expert would give. Although few people have lost money betting on the neuroses of the American consumer, Umagic's prospects are hard to gauge (in ten years' time, consulting a computer about your sex life might seem natural, or it might seem absurd). But the company and others like it are beginning to spook large American firms, because they see such half-barmy "innovative" ideas as the key to their own future success.

B Innovation has become the buzz-word of American management. Firms have found that most of the things that can be outsourced or re-engineered have been (worryingly, by their competitors as well). The stars of American business tend today to be innovators such as Dell, Amazon and Wal-Mart, which have produced ideas or products that have changed their industries.

C A new book by two consultants from Arthur D. Little records that, over the past 15 years, the top 20% of firms in an annual innovation poll by Fortune magazine have achieved double the shareholder returns of their peers. Much of today's merger boom is driven by a desperate search for new ideas. So is the fortune now spent on licensing and buying others' intellectual property. According to the Pasadena-based Patent & Licence Exchange, trading in intangible assets in the United States has risen from $15 billion in 1990 to $100 billion in 1998, with an increasing proportion of the rewards going to small firms and individuals.

D And therein lies the terror for big companies: that innovation seems to work best outside them. Several big established "ideas factories", including 3M, Procter & Gamble and Rubbermaid, have had dry spells recently. Gillette

spent ten years and $1 billion developing its new Mach 3 razor; it took a British supermarket only a year or so to produce a reasonable imitation. "In the management of creativity, size is your enemy," argues Peter Chernin, who runs the Fox TV and film empire for News Corporation. One person managing 20 movies is never going to be as involved as one doing five movies. He has thus tried to break down the studio into smaller units——even at the risk of incurring higher costs.

E It is easier for ideas to thrive outside big firms these days. In the past, if a clever scientist had an idea he wanted to commercialise, he would take it first to a big company. Now, with plenty of cheap venture capital, he is more likely to set up on his own. Umagic has already raised $5m and is about to raise $25m more. Even in capital-intensive businesses such as pharmaceuticals, entrepreneurs can conduct early-stage research, selling out to the big firms when they reach expensive, risky clinical trials. Around a third of drug firms' total revenue now comes from licensed-in technology.

F Some giants, including General Electric and Cisco, have been remarkably successful at snapping up and integrating scores of small companies. But many others worry about the prices they have to pay and the difficulty in hanging on to the talent that dreamed up the idea. Everybody would like to develop more ideas in-house. Procter & Gamble is now shifting its entire business focus from countries to products; one aim is to get innovations accepted across the company. Elsewhere, the search for innovation has led to a craze for "intrapreneurship"—devolving power and setting up internal ideas-factories and tracking stocks so that talented staff will not leave.

G Some people think that such restructuring is not enough. In a new book Clayton Christensen argues that many things which established firms do well, such as looking after their current customers, can hinder the sort of innovative behaviour needed to deal with disruptive technologies. Hence the fashion for cannibalisationsetting up businesses that will actually fight your existing

ones. Bank One, for instance, has established Wingspan, an Internet bank that competes with its real branches (see article). Jack Welch's Internet initiative at General Electric is called "Destroyyourbusiness.com".

H Nobody could doubt that innovation matters. But need large firms be quite so pessimistic? A recent survey of the top 50 innovations in America, by Industry Week, a journal, suggested that ideas are as likely to come from big firms as from small ones. Another sceptical note is sounded by Amar Bhide, a colleague of Mr Christensen's at the Harvard Business School and the author of another book on entrepreneur ship. Rather than having to reinvent themselves, big companies, he believes, should concentrate on projects with high costs and low uncertainty, leaving those with low costs and high uncertainty to small entrepreneurs. As ideas mature and the risks and rewards become more quantifiable, big companies can adopt them.

I At Kimberly-Clark, Mr Sanders had to discredit the view that jobs working on new products were for "those who couldn't hack it in the real business." He has tried to change the culture not just by preaching fuzzy concepts but also by introducing hard incentives, such as increasing the rewards for those who come up with successful new ideas and, particularly, not punishing those whose experiments fail. The genesis of one of the firm's current hits, Depend, a more dignified incontinence garment, lay in a previous miss, Kotex Personals, a form of disposable underwear for menstruating women.

J Will all this creative destruction, cannibalisation and culture tweaking make big firms more creative? David Post, the founder of Umagic, is sceptical: "The only successful intrapreneurs are ones who leave and become entrepreneurs." He also recalls with glee the looks of total incomprehension when he tried to hawk his "virtual experts" idea three years ago to the idea labs of firms such as IBM—though, as he cheerfully adds, "of course, they could have been right." Innovation—unlike, apparently, sex, parenting and fitness—is one area where a computer cannot tell you what to do.

Questions 28-33

The reading Passage has ten paragraphs A-J.

Which paragraph contains the following information?

Write the correct letter A-J, in boxes on your answer sheet

NB You may use any letter more than once.

28 Approach to retain best employees

29 Safeguarding expenses on innovative idea

30 New idea might be proved wrong

31 Example of three famous American companies' innovation

32 Example of one company changing its focus

33 Example of a company resolving financial difficulties itself

Questions 34-37

Do the following statements agree with the information given in Reading Passage 3?

In boxes 34-37 on your answer sheet, write

TRUE	*if the sataement agrees with the information*
FALSE	*if the statement contradicts the information*
NOT GIVEN	*if there is no information on this*

34 Umagic is a new representative of small innovative company.

35 Amazon and Wal-Mart exchanged their innovation experience.

36 New idea holder had already been known to take it to small company in the past.

37 IBM failed to understand Umagic's proposal of one new idea.

Questions 38-40

Choose the correct letter, A,B,C or D.

Write your answers in boxes38-40on your answer sheet

38 What is author's opinion on the effect of innovation in paragraph C?

A It only works for big companies

B Fortune magazine has huge influence globally

C It is getting more important

D Effect on American companies is more evident

39 What is Peter Chernin's point of view on innovation?

A Small company is more innovative than big one

B Film industry need more innovation than other industries

C We need to cut the cost when risks occur

D New ideas are more likely going to big companies

40 What is author's opinion on innovation at the end of this passage?

A Umagic success lies on the accidental "virtual experts"

B Innovation is easy and straightforward

C IBM sets a good example on innovation

D The author's attitude is uncertain on innovation

Ingenuity

A Ingenuity is the process of applying ideas to solve problems or meet challenges which involves the changes in condition as well as in politics and in the use of both natural and social resources. The term holds an opposite meaning of reproduction. This definition is more subtle than it first appears. Ingenuity, as used here, is explicitly narrower than nideas" per se, since it refers only to ideas used to solve practical problems, whereas many if not most ideas are not used in this way. Yet it is broader than "innovation," since innovation implies novelty; and, although ingenuity certainly does not exclude novelty, practical ideas do not have to be novel to be classed here as ingenuity. The process of figuring out how to cross a mountain stream using a fallen log, build an airplane from a sheet of paper, or start a new company in a foreign culture all involve the exercising of ingenuity. Human ingenuity has led to technological developments through applied science, but can also be seen in the development of new social organizations, institutions and relationships .Ingenuity involves the most complex human thought processes, bringing together our thinking and acting both individually and collectively to take advantage of opportunities or to overcome problems.

B The requirement for ingenuity is defined as in response to a given resource scarcity as the "constant-satisfaction requirement," which is the amount needed to compensate for any aggregate social disutility caused by the scarcity. It is, in other words, the minimum amount of ingenuity that a society needs to maintain at least its current aggregate level of satisfaction in spite of the scarcity. The request for ingenuity is in a growing trend in the past century. The constant-satisfaction requirement is not an economic constraint in the real world; rather it is an arbitrary, analytical benchmark against which we can evaluate society's delivery of ingenuity. Many people who are optimistic about human ability to surmount

resource scarcity implicitly use this constant-satisfaction benchmark：they argue that, with well-functioning economic institutions like markets, the level of satisfaction in a society over the medium and long runs will not decrease despite occasional resource shortages. In other words, these optimists assume that ingenuity will be supplied abundantly and cheaply enough to alleviate any disutility arising from scarcity and that the society will demand at least this amount of ingenuity.

C At any point in time, the constant—satisfaction requirement for ingenuity is partly a function of how far into the future we project this requirement. If we are concerned with maintaining constant satisfaction only into the near future, the present need for ingenuity might be quite limited. For example, if consumption currently exceeds the flow of a renewable（可再生的）resource, we might be able to tap the resource 1 s underlying stock—and thus maintain our satisfaction for the short term—without radically changing our institutions, behavior and technology. On the other hand, if we want to ensure constant satisfaction far into the future, our present need for ingenuity might be much higher; we might have to figure out now how to live within renewable resource flows. The exploration together with more ingenuity available to assist this make the change in the environment more rapidly.

D The supply of ingenuity refers to the amount actually delivered by the economic and social system. This amount is determined by the price society is willing to pay for it and by numerous other variables, including availability of financial and intellectual capital, society is capacity to generate practical knowledge, and the willingness of society to undergo social and technological change. Ingenuity is supplied into two temporal stages. The first is the generation of a potential solution to a particular problem；the second is the delivery and implementation of that potential solution. Supply can be hindered by factors operating at either or both stages. Properly functioning economic institutions, especially markets, provide incentives to encourage conservation, resource substitution, the development of new sources of scarce resources, and technological innovation. Finally, “distributionists” acknowledge that there

may be resource limits to human population growth, but for them the real problem is the maldistribution of resources and wealth. Poverty and inequality, in their view, are the cause not the consequence of high population growth rates and practices that deplete resources.

E A great number of changes have taken place in the recent years including some radical ones. However, the whole process is marching at a quite slow pace without being regarded as easily tracked. A persistent and serious ingenuity gap will cause major social changes like declining food production, reduced economic production, and large population movements. These changes undermine regime (社会制度)legitimacy and coercive power, and increase the likelihood of widespread and chronic civil violence. Serious strife will, of course, further debilitate what remaining capacity the society has to supply ingenuity in response to the original scarcity, especially by causing capital to flee. Countries with a critical ingenuity gap therefore risk entering a downward and self—reinforcing spiral of crisis and decay. All these changes increase the interaction between people which arouses increasingly huge pressure. One good example is the destroyed environment. Not only that, even some small changes can lead to unbelievable results.

F Actually we know little about how this society actually functions. One cause that leads to this phenomenon is that some disciplines such as social science take a long time to evolve. Ordinary people need to know more about the fact and should not burden the government the whole obligation to be in charge of ingenuity. Besides, different sections in the government should work with each other to do a better job since something like the climate and the survival environment of human are not the artificial systems that can be easily changed.

Questions 27-30

Classify the following implication according to whether the writer states

Write your answers in boxes 27-30 on your answer sheet

27 Ingenuity

28 survival environment of human

29 wealth

30 reproduction

List of statement

A Can not be ultimately altered at human's disposal

B Not only the government alone takes the responsibility

C has been not properly allocated

D Containing a reverse implication to ingenuity

Questions 31-33

Choose the correct letter, A,B,C or D.

Write your answers in boxes 31-33 on your answer sheet.

31 The access to more ingenuity can produce a(an) _____ alteration in the surroundings.

A Interesting

B Faster

C Enjoyable

D Boring

32 The fact that the huge changes appearing in the society take a considerableamount of time to be noticed makes their impact _____

A Detectable

B Incredible

C Hardly observed

D Unavoidable

33 What does the author say about the influence exerted even by the minor changes posed to environment as it is _____

A Not noticeable

B Just a little bit

C Considerable

D Not worth mentioning

Questions 34-40

Do the following statements agree with the claims of the writer in Reading Passage?

In boxes 36-40 on your answer sheet, write

TRUE	*if the sataement agrees with the information*
FALSE	*if the statement contradicts the information*
NOT GIVEN	*if there is no information on this*

34 The ingenuity has resulted in both technological and social significance.

35 The requirement for ingenuity in the past 100 years becomes increasingly huge.

36 More knowledge about ingenuity can better help people grasp current affairs.

37 Nations suffering from a crucial ingenuity gap may still have a prospect.

38 The future generation may criticize the government for its improper function in narrowing the ingenuity gap.

39 Most branches of learning have evolved with a too fast pace.

40 Common people should also be concerned about changes happening in our real society.

Internal and External Marketing

A Employees need to hear the same messages that you send out to the arketplace. At most companies, however, internal and external communications are oftenmismatched. This can be very confusing, and it threatens employees' perceptions of the company's integrity: They are told one thing by management but observe that a different message is being sent to the public. One health insurance company, for instance, advertised that the welfare of patients was the company's number one priority, while employees were told that their main goal was to increase the value of their stock options through cost reductions. And one major financial services institution told customers that it was making a major shift in focus from being a financial retailer to a financial adviser, but, a year later, research showed that the customer experience with the company had not changed. It turned out that company leaders had not made an effort to sell the change internally, so employees were still churning out transactions and hadn't changed their behavior to match their new adviser role.

B Enabling employees to deliver on customer expectations is important, of course, but it's not the only reason a company needs to match internal and external messages. Another reason is to help push the company to achieve goals that might otherwise be out of reach. In 1997, when IBM launched its e-business campaign (which is widely credited for turning around the company's image), it chose to ignore research that suggested consumers were unprepared to embrace IBM as a leader in e-business. Although to the outside world this looked like an external marketing effort, IBM was also using the campaign to align employees around the idea of the Internet as the future of technology. The internal campaign changed the way employees thought about everything they did, from how they named products to how they organized staff to how they approached selling. The campaign was successful largely because it gave employees a sense of direction and purpose, which in turn restored their confidence in IBM's ability to predict the future and lead the technology industry. Today, research shows that people are four times more

likely to associate the term "e-business" with IBM than with its nearest competitor, Microsoft.

C The type of "two-way branding" that IBM did so successfully strengthens both sides of the equation. Internal marketing becomes stronger because it can draw on the same "big idea" as advertising. Consumer marketing becomes stronger because the messages are developed based on employees' behavior and attitudes, as well as on the company's strengths and capabilities — indeed, the themes are drawn from the company's very soul. This process can result in a more distinct advertising idea because marketers are more likely to create a message that's unique to the company.

D Perhaps even more important, by taking employees into account, a company can avoid creating a message that doesn't resonate with staff or, worse, one that builds resentment. In 1996, United Airlines shelved its "Come Fly the Friendly Skies" slogan when presented with a survey that revealed the depth of customer resentment toward the airline industry. In an effort to own up to the industry's shortcomings, United launched a new campaign, "Rising", in which it sought to differentiate itself by acknowledging poor service and promising incremental（增长的）improvements such as better meals. While this was a logical premise for the campaign given the tenor of the times, a campaign focusing on customers' distaste for flying was deeply discouraging to the staff. Employee resentment ultimately made it impossible for United to deliver the improvements it was promising, which in turn undermined the "Rising" pledge. Three years later, United decided employee opposition was undermining its success and pulled the campaign. It has since moved to a more inclusive brand message with the line "United," which both audiences can embrace. Here, a fundamental principle of advertising—find and address a customer concern—failed United because it did not consider the internal market.

E When it comes to execution, the most common and effective way to link internal and external marketing campaigns is to create external advertising that targets both audiences. IBM used this tactic very effectively when it launched its e-business campaign. It took out an eight-page ad in the Wall Street Journal

declaring its new vision, a message directed at both customers and internal stakeholders (利益相关人，股东). This is an expensive way to capture attention, but if used sparingly, it is the most powerful form of communication; in fact, you need do it only once for everyone in the company to read it. There's a symbolic advantage as well. Such a tactic signals that the company is taking its pledge very seriously; it also signals transparency—the same message going out to both audiences.

F Advertising isn't the only way to link internal and external marketing. At Nike, a number of senior executives now hold the additional title of "Corporate Storyteller." They deliberately avoid stories of financial successes and concentrate on parables (寓言，口号) of "just doing it," reflecting and reinforcing the company's ad campaigns. One tale, for example, recalls how legendary coach and Nike cofounder Bill Bowerman, in an effort to build a better shoe for his team, poured rubber into the family waffle iron, giving birth to the prototype of Nike's famous Waffle Sole. By talking about such inventive moves, the company hopes to keep the spirit of innovation that characterizes its ad campaigns alive and well within the company.

G But while their messages must be aligned, companies must also keep external promises a little ahead of internal realities. Such promises provide incentives for employees and give them something to live up to. In the 1980s, Ford turned "Quality is Job! " from an internal rallying cry into a consumer slogan in response to the threat from cheaper, more reliable Japanese cars. It did so before the claim was fully justified, but by placing it in the public arena, it gave employees an incentive to match the Japanese. If the promise is pushed too far ahead, however, it loses credibility. When a beleaguered British Rail launched a campaign announcing service improvements under the banner "We're Getting There/' it did so prematurely. By drawing attention to the gap between the promise and the reality, it prompted destructive press coverage. This, in turn, demoralized staff, who had been legitimately proud of the service advances they had made.

Questions 28-33

Use the information in the passage to match the company (listed A-F) with correct category or deeds below. Write the appropriate letters A-F in boxes 28-33 on your answer sheet.

You may use any letter more than once.

A	legendary anecdote inspire employee successfully
B	aligned internal marketing ensure successful business
C	improper campaign brings negative effect
D	different announcement to internal and external
E	campaign brings positive expectation internally
F	ambitious slogan yet brings no change to poor service

28 One insurance company

29 IBM

30 British Rail

31 United Airline

32 The company of Ford

33 Shoemaking company of Nike

Questions 34-37

Do the following statements agree with the information given in Reading Passage 3?
In boxes 34-37 on your answer sheet, write

TRUE	*if the sataement agrees with the information*
FALSE	*if the statement contradicts the information*
NOT GIVEN	*if there is no information on this*

34 It is common that employers are aware of the importance of encouraging their employee to follow the outside campaign.

35 Currently IBM is more prominent in the area of E-business.

36 United Airline gave up their slogan due to a survey in 1996.

37 Nike had improved company performance through telling employees legenday corporation stories.

Questions 38-40

Choose three correct letters below
Write your answers in boxes 38-40 on your answer sheet.

Please choose ***THREE*** approaches in the passage mentioned that were employed as company strategy:

A promoting the quality of their products
B telling Inspiring tale.
C introducing inner competition
D internal campaign launched
E appropriate slogan

Mass Production

A Despite its obvious connection, mass production was not a corollary to the modern Industrial Revolution. Various mass production techniques had been practiced in ancient times, from ceramic production in the Orient to manufacturing in ancient Greece. The British were most likely the first modern economy to adapt water-powered, then steam-powered, machinery to industrial production methods, most notably in the textiles industry. Yet it is generally agreed that modern mass production techniques came into widespread use through the innovation of an assortment of Americans who substantially improved the ancient techniques. Indeed, this modern mass production was called the American System and its early successes are often attributed to Eli Whitney, who adapted mass production techniques and the interchangeability of parts to the manufacture of muskets for the U.S. government in the late 1790s.

B In the late 18th century, French General Jean-Baptiste Vaquette de Gribeauval, promoted standardized weapons, which became known as the Systeme Gribeauval after it was issued as a royal order in 1765. (Its focus at the time was artillery more than muskets or handguns.) The crucial step toward interchangeability in metal parts was taken by Simeon North, working only a few miles from Eli Terry. North created one of the world's first true milling machines to do metal shaping that previously was done by hand with a file. Diana Muir believes that North's milling machine was online around 1816. While Whitney was certainly an innovator of the American System, others maintain that Whitney's parts were not truly interchangeable and that credit should more appropriately go to John Hall, the New England gunsmith who built Muskets with flintlock for the United States government at the Harper's Ferry armory. Flintlock ,as it was implied meant people used it to trigger the gun. Hall, born in Maine in 1769, built many of the machine tools needed for precision manufacturing and instituted a system that employed accurate gauges for measuring every aspect and piece of work his factory produced. Consequently, he achieved a much higher level of interchangeability and precision than did Whitney.

C Still others maintain that the credit for these modern innovations should go to a French gunsmith whose methods and results predated those of Whitney and Hall by at least a decade. In Britain, and somewhat simultaneously with Whitney, the Frenchman Marc Isambard Brunei adapted steam-driven machinery and assembly-line techniques to the production of 130,000 pulleys for the marine industry in just one year. Brunei's achievements were made possible by the design and manufacture of several machine tools by the noted British inventor, Henry Maudslay.

D Maudslay's contribution to modern mass production was the invention of precision machine tools capable of producing the identical parts necessary for mass production techniques which made producing guns cheaper . It is generally conceded that the British machine tool industry was far more advanced than that of the Americans in these early stages of mass production

development. Simultaneous with Whitney's innovations in the United States were those of Oliver Evans, whose many inventions in the flour milling process led to an automated mill that could be run by a singer miller.

E Samuel Colt and Elisha King Root were also very successful innovators in the development of industrial processes that could mass produce interchangeable parts for the assembly-line production of firearms. Colt and Root wished to advance the machining of parts so that even the most minute of tasks could be performed with the precision that they believed only machines could achieve. In these endeavors) , Colt and Root were largely successful.

F Eli Terry also adapted mass production methods to clockmaking in the early 1800s, and George Eastman made innovations to assembly-line techniques in the manufacture and the developing of photographic film later in the century. Credit for the development of large scale, assembly-line, mass production techniques is usually given to Henry Ford and his innovative Model T production methods. Henry Ford had his workers standing in one place while parts were brought by on conveyor belts, and the car itself moved past the workers on another conveyor belt. Bodies were built on one line and the chassis and drive train were built on another. When both were essentially complete, the body was lowered onto the chassis for final assembly. Around the same time, production of guns also entered into the assembly line.

G Despite the fact that he was not the first, Ford can certainly be viewed as the most successful of these early innovators due to one simple fact—Ford envisioned and fostered mass consumption as a corollary to mass production. Ford's techniques lessened the time needed to build a Model T from about twelve and a half hours to an hour and a half; the price was reduced as well—from $850 for the first Model T in 1908, to only $290 in 1927 after assembly-line techniques were introduced in 1913. The automobile was no longer a luxury for the rich, the Model T fast became a necessity for nearly everyone. Indeed, Ford sold almost half of all of the automobiles bought worldwide from 1908 to 1927—the years of Model T production. Apart from this ,people showed different views over whether guns should be involved in

mass production. The expense opposition to ammunition (弹药) was the first one to trigger the debate. Other equipment involved in war or preparation for war was also against. Let alone all these required a lot of workforce to accomplish.

H Assembly-line techniques also required that the manual skills necessary to build a product be altered. Previous to mass production techniques, as seen in the early manufacture of firearms, each workman was responsible for the complete manufacture and assembly of all of the component parts needed to build any single product. Mass production and parts interchangeability demanded that all parts be identical and the individual worker no longer be allowed the luxury of building a complete product based on his personal skills and inclinations. Machines came to dictate the production process, and each part—once created individually by hand—was now duplicated by a machine process that was merely guided by human control. The craft tradition, dominant in human endeavor for centuries, was abandoned in favor of a process that created parts by machine. Furthermore, assembly of these machine-made parts was divided into a series of small repetitive steps that required much less skill than traditional craftsmanship. Consequently, modern mass production techniques, while certainly increasing the efficiency of the manufacturing process and bringing industrial products within the reach of virtually all of humanity, apart from manufacturing ballpoint pens, making of gun is also part of it. But safety is also a factor to consider. People succeeded in restrain the production of guns resulting only 4 manufactures were permitted to produce guns in mass production.

Questions 28-33

The reading passage has seven paragraphs, A-H Choose the correct heading for paragraphs A-H from the list below. Write the correct number, i-xi, in boxes 28-33 on your answer sheet.

List of Headings

i The appearance of precision machine tools
ii Different techniques applied to mass production
ii Prominent researchers' work dedicated to mass production of firearm making
iv The disagreement on the first person who invented real interchangeable parts instead of Whitney
v Successful elements for imposing restrictions on the production of guns
vi Controversy on the permission of guns production
vii The use of mass production to manufacture guns
viii The significant role of interchangeable parts

Example Answer
Paragraph A ii

28 Paragraph C
29 Paragraph D
30 Paragraph E
31 Paragraph F
32 Paragraph G
33 Paragraph H

Questions 34-36

Choose the correct letter, A, B, C or D.

Write your answers in boxes 34-36 on your answer sheet.

34 What is the function of flintlock as mentioned in the passage?

A Grind the gun

B Decorate the gun

C Fire the gun

D Maintain the gun

35 Why does the author quote an example concerning Ford?

A To demonstrate that mass production needed detailed techniques

B To show that every object could be detached into several parts

C To emphasize that Ford was a successful enterprise

D To stress that cars were popular at that time in the U.S.

36 What is the main contribution of Maudslay ?

A Introduced assembly line for producing interchangeable parts of guns

B Created useful tools for manufacture of guns with economic feasibility

C Lessened the time for making guns

D Set a standard of making guns and the standard of interchangeable parts

Questions 37-39

Complete the following summary of the paragraphs of Reading Passage 3, using no more than two words from the Reading Passage for each answer. Write your answers in boxes 37-39on your answer sheet.

People mainly expressed 37 _____ to buying ammunition after the success of applying assembly line to the production of automobiles which led to the same practice for guns followed by a heated debate over this application. Besides, other 38 _____ were needed in the war which demanded a big 39 _____ to support.

Questions 40

Choose the correct letter,A, B,C or D. Write your answers in boxes 40 on your answer sheet.

40 Which might be the best subtitle for the passage?

A The origin of auto assembly line

B A marvelous advancement in firearm production

C The origin of mass production

D The significance of producing interchangeable parts

TV Addiction 1

A The amount of time people spend watching television is astonishing. On average, individuals in the industrialized world devote three hours a day to the pursuit (追 求) —fully half of their leisure time, and more than on any single activity save work and sleep. At this rate, someone who lives to 75 would spend nine years in front of the tube. To some commentators, this devotion means simply that people enjoy TV and make a conscious decision to watch it. But if that is the whole story, why do so many people experience misgivings about how much they view? In Gallup polls in 1992 and 1999, two out of five adult respondents (*n.* 回复者)and seven out of 10 teenagers said they spent too much time watching TV. Other surveys have consistently shown that roughly 10 percent of adults call themselves TV addicts (*n.* 上瘾).

B To study people's reactions (*n.* 反 应) to TV, researchers have undertaken laboratory experiments in which they have monitored the brain waves (using an electroencephalograph, or EEG) to track behavior and emotion in the normal course of life, as opposed to the artificial conditions of the lab. Participants carried a beeper (能发出哔哔声音的仪器), and we are signaled them six to eight times a day, at random, over the period of a week; whenever they heard the beep, they wrote down what they were doing and how they were feeling using a standardized scorecard.

C As one might expect, people who were watching TV when we beeped them reported feeling relaxed and passive. The EEG studies similarly show less mental stimulation (*n.* 刺 激)，as measured by alpha brain-wave production, during viewing than during reading. What is more surprising is that the sense of relaxation ends when the set is turned off, but the feelings of passivity and lowered alertness continue. Survey participants say they have more difficulty concentrating after viewing than before. In contrast, they rarely indicate such

difficulty after reading. After playing sports ar engaging in hobbies, people report improvements in mood .After watching TV, people's moods are about the same or worse than before. That may be because viewers' vague learned sense that they will feel less relaxed if they stop viewing. So they tend not to turn the set off. Viewing begets more viewing which is the same as the experience of habit-forming drugs. Thus, the irony of TV: people watch a great deal longer than they plan to, even though prolonged (*adj.* 延长的)viewing is less rewarding. In our ESM studies the longer people sat in front of the set, the less satisfaction they said they derived from it. For some, a twinge of unease or guilt that they aren't doing something more productive may also accompany and depreciate the enjoyment of prolonged viewing. Researchers in Japan, the U.K. and the U.S. have found that this guilt occurs much more among middle-class viewers than among less affluent (*n.* 富裕的)ones.

D What is it about TV that has such a hold on us? In part, the attraction seems to spring from our biological 'orienting response,' (*n.* 定向反应) First described by Ivan Pavlov in 1927, the orienting response is our instinctive (*adj.* 本能的、直觉的)visual or auditory reaction to any sudden or novel stimulus. It is part of our evolutionary heritage, a built-in sensitivity to movement and potential predatory threats. In 1986 Byron Reeves of Stanford University, Esther Thorson of the University of Missouri and their colleagues began to study whether the simple formal features of television—cuts, edits, rooms, pans, sudden noises—activate the orienting response, thereby keeping attention on the screen. By watching how brain waves were affected by formal features, the researchers concluded that these stylistic tricks can indeed trigger involuntary responses and 'derive their attentional value through the evolutionary significance of detecting movement.... It is the form, not the content, of television that is unique.'

E The natural attraction to television's sound and light starts very early in life. Dafna Lemish of Tel Aviv University has described babies at six to eight weeks attending to television. We have observed slightly older infants (*n.* 婴儿) who, when lying on their backs on the floor, crane their necks around 180 degrees to

catch what light through yonder window breaks. This inclination suggests how deeply rooted the orienting response is.

F The Experience Sampling Method permitted us to look closely at most every domain of everyday life: working, eating, reading, talking to friends, playing a sport, and so on. We found that heavy viewers report feeling significantly more anxious and less happy than light viewers do in unstructured situations, such as doing nothing, daydreaming or waiting in line. The difference widens when the viewer is alone. Subsequently, Robert D. McIlwraith of the University of Manitoba extensively studied those who called themselves TV addicts on surveys. On a measure called the Short Imaginal Processes Inventory (SIPI), he found that the self described addicts are more easily bored and distracted and have poorer attentional control than the non-addicts. The addicts said they used TV to distract themselves from unpleasant thoughts and to fill time. Other studies over the years have shown that heavy viewers are less likely to participate in community activities and sports and are more likely to be obese than moderate viewers or non-viewers.

G More than 25 years ago psychologist Tannis M. MacBeth Williams of the University of British Columbia studied a mountain community that had no television until cable finally arrived. Over time, both adults and children in the town became less creative in problem solving, less able to persevere at tasks, and less tolerant of unstructured time.

H Nearly 40 years ago Gary A. Steiner of the University of Chicago collected fascinating individual accounts of families whose set had broken. In experiments, families have volunteered or been paid to stop viewing, typically far a week or a month. Some fought, verbally and physically. In a review of

these cold-turkey studies, Charles Winick of the City University of New York concluded: 'The first three or four days for most persons were the worst, even in many homes where viewing was minimal and where there were other ongoing activities. In over half of all the households, during these first few days of loss, the regular routines were disrupted, family members had difficulties in dealing with the newly available time, anxiety and aggressions were expressed..... By the second week, a move toward adaptation to the situation was common.' Unfortunately, researchers have yet to flesh out these anecdotes; no one has systematically gathered statistics on the prevalence of these withdrawal symptoms.

I Even though TV does seem to meet the criteria for substance dependence, not all researchers would go so far as to call TV addictive. McIlwraith said in X998 that 'displacement of other activities by television may be socially significant but still fall short of the clinical requirement of significant impairment.' He argued that a new category of 'TV addiction may not be necessary if heavy viewing stems from conditions such as depression and social phobia. Nevertheless, whether or not we formally diagnose someone as TV-dependent, millions of people sense that they cannot readily control the amount of television they watch.

Questions 14-18

Do the following statements agree with the claims of the writer in Reading Passage?

In boxes 14-18 on your answer sheet, write

TRUE	*if the sataement agrees with the information*
FALSE	*if the statement contradicts the information*
NOT GIVEN	*if there is no information on this*

14 Study shows that males are more likely to be addicted to TV than females.

15 Greater improvements in mood are experienced after watching TV than playing sports.

16 TV addiction works in similar ways as drugs.

17 It is reported that people's satisfaction is in proportion to the time they spend watching TV.

18 Middle—class viewers are more likely to feel guilty about watching TV than the poor.

Questions 19-23

Look at the following researchers (Questions 19-23) and the list of statements below Match each researcher with the correct statements.

Write the correct letter A-H in boxes 19-23 on your answer sheets

List of Statements

A	Audiences would get hypnotized from viewing too much television.
B	People have been sensitive to the TV signals since a younger age.
C	People are less likely to accomplish their work with television.
D	A handful of studies have attempted to study other types of media addiction.
E	The addictive power of television could probably minimize the problems.
F	Various media formal characters stimulate people's reaction on the screen.
G	People who believe themselves to be TV addicts are less likely to join in the group activities.
H	It is hard for people to accept the life without TV at the beginning.

19 Byron Reeves and Esther Thorson

20 Dafna Lemish

21 Robert D. Mcllwraith

22 Tannis M. MacBeth Williams

23 Charles Winick

Questions 24-26

Choose the correct letter, A, B, C or D.

Write the correct letter in boxes 24-26 on your answer sheet.

24 People in the industrialized world

A devote ten hours watching TV on average.

B spend more time on TV than other entertainment.

C call themselves TV addicts.

D enjoy working best.

25 When compared with light viewers, heavy viewer

A like playing sport more than reading.

B feel relaxed after watching TV

C spend more time in daydreaming.

D are more easily bored while waiting in line.

26 Which of the following statements is true about the family experiment?

A Not all the subjects participate in the experiment for free.

B There has been a complete gathered data.

C People are prevented from other activities during the experiment.

D People can not adapt to the situation until the end.

New Agriculture in Oregon, US

A Onion growers in eastern Oregon (俄勒冈州)are adopting a system that saves water and keeps topsoil in place, while producing the highest quality "super colossal" onions. Pear growers in southern Oregon have reduced their use of some of the most toxic pesticides by up to two-thirds, and are still producing top-quality pears. Range managers throughout the state have controlled the poisonous weed tansy (艾菊) ragwort with insect predators (捕食者) and saved the Oregon livestock industry up to $4.8 million a year.

B These are some of the results Oregon growers have achieved in collaboration with Oregon State University (OSU) researchers as they test new farming methods including integrated pest management (IPM). Nationwide, however, IPM has not delivered results comparable to those in Oregon. A recent U.S General Accounting Office (GAO) report indicates that while integrated pest management can result in dramatically reduced pesticide use, the federal government has been lacking in effectively promoting that goal and implementing IPM. Farmers also blame the government for not making the new options of pest management attractive. "Wholesale changes in the way that farmers control the pests on their farms is an expensive business." Tony Brown, of the National Farmers Association says. "If the farmers are given tax breaks to offset the expenditure, then they would willingly accept the new practices." The report goes on to note that even though the use of the riskiest pesticides has declined nationwide, they still make up more than 40 percent of all pesticides used today; and national pesticide use has risen by 40 million kilograms since 1992. "Our food supply remains the safest and highest quality on Earth but we continue to overdose our farmland with powerful and toxic pesticides and to under-use the safe and effective alternatives, "charged Patrick Leahy, who commissioned the report. Green action groups disagree about the safety issue. "There is no way that habitual consumption of foodstuffs grown

using toxic chemicals of the nature found on today's farms can be healthy for consumers," noted Bill Bowler, spokesman for Green Action, one of many lobbyists interested in this issue.

C The GAO report singles out Oregon's apple and pear producers who have used the new IPM techniques with growing success. Although Oregon is clearly ahead of the nation, scientists at OSU are taking the Government Accounting Office criticisms seriously. "We must continue to develop effective alternative practices that will reduce environmental hazards and produce high quality products," said Paul Jepson, a professor of entomology at OSU and new director.

D OSU's Integrated Plant Protection Centre (IPPC). The IPPC brings together scientists from OSU's Agricultural Experiment Station, OSU Extension service, the U.S. Department of Agriculture and Oregon farmers to help develop agricultural systems that will save water and soil, and reduce pesticides. In response to the GAO report, the Centre is putting even more emphasis on integrating research and farming practices to improve Oregon agriculture environmentally and economically.

E "The GAO report criticizes agencies for not clearly communicating the goals of IPM," said Jepson. "Our challenge is to greatly improve the communication to and from growers, to learn what works and what doesn't. The work coming from OSU researchers must be adopted in the field and not simply languish in scientific journals."

F In Oregon, growers and scientists are working together to instigate new practices. For example, a few years ago scientists at OSU's Malheur Experiment Station began testing a new drip irrigation system to replace

old ditches (壕沟) that wasted water and washed soil and fertilizer into streams. The new system cut water and fertilizer use by half, kept topsoil in place and protected water quality.

G In addition, the new system produced crops of very large onions, rated "super colossal" and highly valued by the restaurant industry and food processors. Art Pimms, one of the researchers at Malheur comments: "Growers are finding that when they adopt more environmentally benign practices, they can have excellent results. The new practices benefit the environment and give the growers their success."

H OSU researchers in Malheur next tested straw mulch (稻草覆盖) and found that it successfully held soil in place and kept the ground moist with less irrigation. In addition, and unexpectedly, the scientists found that the mulched soil created a home for beneficial beetles and spiders that prey on onion thrips-a notorious pest in commercial onion fields-a discovery that could reduce the need for pesticides. "I would neverhave believed that we could replace the artificial pest controls that we had before and still keep our good results/' commented Steve Black, a commercial onion farmer in Oregon, "but instead we have actually surpassed expectations."

I OSU researchers throughout the state have been working to reduce dependence on broad spectrum chemical sprays (广谱化学喷洒) that are toxic to many kind of organisms, including humans. "Consumers are rightly putting more and more pressure on the industry to change its reliance on chemical pesticides, but they still want a picture-perfect product," said Rick Hilton, entomologist at OSU's Southern Oregon Research and Extension Centre, where researchers help pear growers reduce the need for highly toxic pesticides. Picture perfect

pears are an important product in Oregon and traditionally they have required lots of chemicals. In recent years, the industry has faced stiff competition from overseas producers, so any new methods that growers adopt must make sense economically as well as environmentally. Hilton is testing a growth regulator that interferes with the molting of codling moth larvae (幼虫).Another study used pheromone (生物信息素) dispensers to disrupt codling moth mating. These and other methods of integrated pest management have allowed pear growers to reduce their use of organophosphates (有机磷酸脂) by two-thirds and reduce all other synthetic pesticides by even more and still produce top-quality pears. These and other studies around the state are part of the effort of the IPPC to find alternative farming practices that benefit both the economy and the environment.

Questions 1-8

Use the information in the passage to match the people (listed A-G) with opinions or deeds below. Write the appropriate letters A-G in boxes 1-8 on your answer sheet.

NB you may use any letter more than once

A Tony Brown
B Patrick Leahy
C Bill Bowler
D Paul Jepson
E Art Pimms
F Steve Black
G Rick Hilton

1 There is a double-advantage to the new techniques.

2 The work on developing these alternative techniques is not finished.

3 Eating food that has had chemicals used in its production is dangerous to our health.

4 Changing current farming methods into a new one is not a cheap process.

5 Results have exceeded the anticipated goal.

6 The research done should be translated into practical projects.

7 The U.S. produces the best food in the world nowadays.

8 Expectations of end users of agricultural products affect the products.

Questions 9-13

Do the following statements agree with the information given in Reading Passage 1?

In boxes 9-13 on your answer sheet, write

TRUE	*if the sataement agrees with the information*
FALSE	*if the statement contradicts the information*
NOT GIVEN	*if there is no information on this*

9 Integrated Pest Management has generally been regarded as a success in the across the US.

10 Oregon farmers of apples and pears have been promoted as successful examples of Integrated Pest Management.

11 The IPPC uses scientists from different organisations globally

12 Straw mulch experiments produced unplanned benefits.

13 The apple industry is now facing a lot of competition from abroad.

Organic farming and fertilisers

A The world's population continues to climb. And despite the rise of high-tech agriculture, 800 million people don't get enough to eat. Clearly it's time to rethink the food we eat and where it comes from. Feeding 9 billion people will take more than the same old farming practices, especially if we want to do it without felling rainforests and planting every last scrap of prairie. Finding food for all those people will tax farmers'-and researchers'—ingenuity to the limit. Yet already, precious aquifers that provide irrigation water for some of the world's most productive farmlands are drying up or filling with seawater, and arable land in China is eroding to create vast dust storms that redden sunsets as far away as North America. "Agriculture must become the solution to environmental problems in 50 years. If we don't have systems that make the environment better-not just hold the fort-then we're in trouble," says Kenneth Cassman, an agronomist at the University of Nebraska at Lincoln. That view was echoed in January by the Curry report, a government panel that surveyed the future of farming and food in Britain.

B 'It's easy to say agriculture has to do better, but what should this friendly farming of the future look like? Concerned consumers come up short at this point, facing what appears to be an ever-widening ideological divide. In one corner are the techno-optimists who put their faith in genetically modified crops, improved agrochemicals and computer-enhanced machinery; in the other are advocates of organic farming, who reject artificial chemicals and embrace back-to-nature techniques such as composting. Both sides cite plausible science to back their claims to the moral high ground, and both bring enough passion to the debate for many people to come away thinking we're faced with a stark choice between two mutually incompatible options.

C Not so. If you take off the ideological blinkers and simply ask how the world can product the food it

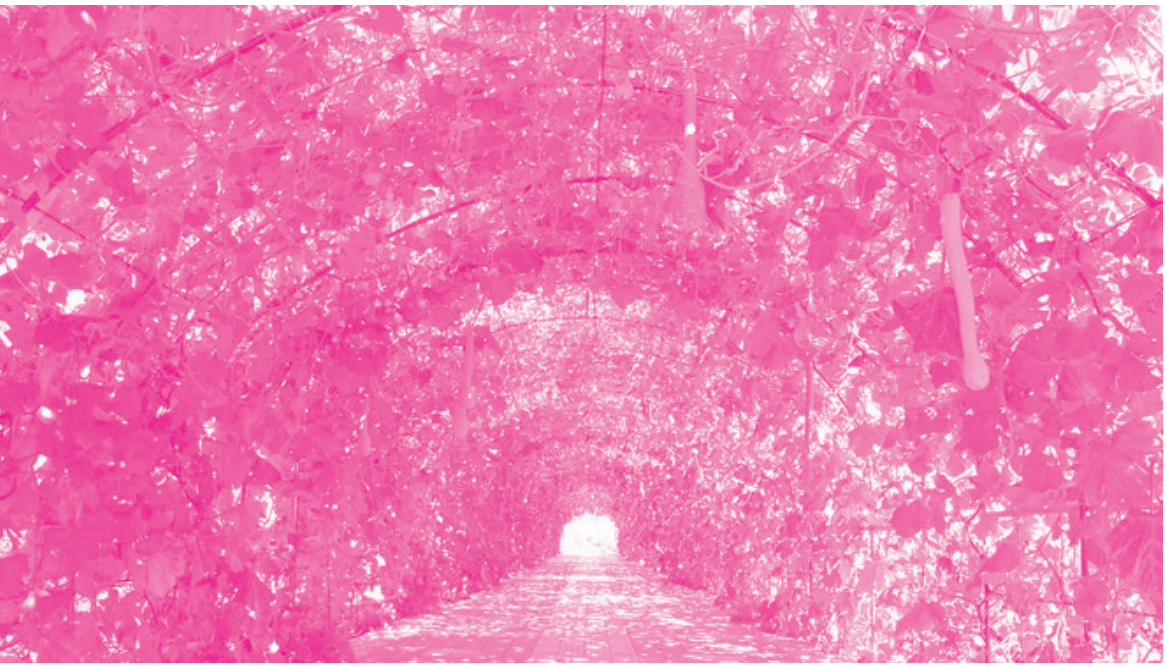
needs with the least environmental cost, a new middle way opens. The key is sustainability: whatever we do must not destroy the capital of soil and water we need to keep on producing. Like today's organic farming, the intelligent farming should pay much more attention to the health of its soil and the ecosystem it's part of. But intelligent farming should also make shrewd and locally appropriate use of chemical fertilisers and pesticides. The most crucial ingredient in this new style of agriculture is not chemicals but information about what's happening in each field and how to respond. Yet ironically, this key element may be the most neglected today.

D Clearly, organic farming has all the warm, fuzzy sentiment its side. An approach that eschews synthetic chemicals surely runs no risk of poisoning land and water. And its emphasis on building up natural ecosystems seems to be good for everyone. Perhaps these easy assumptions explain why sales of organic food across Europe are increasing by at least 50 percent per year.

E Going organic sounds idyllic-but it's naive, too. Organic agriculture has its own suite of environmental costs, which can be worse than those of conventional farming, especially if it were to become the world norm. But more fundamentally, the organic versus-chemical debate focuses on the wrong question. The issue isn't what you put into a farm, but what you get out of it, both in terms of crop yields and pollutants, and what condition the farm is in when you're done.

F Take chemical fertilisers, which deliver nitrogen, an essential plant nutrient to crops along with some phosphorus (磷)and potassium (钾) . It is a mantra of organic farming that these fertilisers are unwholesome, and plant nutrients must come from natural sources. But in fact the main environmental damage done by chemical fertilisers as opposed to any other kind is through greenhouse gases-carbon dioxide from the fossil fuels used in their synthesis and nitrogen oxides released by their degradation. Excess nitrogen from chemical fertilisers can pollute groundwater, but so can excess nitrogen from organic manures.

G On the other hand, relying solely on chemical fertilisers to provide soil utrients without doing other things to build healthy soil is damaging. Organic farmers



don't use chemical fertilisers, so they are very good at building soil fertility by working crop residues and manure into the soil, rotating grain with legumes (豆类) that fix atmospheric nitrogen, and other techniques.

H This generates vital soil nutrients and also creates a soil that is richer in organic matter, so it retains nutrients better and is hospitable to the crop's roots and creatures such as earthworms that help maintain soil fertility. Such soil also holds water better and therefore makes more efficient use of both rainfall and irrigation water. And organic matter ties up CO_2 in the soil, helping to offset emissions from burning fossil fuels and reduce global warming.

I Advocates of organic farming like to point out that fields managed in this way can produce yields just as high as fields juiced up with synthetic fertilisers. For example, Bill Liebhardt, research manager at the Podale Institute in Kutztown, Pennsylvania, recently compiled the results of such comparisons for corn, wheat, soybeans and tomatoes in the US and found that the organic fields averaged between 94 and 100 percent of the yields of nearby conventional crops.

J But this optimistic picture tells only half the story. Farmers can't grow such crops every year if they want to maintain or build soil nutrients without synthetic fertilisers. They need to alternate with soil-building crops such as pasture grasses and legumes such as alfalfa (苜蓿类) . So in the long term, the yield of staple grains such as wheat, rice and corn must go down. This is the biggest cost of organic farming. Vaclav Smil of the University of Manitoba in Winnipeg, Canada, estimates that if farmers worldwide gave up the 80 million tonnes of synthetic fertiliser they now use each year, total grain production would fall by at least half. Either farmers would have to double the amount of land they cultivate at catastrophic cost to natural habitats, or billions of people would starve.

K That doesn't mean farmers couldn't get by with less fertiliser. Technologically advanced farmers in wealthy countries, for instance, can now monitor their yields hectare by hectare, or even more finely, throughout a huge field. They can then target their fertiliser to the parts of the field where it will do the most good, instead of responding to average conditions. This increases yield and decreases fertiliser use. Eventually, farmers may incorporate long-term weather forecasts into their planning as well, so that they can cut back on fertiliser use when the weather is likely to make harvests poor anyway, says Ron Olson, an agronomist with Cargill Fertilizer in Tampa, Florida.

L Organic techniques certainly have their benefits, especially for poor farmers. But strict "organic agriculture", which prohibits certain technologies and allows others, isn't always better for the environment. Take herbicides, for example. These can leach into waterways and poison both wildlife and people. Just last month, researchers led by Tyrone Hayes at the University of California at Berkeley found that even low concentrations of atrazine, the most commonly used weedkiller in the US, can prevent frog tadpoles from developing properly.

Questions 1-4

Use the information in the passage to match the people (listed A-D) with opinions or deeds below. Write the appropriate letters A-D in boxes 1-4 0n your answer sheet.

A Vaclav Smil
B Bill Liebhdrdt
C Kenneth Cassman
D Ron Olson

1 Use of chemical fertilizer can be optimised by combining weather information.

2 Organic farming yield is nearly equal to the traditional one.

3 Better agricultural setting is a significant key to solve environmental tough nut.

4 Substantial production loss would happen in case all farmers shifted from using synthetic fertiliser.

Questions 5-9

Do the following statements agree with the information given in Reading Passage 1?

In boxes 5-9 0n your answer sheet, write

TRUE	*if the sataement agrees with the information*
FALSE	*if the statement contradicts the information*
NOT GIVEN	*if there is no information on this*

5 Increasing population, draining irrigation, eroding farmland push agricultural industry to extremity.

6 There are only two options for farmers: they use chemical fertiliser or natural approach.

7 Chemical fertiliser currently are more expensive than the natural fertilisers.

8 In order to keep nutrient in the soil, organic farmers need to rotate planting method.

9 "organic agriculture" is the way that environment-damaging technologies are all strictly forbidden.

Questions 10-13

Summary

Complete the following summary of the paragraphs of Reading Passage, using no more than two words from the Reading Passage for each answer. Write your answers in boxes 10-13 0n your answer sheet.

Several 10 _____ approaches need to be applied in order that global population wouldn't go starved. A team called 11 _____ repeated the viewpoint of a scholar by a survey in British farming. More and more European farmers believe in 12_____ farming these years. The argument of organic against 13 _____ seems in an inaccurate direction.

Paper or Computer?

A Computer technology was supposed to replace paper. But that hasn't happened. Every country in the Western world uses more paper today, on a per-capita basis, than it did ten years ago. The consumption of uncoated free-sheet paper, for instance—the most common kind of office paper—rose almost fifteen per cent in the United States between 1995 and 2000. This is generally taken as evidence of how hard it is to eradicate old, wasteful habits and of how stubbornly resistant we are to the efficiencies offered by computerization. A number of cognitive psychologists and ergonomics experts, however, don't agree. Paper has persisted, they argue, for very good reasons: when it comes to performing certain kinds of cognitive tasks, paper has many advantages over computers. The dismay people feel at the sight of a messy desk—or the spectacle of air-traffic controllers tracking flights through notes scribbled on paper strips—arises from a fundamental confusion about the role that paper plays in our lives.

B The case for paper is made most eloquently (雄辩地) in "The Myth of the Paperless Office", by two social scientists, Abigail Sellen and Richard Harper. They begin their book with an account of a study they conducted at the International Monetary Fund, in Washington, D.C. Economists at the LM.F. spend most of their time writing reports on complicated economic questions, work that would seem to be perfectly suited to sitting in front of a computer. Nonetheless, the LM.F. is awash (被浪打) in paper, and Sellen and Harper wanted to find out why. Their answer is that the business of writing reports—at least at the LM.F. —is an intensely collaborative process, involving the professional judgments and contributions of many people. The economists bring drafts of reports to conference rooms, spread out the relevant pages, and negotiate changes with one other. They go back to their offices and jot down(略抄)comments in the margin, taking advantage of the freedom offered by the informality of the handwritten note. Then they deliver the annotated (带注释的) draft to the author in person, taking him, page by page, through

the suggested changes. At the end of the process, the author spreads out all the pages with comments on his desk and starts to enter them on the computer — moving the pages around as he works, organizing and reorganizing, saving and discarding.

C Without paper, this kind of collaborative; iterative work process would be much more difficult. According to Sellen and Harper, paper has a unique set of "affordances" —that is, qualities that permit specific kinds of uses. Paper is tangible：we can pick up a document, flip through it, read little bits here and there, and quickly get a sense of it. Paper is spatially flexible, meaning that we can spread it out and arrange it in the way that suits us best. And it's tailorable: we can easily annotate it, and scribble on it as we read, without altering the original text. Digital documents, of course, have their own affordances. They can be easily searched, shared, stored, accessed remotely, and linked to other relevant material. But they lack the affordances that really matter to a group of people working together on a report. Sellen and Harper write:

D Paper enables a certain kind of thinking. Picture, for instance, the top of your desk. Chances are that you have a keyboard and a computer screen off to one side, and a clear space roughly eighteen inches square in front of your chair. What covers the rest of the desktop is probably piles—piles of papers, journals, magazines, binders, postcards, videotapes, and all the other artifacts of the knowledge economy. The piles look like a mess, but they aren't. When a group at Apple Computer studied piling behavior several years ago, they found that even the most disorderly piles usually make perfect sense to the piler, and that office workers could hold forth in great detail about the precise history and meaning of their piles. The pile closest to the cleared, eighteen-inch-square working area, for example, generally represents the most urgent business, and within that pile the most important document of all is likely to be at the top. Piles are living, breathing archives. Over time, they get broken down and resorted, sometimes chronologically and sometimes thematically and sometimes chronologically and thematically; clues about certain documents may be physically embedded in the file by, say, stacking a certain piece of

paper at an angle or inserting dividers into the stack.

E But why do we pile documents instead of filing them? Because piles represent the process of active, ongoing thinking. The psychologist Alison Kidd, whose research Sellen and Harper refer to extensively, argues that "knowledge workers" use the physical space of the desktop to hold "ideas which they cannot yet categorize or even decide how they might use." The messy desk is not necessarily a sign of disorganization. It may be a sign of complexity : those who deal with many unresolved ideas simultaneously cannot sort and file the papers on their desks, because they haven't yet sorted and filed the ideas in their head. Kidd writes that many of the people she talked to use the papers on their desks as contextual cues to "recover a complex set of threads without difficulty and delay" when they come in on a Monday morning, or after their work has been interrupted by a phone call. What we see when we look at the piles on our desks is, in a sense, the contents of our brains.

F Sellen and Harper arrived at similar findings when they did some consulting work with a chocolate manufacturer. The people in the firm they were most interested in were the buyers ~ the staff who handled the company's relationships with its venders, from cocoa and sugar manufacturers to advertisers. The buyers kept folders (containing contracts, correspondence, meeting notes, and so forth) on every supplier they had dealings with. The company wanted to move the information in those documents online, to save space and money, and make it easier for everyone in the firm to have access to it. That sounds like an eminently rational thing to do. But when Sellen and Harper looked at the folders they discovered that they contained all kinds of idiosyncratic (特殊的) material—advertising paraphernalia (随身用具), printouts of e-mails, presentation notes, and letters—much of which had been annotated (带注释的) in the margins with thoughts and amendments and, they write, "perhaps most important, comments about problems and issues with a supplier's performance not intended for the supplier's eyes." The information in each folder was organized — if it was organized at all -- according to the whims of the particular buyer. Whenever other people wanted to look at a

document, they generally had to be walked through it by the buyer who "owned" it, because it simply sense otherwise. The much advertised advantage of digitizing documents—that they could be made available to anyone, at any time ~ was illusory : documents cannot speak for themselves. "All of this emphasized that most of what constituted a buyer's expertise resulted from involvement with the buyer's own suppliers through a long history of phone calls and meetings," Sellen and Harper write : G This idea that paper facilitates a highly specialized cognitive and social process is a far cry from the way we have historically thought about the stuff. Paper first began to proliferate (扩 散) in the workplace in the late nineteenth century as part of the move toward "systematic management." To cope with the complexity of the industrial economy, managers were instituting (制定) company-wide policies and demanding monthly, weekly, or even daily updates from their subordinates (下属) . Thus was born the monthly sales report, and the office manual and the internal company newsletter. The typewriter took off in the eighteen-eighties, making it possible to create documents in a fraction of the time it had previously taken, and that was followed closely by the advent of carbon paper, which meant that a typist could create ten copies of that document simultaneously. If you were, say, a railroad company, then you would now have a secretary at the company headquarters type up a schedule every week, setting out what train was travelling in what direction at what time, because in the mid-nineteenth century collisions were a terrible problem. Then the secretary would make ten carbon copies of that schedule and send them out to the stations along your railway line. Paper was important not to facilitate creative collaboration and thought but as an instrument of control.

Questions 27-33

The reading passage has seven paragraphs, A-G

Choose the correct heading for paragraphs A-G from the list below.

Write the correct number, i-xi, in boxes 27-33 on your answer sheet.

List of Headings

i. paper continued as a sharing or managing must
ii. Inspiring piles can be long habituated
iii. process that economists used of paper
iv. overview of an unexpected situation: paper survived
v. comparison between paper and computer
vi. IMF' paperless office seemed to be a waste of papers
vii. example of failure for avoidance of paper record
viii. advantages of using a paper in offices
ix. piles reflect certain characteristics in people' thought
x. joy of having the paper square in front of computer

27 paragraph A

28 paragraph B

29 paragraph C

30 paragraph D

31 paragraph E

32 paragraph F

33 paragraph G

Questions 34-36

Summary

Complete the following summary of the paragraphs of Reading Passage, using no more than two words from the Reading Passage for each answer. Write your answers in boxes 34-36 on your answer sheet.

Compared with digital documents, paper has several advantages.

First it allows clerks to work in a 34 _____ way among colleagues. Next, paper is not like virtual digital versions, it's 35 _____ Finally, because it is 36 _____, note or comments can be effortlessly added as related information.

Questions 37-40

Choose the correct letter, A, B，C or D.

Write your answers in boxes 37-40 on your answer sheet.

37 What do the economists from IMF say that their way of writing documents?

A they note their comments for pleasure

B they finish individually

C they share authorship

D they use electronic version fully

38 What is the implication of the "Piles " mentioned in the passage?

A they have underlying orders

B they are necessarily a mess

C they are in time sequence order

D they are in alphabetic order

39 What does the manager believe in sophisticated economy?

A recorded paper as management tool

B strict supervision is compulsory

C Teamwork is the most important

D monthly report is the best way

40 According to the end of this passage, what is the reason why paper is not replaced by electronic vision?

A paper is inexpensive to buy

B it contributed to management theories in western countries

C people need time for changing their old habit

D it is collaborative and favorable for office tasks

Psychology of New Product Adoption

A In today's hypercompetitive marketplace, companies that successfully introduce new products are more likely to flourish than those that don't. Businesses spend billions of dollars making better "mousetraps" only to find consumers roundly rejecting them. Studies show that new products fail at the stunning rate of between 40% and 90%, depending on the category, and the odds haven't changed much in the past 25 years. In the U.S. packaged goods industry, for instance, companies introduce 30,000 products every year, but 70% to 90% of them don't stay on store shelves for more than 12 months. Most innovative products^those that create new product categories or revolutionize old ones—are also unsuccessful. According to one study, 47% of first movers have foiled, meaning that approximately half the companies that pioneered new product categories later pulled out of those businesses.

B After the fact, experts and novices alike tend to dismiss unsuccessful innovations as bad ideas that were destined to fail. Why do consumers fail to buy innovative products even when they offer distinct improvements over existing ones? Why do companies invariably have more faith in new products than is warranted? Few would question the objective advantages of many innovations over existing alternatives, but that's often not enough for them to succeed. To understand why new products fail to live up to companies' expectations, we must delve into the psychology of behavior change.

C New products often require consumers to change their behavior. As companies know, those behavior changes entail costs. Consumers costs, such as the activation fees they have to pay when they switch from one cellular service provider to another. They also bear learning costs, such as when they shift from manual to automatic automobile transmissions. People sustain obsolescence costs, too. For example, when they switch from VCRs to DVD players, their videotape collections become useless. All of these are economic switching costs that most companies routinely anticipate.

D What businesses don't take into account, however, are the psychological costs

associated with behavior change. Many products fail because of an universal, but largely ignored, psychological bias: People irrationally overvalue benefits they currently possess relative to those they don't. The bias leads consumers to value the advantages of products they own more than the benefits of new ones. It also leads executives to value the benefits of innovations they've developed over the advantages of incumbent products.

E Companies have long assumed that people will adopt new products that deliver more value or utility than existing ones. Thus, businesses need only to develop innovations that are objectively superior to incumbent products, and consumers will have sufficient incentive to purchase them. In the 1960s, communications scholar Everett Rogers called the concept "relative advantage" and identified it as the most critical driver of new-product adoption. This argument assumes that companies make unbiased assessments of innovations and of consumers, likelihood of adopting them. Although compelling, the theory has one major flaw:It fails to capture the psychological biases that affect decision making.

F In 2002,psychologist Daniel Kahneman won the Nobel Prize in economics for a body of work that explores why and when individuals deviate from rational economic behavior. One of the cornerstones of that research, developed with psychologist Amos Tversky, is how individuals value prospects, or choices, in the marketplace. Kahneman and Tversky showed, and others have confirmed, that human beings' responses to the alternatives before them have four distinct characteristics.

G First, people evaluate the attractiveness of an alternative based not on its objective, or actual, value but on its subjective, or perceived, value. Second, consumers evaluate new products or investments relative to a reference point, usually the products they already own or consume. Third, people view any improvements relative to this reference point as gains and treat all shortcomings as losses. Fourth, and most important, losses have a far greater impact on people than similarly sized gains, a phenomenon that Kahneman and Tversky called "loss aversion." For instance, studies show that most people will not accept a bet in which there is a 50% chance of winning $100

and a 50% chance of losing $100. The gains from the wager must outweigh the losses by a factor of between two and three before most people find such a bet attractive. Similarly, a survey of 1,500 customers of Pacific Gas and Electric revealed that consumers demand three to four times more compensation to endure a power outage—and suffer a loss-than they are willing to pay to avoid the problem, a potential gain. As Kahneman and Tversky wrote, "losses loom larger than gains."

H Loss aversion leads people to value products that they already possess those that are part of their endowment - -more than those they don't have. According to behavioral economist Richard Thaler, consumers value what they own, but may have to give up, much more than they value what they don't own but could obtain. Thaler called that bias the "endowment effect."

I In a 1990 paper, Thaler and his colleagues describe a series of experiments they conducted to measure the magnitude of the endowment effect. In one such experiment, they gave coffee mugs to a group of people, the Sellers, and asked at what price point— from 25 cents to $9.25 —the Sellers would be willing to part with those mugs. They asked another group—the Choosers to whom they didn't give coffee mugs, to indicate whether they would choose the mug or the money at each price point. In objective terms, all the Sellers and Choosers were in the same situation: They were choosing between a mug and a sum of money. In one trial of this experiment, the Sellers priced the mug at $7.12, on average, but the Choosers were willing to pay only $3.12. In another trial, the Sellers and the Choosers valued the mug at $7.00 and $3.50, respectively. Overall, the Sellers always demanded at least twice as much to give up the mugs as the Choosers would pay to obtain them.

J Kahneman and Tversky's research also explains why people tend to stick with what they have even if a better alternative exists. In a 1989 paper, economist

Jack Knetsch provided a compelling demonstration of what economists William Samuelson and Richard Zeckhauser called the "status quo bias". Knetsch asked one group of students to choose between an attractive coffee mug and a large bar of Swiss chocolate. He gave a second group of students the coffee mugs but a short time later allowed each student to exchange his or her mug for a chocolate bar. Finally, Knetsch gave chocolate bars to a third group of students but much later allowed each student to exchange his or her bar for a mug. Of the students given a choice at the outset, 56% chose the mug, and 44% chose the chocolate bar, indicating a near even split in preferences between the two products. Logically, therefore, about half of the students to whom Knetsch gave the coffee mug should have traded for the chocolate bar and vice versa. That didn't happen. Only 11% of the students who had been given the mugs and 10% of those who had been given the chocolate bars wanted to exchange their products. To approximately 90% of the students, giving up what they already had seemed like a painful loss and shrank their desire to trade.

K Interestingly, most people seem oblivious to the existence of the behaviors implicit in the endowment effect and the status quo bias. In study after study, when researchers presented people with evidence that they had irrationally overvalued the status quo, they were shocked, skeptical, and more than a bit defensive. These behavioral tendencies are universal, but awareness of them is not.

Questions 28-31

Use the information in the passage to match the people (listed A-C) with opinions or deeds below. Write the appropriate letters A-C in boxes 28-31 on your answer sheet.

A Richard Thaler
B Everett Rogers
C Kahneman and Tversky

28 stated a theory which bears potential fault in application

29 decided the consumers/ several behavior features when they face other options

30 generalised that customers value more of their possession they are going to abandon for a purpose than alternative they are going to swap in

31 answered the reason why people don't replace existing products

Questions 32-36

Do the following statements agree with the information given in Reading Passage 3

In boxes 32-36 on your answer sheet, write

TRUE	*if the sataement agrees with the information*
FALSE	*if the statement contradicts the information*
NOT GIVEN	*if there is no information on this*

32 The products of innovations which beat existing alternatives can guarantee a successful market share.

33 Few companies calculated the possibility of switching to new products more than in economic judgment.

34 Gender affects the loss and gain outcome in the real market place.

35 Endowment-effect experiment showed there was a huge gap between seller's anticipation and the chooser's offer.

36 Customers accept the fact peacefully when they are revealed the status quo bias.

Questions 37-40

Choose the correct letter, A，B，C or D.

Write your answers in boxes 37-40 on your answer sheet.

37 What does paragraph A illustrated in business creative venture?

A above 70% products stored in warehouse

B only US packaged good s industry affected

C roughly half of new product business failed

D new products have long life span.

38 What do specialists and freshers tend to think how a product sold well:

A as more products stored on shelf

B being creative and innovative enough

C having more chain stores

D learning from famous company like Webvan

39 According to this passage, a number of products fail because of following reason:

A they ignore the fact that people tend to overvalue the product they own.

B they are not confident with their products

C they are familiar with people's psychology state

D they forget to mention the advantages of products

40 what does the experiment of "status quo bias" suggest which conducted by Nobel prize winner Kahneman and Tversky:

A about half of them are willing to change

B student are always to welcome new items

C 90% of both owners in neutral position

D only 10% of chocolate bar owner are willing to swap

Rainwater harvesting

For two years southern Sri Lanka suffered a prolonged drought, described by locals as "the worst in 50 years". Some areas didn't see a successful crop for four or five consecutive seasons. Livestock died, water in wells dropped to dangerously low levels, children were increasingly malnourished and school attendance has fallen. An estimated 1.6 million people were affected.

A Muthukandiya is a village in Moneragala district, one of the drought-stricken areas in the "dry zone" of southern Sri Lanka (斯里兰卡), where half the country's population of 18 million lives. Rainfall in the area varies greatly from year to year, often bringing extreme dry spells in between monsoons (季风). But this drought was much worse than usual. Despite some rain in November, only half of Moneragala's 1,400 tube wells were in working order by March. The drought devastated supplies of rice and freshwater fish, the staple diet of inland villages. Many local industries closed down and villagers headed for the towns in search of work.

B The villagers of Muthukandiya arrived in the 1970s as part of a government resettlement scheme. Each family was given six acres of land, with no irrigation system. Because crop production, which relies entirely on rainfall, is insufficient to support most families, the village economy relies on men and women working as day-labourers in nearby sugar-cane plantations. Three wells have been dug to provide domestic water, but these run dry for much of the year. Women and children may spend several hours each day walking up to three miles (five kilometres) to fetch water for drinking, washing and cooking.

C In 1998, communities in the district discussed water problems with Practical Action South Asia. What followed was a drought mitigation initiative based on a low-cost "rainwater

harvesting" technology already used in Sri Lanka and elsewhere in the region. It uses tanks to collect and store rain channelled by gutters (水槽) and pipes as it runs off the roofs of houses.

D Despite an indigenous tradition of rain-water harvesting and irrigation systems going back to the third century BC, policy-makers in modern times have often overlooked the value of such technologies, and it is only recently that officials have taken much interest in household-level structures. Government and other programmes have, however, been top-down in their conception and application, installing tanks free of charge without providing training in the skills needed to build and maintain them properly. Practical Action South Asia's project deliberately took a different approach, aiming to build up a local skills base among builders and users of the tanks, and to create structures and systems so that communities can manage their own rainwater harvesting schemes.

E The community of Muthukandiya was involved throughout. Two meetings were held where villagers analysed their water problems, developed a mitigation plan and selected the rainwater harvesting technology. Two local masons received several days' on-the-job training in building the 5,000 litre household storage tanks: surface tanks out of ferro-cement (钢丝网水泥) and underground tanks out of brick. Each system, including tank, pipes, gutters and filters, cost US$195-equivalent to a month's income for an average village family. Just over half the cost was provided by the community, in the form of materials and unskilled labour. Practical Action South Asia contributed the rest, including cement, transport and payment for the skilled labour. Households learned how to use and maintain the tanks, and the whole community was trained to keep domestic water supplies clean. A village rainwater harvesting society was set up to run the project. To date, 37 families in and around Muthukandiya have storage tanks. Evaluations show clearly that households

with rainwater storage tanks have considerably more water for domestic needs than households relying entirely on wells and ponds. During the driest months, households with tanks may have up to twice as much water available. Their water is much cleaner, too.

F Nandawathie, a widow in the village, has taken full advantage of the opportunities that rainwater harvesting has brought her family. With a better water supply now close at hand, she began by growing a few vegetables. The income from selling these helped her to open a small shop on her doorstep. This increased her earnings still further, enabling her to apply for a loan to install solar power in her house. She is now thinking of building another tank in her garden so that she can grow more vegetables. Nandawathie also feels safer now that she no longer has to fetch water from the village well in the early morning or late evening. She says that her children no longer complain so much of diarrhoea (腹泻). And her daughter Sandamalee has more time for school work.

G In the short term, and on a small scale, the project has clearly been a success. The challenge lies in making such initiatives sustainable, and expanding their coverage. At a purely technical level, rainwater harvesting is evidently sustainable. In Muthukandiya, the skills required to build and maintain storage tanks were taught fairly easily, and can be shared by the two trained masons, who are now finding work with other development agencies in the district.

H The non-structural elements of the work, especially its financial and organizational sustainability, present a bigger challenge. A revolving fund was set up, with households that had already benefited agreeing to contribute a small monthly amount to pay for maintenance, repairs and new tanks. However, it appears that the revolving fund concept was not fully understood and it has proved difficult to

get households to contribute. Recovering costs from interventions that do not generate income directly will always be a difficult proposition, although this can be overcome if the process: is explained more fully at the outset.

I The Muthukandiya initiative was planned as a demonstration project, to show that community-based drought mitigation through rainwater harvesting was feasible. Several other organizations have begun their own projects using the same approach. The feasibility of introducing larger tanks is being investigated.

J However, a lot of effort and patience are needed to generate the interest, develop the skills and organize the management structures needed to implement sustainable community-based projects. It will probably be some time before rainwater harvesting technologies can spread rapidly and spontaneously across the district's villages, without external support.

Questions 1-6

Answer the questions below.

Choose ***NO MORE THAN THREE WORDS AND/OR A NUMBER*** from the passage for each answer.

1 What is the major way for local people make barely a support of living in Muthukandiya village?

2 Where can adult workers make extra money from in daytime?

3 What have been dug to supply water for daily household life?

4 In which year did the plan of a new project to lessen the effect of drought begin?

5 Where do the gutters and pipes collect rainwater from?

6 What help family obtain more water for domestic needs than those relying on only wells and ponds?

Questions 7-14

Do the following statements agree with the information given in Reading Passage 1?

In boxes 7-14 on your answer sheet, write

TRUE	*if the sataement agrees with the information*
FALSE	*if the statement contradicts the information*
NOT GIVEN	*if there is no information on this*

7 Most of the governments actions and other programmes have somewhat failed.

8 Masons were trained for the constructing parts of the rainwater harvesting system.

9 The cost of rainwater harvesting systems was shared by local villagers and the local government.

10 Tanks increase both the amount and quality of the water for domestic use.

11 To send her daughter to school, a widow had to work for a job in rainwater harvesting scheme.

12 Households benefited began to pay part of the maintenance or repairs.

13 Training two masons at the same time is much more preferable to training single one.

14 Other organizations had built tanks larger in size than the tanks built in Muthukandya.

Refrigerator

A REFRIGERATORS are the epitome of clunky technology: solid, reliable and just a little bit dull. They have riot changed much over the past century, but then they have not needed to. They are based on a robust and effective idea—draw heat from the thing you want to cool by evaporating a liquid next to it, and then dump that heat by pumping the vapour elsewhere and condensing it. This method of pumping heat from one place to another served mankind well when refrigerators' main jobs were preserving food and, as air conditioners, cooling buildings. Today's high-tech world, however, demands high-tech refrigeration. Heat pumps are no longer up to the job. The search is on for something to replace them.

B One set of candidates are known as paraelectric materials. These act like batteries when they undergo a temperature change: attach electrodes to them and they generate a current. This effect is used in infra-red cameras. An array of tiny pieces of paraelectric material can sense the heat radiated by, for example, a person, and the pattern of the array's electrical outputs can then be used to construct an image. But until recently no one had bothered much with the inverse of this process. That inverse exists, however. Apply an appropriate current to a paraelectric material and it will cool down.

C Someone who is looking at this inverse effect is Alex Mischenko, of Cambridge University. Using commercially available paraelectric film, he and his colleagues have generated temperature drops five times bigger than any previously recorded. That may be enough to change the phenomenon from a laboratory curiosity to something with commercial applications.

D As to what those applications might be, Dr Mischenko is still a little hazy. He has, nevertheless, set up a company to pursue them. He foresees putting his discovery to use in more efficient domestic fridges and air conditioners. The real money, though, may be in cooling computers.

E Gadgets containing microprocessors have been getting hotter for a long time. One consequence of Moore's Law, which describes the doubling of the number

of transistors on a chip every 18 months, is that the amount of heat produced doubles as well. In fact, it more than doubles, because besides increasing in number, the components are getting faster. Heat is released every time a logical operation is performed inside a microprocessor, so the faster the processor is, the more heat it generates. Doubling the frequency quadruples the heat output. And the frequency has doubled a lot. The first Pentium chips sold by Dr Moore's company, Intel, in 1993, ran at 60m cycles a second. The Pentium 4—the last "single-core" desktop processor—clocked up 3.2 billion cycles a second.

F Disposing of this heat is a big obstruction to further miniaturisation and higher speeds. The innards of a desktop computer commonly hit 80 ℃. At 85℃, they stop working. Tweaking the processor's heat sinks (copper or aluminium boxes designed to radiate heat away) has reached its limit. So has tweaking the fans that circulate air over those heat sinks. And the idea of shifting from single-core processors to systems that divided processing power between first two, and then four, subunits, in order to spread the thermal load, also seems to have the end of the road in sight.

G One way out of this may be a second curious physical phenomenon, the thermoelectric effect. Like paraelectric materials, this generates electricity from a heat source and produces cooling from an electrical source. Unlike paraelectrics, a significant body of researchers is already working on it.

H The trick to a good thermoelectric material is a crystal structure in which electrons can flow freely, but the path of phonons—heat-carrying vibrations that are larger than electrons—is constantly interrupted. In practice, this trick is hard to pull off, and thermoelectric materials are thus less efficient than paraelectric ones (or, at least, than those examined by Dr Mischenko). Nevertheless, Rama Venkatasubramanian, of Nextreme Thermal Solutions in North Carolina, claims to have made thermoelectric refrigerators that can sit

on the back of computer chips and cool hotspots by 10℃. Ali Shakouri, of the University of California, Santa Cruz, says his are even smaller—so small that they can go inside the chip.

I The last word in computer cooling, though, may go to a system even less techy than a heat pump—a miniature version of a car radiator. Last year Apple launched a personal computer that is cooled by liquid that is pumped through little channels in the processor, and thence to a radiator, where it gives up its heat to the atmosphere. To improve on this, IBM's research laboratory in Zurich is experimenting with tiny jets that stir the liquid up and thus make sure all of it eventually touches the outside of the channel—the part where the heat exchange takes place. In the future, therefore, a combination of microchannels and either thermoelectrics or paraelectrics might cool computers. The old, as it were, hand in hand with the new.

Questions 1-5

Complete each of the following statements with company or the scientist name from the box below. Write the appropriate letters A-F in boxes 1-5 on your answer sheet.

A Apple
B IBM
C Intel
D Alex Mischenko
E Ali Shakouri
F Rama Venkatasubramanian

1 and his research group use paraelectric film available from the market to produce cooling.

2 sold microprocessors running at 60m cycles a second in 1993.

3 says that he has made refrigerators which can cool the hotspots of computer chips by 10℃.

4 claims to have made a refrigerator small enough to be built into a computer chip.

5 attempts to produce better cooling in personal computers by stirring up liquid with tiny jets to make sure maximum heat exchange.

Questions 6-9

Do the following statements agree with the information given in the reading passage?

In boxes 6-9 on your answer sheet write

TRUE	*if the sataement agrees with the information*
FALSE	*if the statement contradicts the information*
NOT GIVEN	*if there is no information on this*

6 Paraelectric materials can generate a current when electrodes are attached to them.

7 Dr. Mischenko has successfully applied his laboratory discovery to manufacturing more efficient refrigerators.

8 Doubling the frequency of logical operations inside a microprocessor doubles the heat output.

9 IBM will achieve better computer cooling by combining microchannels with paraelectrics.

Question 10

Choose an appropriate letter A-D and write it in box 10 on your answer sheet.

Which method of disposing heat in computers may have a bright prospect?

A Tweaking the processor's Heat sinks.

B Tweaking the fans that circulate air over the processor heat sinks.

C Shifting from single-core processors to systems of subunits.

D None of the above.

Questions 11-14

Summary

Complete the notes. Choose one suitable word from the Reading Passage above for each answer. Write your answers in boxes 11-14 on your answer sheet.

Traditional refrigerators use 11 _____ pumps to drop temperature. At present, scientists are searching for other methods to produce refrigeration, especially in computer microprocessors 12 _____ materials have been tried to generate temperature drops five times bigger than any previously recorded. 13 _____ effect has also been adopted by many researchers to cool hotspots in computers. A miniature version of a car 14 _____ may also be a system to realize ideal computer cooling in the future.

Sunset for the Oil Business

The world is about to out of oil. Or perhaps not. It depends whom you believe...

A Members of the Department Analysis Centre (ODAC) recently met in London and presented technical data that support their grim forecast that the world is perilously close close to running out of oil. Leading lights of this moment, including the geologists Colin Campbell, rejected rival views presented by American geological survey and the international energy agency that contradicted their findings. Dr. Campbell even decried the amazing display of ignorance, denial and obfuscation (*n.* 困惑) by government, industry and academics on this topic.

B So is the oil really running out? The answer is easy: Yes. Nobody seriously disputes the notion that oil is, for all practical purposes, a non-renewable resource that will run out some day, be that years or decades away. The harder question is determining when precisely oil will begin to get scarce. And answering that question involves scaling Hubbert's peak.

C M. King Hubbert, a Shell geologist of legendary status among depletion (*n.* 消耗) experts, forecast in 1956 that oil production in the United States would peak in the early 1970s and then slowly decline, in something resembling a bell-shaped curve. At the time, his forecast was controversial, and many rubbished it. After 1970, however, empirical evidence proved him correct: oil production in America did indeed peak and has been in decline ever since.

D Dr Hubbert's analysis drew on the observation that oil production in a new area typically rises quickly at first, as the easiest and cheapest reserves are tapped. Over time, reservoirs age and go into decline, and so lifting oil becomes more expensive. Oil from that area then becomes less competitive in relation to other fuels, or to oil from other areas. As a result, production slows down and usually tapers off and declines. That, he argued, made for a bell-shaped curve.

E His successful prediction has emboldened (*vt.* 使大胆) a new generation of geologists to apply his methodology on a global scale. Chief among them are

the experts at ODAC, who worry that the global peak in production will come in the next decade. Dr Campbell used to argue that the peak should have come already; he now thinks it is just round the corner. A heavyweight has now joined this gloomy chorus. Kenneth Deffeyes of Princeton University argues in a lively new book ("The View from Hubbert's Peak") that global oil production could peak as soon as 2004.

F That sharply contradicts mainstream thinking. America's Geological Survey prepared an exhaustive study of oil depletion last year (in part to rebut Dr Campbell's arguments) that put the peak of production some decades off. The IEA has just weighed in with its new "World Energy Outlook", which foresees enough oil to comfortably meet demand to 2020 from remaining reserves. Rene Dahan, one of ExxonMobil's top managers, goes further: with an assurance characteristic of the world's largest energy company, he insists that the world will be awash in oil for another 70 years.

G Who is right? In making sense of these wildly opposing views, it is useful to look back at the pitiful history of oil forecasting. Doomsters (*n*. 灾难预言者) have been predicting dry wells since the 1970s, but so far the oil is still gushing. Nearly all the predictions for 2000 made after the 1970s oil shocks were far too pessimistic. America's Department of Energy thought that oil would reach $150 a barrel (at 2000 prices); even Exxon predicted a price of $100.

H Michael Lynch of DRI-WEFA, an economic consultancy, is one of the few oil forecasters who has got things generally right. In a new paper, Dr Lynch analyses those historical forecasts. He finds evidence of both bias and recurring errors, which suggests that methodological mistakes (rather than just poor data) were the problem. In particular, he faults forecasters who used Hubbert-style analysis for relying on fixed estimates of how much "ultimately recoverable" oil there really is below ground, in the industry's jargon: that figure, he insists,

is actually a dynamic one, as improvements in infrastructure, knowledge and technology raise the amount of oil which is recoverable.

I That points to what will probably determine whether the pessimists or the optimists are right: technological innovation. The first camp tends to be dismissive (*adj*. 表示轻视的) of claims of forthcoming technological evolutions in such areas as deep-water drilling and enhanced recovery. Dr Deffeyes captures this end-of-technology mindset well. He argues that because the industry has already spent billions on technology development, it makes it difficult to ask today for new technology, as most of the wheels have already been invented.

J Yet techno-optimists argue that the technological revolution in oil has only just begun. Average recovery rates (how much of the known oil in a reservoir can actually be brought to the surface) are still only around 30-35%. Industry optimists believe that new techniques on the drawing board today could lift that figure to 50-60% within a decade.

K Given the industry's astonishing track record of innovation, it may be foolish to bet against it. That is the result of adversity: the nationalisations of the 1970s forced Big Oil to develop reserves in expensive, inaccessible places such as the North Sea and Alaska, undermining Dr Hubbert's assumption that cheap reserves are developed first. The resulting upstream investments have driven down the cost of finding and developing wells over the last two decades from over $20 a barrel to around $6 a barrel. The cost of producing oil has fallen by half, to under $4 a barrel.

L Such miracles will not come cheap, however, since much of the world's oil is now produced in aging fields that are rapidly declining. The IEA concludes that global oil production need not peak in the next two decades if the necessary investments are made. So how much is necessary? If oil companies are to replace the output lost at those aging fields and meet the world's ever-rising demand for oil, the agency reckons they must invest $1 trillion in non-OPEC countries over the next decade alone. That's quite a figure.

Questions 27-31

Do the following statements agree with the claims of the writer in Reading Passage 3

In boxes 27-31 on your answer sheet, write

TRUE	*if the sataement agrees with the information*
FALSE	*if the statement contradicts the information*
NOT GIVEN	*if there is no information on this*

27 Hubbert has a high-profile reputation amongst ODAC members.

28 Oil is likely to last longer than some other energy sources.

29 The majority of geologists believe that oil will start to run out some time this decade.

30 Over 50 percent of the oil we know about is currently being recovered.

31 History has shown that some of Hubbet's principles were mistaken.

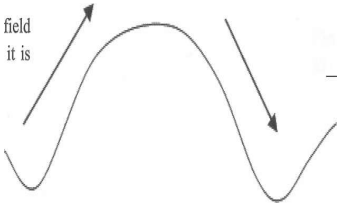
Question 32-35

Complete the notes below

Choose ***ONE WORD ONLY*** from the passage for each answer.

Write your answers in boxes 32-35 on your answer sheet.

Many people believed Hubbert's theory was 32 _____ when it was originallypresented.The recovery of the oil gets more34 _____ as the reservoir gets older When an oil is 33 _____ ,it is The oilfield can't be as 35 _____ as other areas easy to...



Questions 36-40

Look at the following statements (questions 36-40) and the list of people below.

Match each statement with correct person, A-E.

Write the correct letter, A-E in boxes 36-40 on your answer sheet.

NB You may use any letter more than once.

36 has found fault in geological research procedure

37 has provided the longest-range forecast regarding oil supply

38 has convinced others that oil production will follow a particular model

39 has accused fellow scientists of refusing to see the truth

40 has expressed doubt over whether improved methods of extracting oil are possible.

List of People

A Colin Campbell

B M. King Hubbert

C Kenneth Deffeyes

D Rene Dahan

E Michael Lynch

Talc Powder

A Peter Rrigg discovers how talc from Luzenac's Trimouns in France find its way into food and agricultural products—from chewing gum to olive oil. High in the French Pyrenees, some 1,700m above see level, lies Trimouns, a huge deposit of hydrated magnesium silicate—talc to you and me. Talc from Trimouns, and from ten other Luzenac mines across the globe, is used in the manufacture of a vast array of everyday products extending from paper, paint and plaster to cosmetics, plastics and car tyres. And of course there is always talc's best known end use: talcum powder for babies' bottoms. But the true versatility of this remarkable mineral is nowhere better displayed than in its sometimes surprising use in certain niche markets in the food and agriculture industries.

B Take, for example, the chewing gum business. Every year, Talc de Luzenac France—which owns and operates the Trimouns mine and is a member of the international Luzenac Group (art of Rio Tinto minerals)—supplies about 6,000 tones of talc to chewing gum manufacturers in Europe. "We've been selling to this sector of the market since the 1960s," says Laurent Fournier, sales manager in Luzenac's Specialties business unit in Toulouse. "Admittedly, in terms of our total annual sales of talc, the amount we supply to chewing gum manufacturers is relatively small, but we see it as a valuable niche market: one where customers place a premium on securing supplies from a reliable, high quality source. Because of this, long term allegiance to a proven suppler is very much a feature of this sector of the talc market."Switching sources—in the way that you might choose to buy, say, paperclips from Supplier A rather than from Supplier B—is not a easy option for chewing gum manufacturers," Fournier says. "The cost of reformulating is high, so when customers are using a talc grade that works, even if it's expensive, they are understandably reluctant to switch."

C But how is talc actually used in the manufacture of chewing gum? Patrick Delord, an engineer with a degree in agronomics, who has been with Luzenac

for 22 years and is now senior market development manager, Agriculture and Food, in Europe, explains that chewing gums has four main components. "The most important of them is the gum base," he says. "It's the gum base that puts the chew into chewing gum. It binds all the ingredients together, creating a soft, smooth texture. To this the manufacturer then adds sweeteners, softeners and flavourings. Our talc is used as a filler in the gum base. The amount varies between, say, ten and 35 per cent, depending on the type of gum. Fruit flavoured chewing gum, for example, is slightly acidic and would react with the calcium carbonate that the manufacturer might otherwise use as a filler. Talc, on the other hand, makes an ideal filler because it's non-reactive chemically. In the factory, talc is also used to dust the gum base pellets and to stop the chewing gum sticking during the lamination and packing process," Delord adds.

D The chewing gum business is, however, just one example of talc's use in the food sector. For the past 20 years or so, olive oil processors in Spain have been taking advantage of talc's unique characteristics to help them boost the amount of oil they extract from crushed olives. According to Patrick Delord, talc is especially useful for treating what he calls "difficult" olives. After the olives are harvested-preferably early in the morning because their taste is better if they are gathered in the cool of the day—they are taken to the processing plant. There they are crushed and then stirred for 30-45 minutes. In the old days, the resulting paste was passed through an olive press but nowadays it's more common to add water and centrifuge (离心机) the mixture to separate the water and oil from the solid matter. The oil and water are then allowed to settle so that the olive oil layer can be decanted oft (轻轻倒出) and bottled. "Difficult" olives are those that are more reluctant than the norm to yield up their full oil content. This may be attributable to the particular species of olive, or to its water content and the time of year the

olives are collected—at the beginning and the end of the season their water content is often either too high or too low. These olives are easy to recognize because they produce a lot of extra foam during the stirring process, a consequence of an excess of a fine solid that acts as a natural emulsifier. The oil in this emulsion is lost when the water is disposed o# Not only that, if the waste water is disposed of directly into local fields—often the case in many smaller processing operations—the emulsified oil may take some time to biodegradate(生物降解)and so be harmful to the environment

E "If you add between a it absorbs the half and two percent of talc by weight during the stirring process, it absorbs the natural emulsifier (黏合剂) in the olives and so boosts the amount of oil you can extract," says Delord. "In addition, talc's flat, platey' structure helps increase the size of the oil droplets (油珠) liberated during stirring, which again improves the yield. However, because talc is chemically inert, it doesn't affect the colour, taste, appearance or composition of the resulting olive oil."

F If the use of talc in olive oil processing and in chewing gum is long established, new applications in the food and agriculture industries are also constantly being sought by Luzenac. One such promising new market is fruit crop protection, being pioneered in the US. Just like people, fruit can get sunburned. In fact, in very sunny regions up to 45 percent of atypical crop can be affected by heat stress and sunburn. However, in the case of fruit, it's not so much the ultra violet rays which harm the crop as the high surface temperature that the sun's rays create.

G To combat this, farmers normally use either chemicals or spray a continuous fine canopy (盖子) of mist above the fruit trees or bushes. The trouble is, this uses a lot of water—normally a precious commodity in hot, sunny areas—and it is therefore expensive. What's more, the ground can quickly become waterlogged (吸饱水)." So our idea was to coat the fruit with talc to protect

it from the sun," says Greg Hunter, a marketing specialist who has been with Luzenac for ten years. "But to do this, several technical challenges had first to be overcome. Talc is very hydrophobic: it doesn't like water. So in order to have a viable product we needed a wettable powder—something that would go readily into suspension so that it could be sprayed onto the fruit. It also had to break the surface tension of the cutin (the natural waxy, waterproof layer on the fruit) and of course it had to wash off easily when the fruit was harvested. No-one's going to want an apple that's covered in talc."

H Initial trials in the state of Washington in 2003 showed that when the product was sprayed onto Granny Smith apples, it reduced their surface temperature and lowered the incidence of sunburn by up to 60 per cent. Today the new product, known as Invelop Maximum SPF, is in its second commercial year on the US market. Apple growers are the primary target although Hunter believes grape growers represent another sector with long term potential. He is also hopeful of extending sales to overseas markets such as Australia, South America and southern Europe.

Questions 27-32

Use the information in the passage to match each use of talc power with correct application from A, B or C. Write the appropriate letters A-C in boxes 27-32 on your answer sheet.

NB you may use any letter more than once

A Fruit protection
B Chewing gum business
C Olive oil extraction

27 Talc is used to increase the size of drops.

28 Talc is applied to reduce foaming.

29 Talc is employed as a filler of base.

30 Talc is modified and prevented sunburn.

31 Talc is added to stop stickiness.

32 Talc is used to increase production.

Questions 33-38

Summary

Complete the following summary of the paragraphs of Reading Passage, using no more thane two words from the Reading Passage for each answer. Write your answers in boxes 33-38 on your answer sheet.

Spanish olive oil industry has been using talc in oil extraction process for about 33 _____ years. It is useful in dealing with difficult olives which often produce foam because of the high content of solid materials. 34 _____ generated in smaller factories is hard to 35 _____ and usually take time as it contains emulsified oil. Consequently, once it is released outside, it could be 36 _____ to the environment. However, talc power added in the process is enable to absorb the emulsifier oil. It improves the oil extraction production, because with aid of talc powder, size of oil 37 _____ tincreased.

Questions 39-40

Answer the questions below using ***NO MORE THAN THREE WORDS*** from the passage for each answer.

Write your answers in boxes 39-40 on your answer sheet.

39 In which process is talc used to clear the stickness of chewing gum?

40 Which group of farmers does Invelop intend to target in a long view?

The Persuaders

A We have long lived in an age where powerful images, catchy soundbites and too-good-to miss offers bombard us from every quarter. All around us the persuaders are at work. Occasionally their methods are unsubtle—the planting kiss on a baby's head by a wannabe political leader, or a liquidation sale in a shop that has been "closing down" for well over a year, but generally the persuaders know what they are about and are highly capable. Be they politicians, supermarket chains, salespeople or advertisers, they know exactly what to do to sell us their images, ideas or produce. When it comes to persuasion, these giants rule supreme. They employ the most skilled image-makers and use the best psychological tricks to guarantee that even the most cautious among us are open to manipulation.

B We spend more time in them than we mean to, we buy 75 percent of our food from them and end up with products that we did not realize we wanted. Right form the start, supermarkets have been ahead of the game. For example, when Sainsbury introduced shopping baskets into its 1950s stores, it was a stroke of marketing genius. Now shoppers could browse and pick up items they previously would have ignored. Soon after came trolleys, and just as new roads attract more traffic, the same applied to trolley space. Pro Merlin Stone, IBM Professor of Relationship Marketing at Bristol Business School, says aisles are laid out to maximize profits. Stores pander to our money-rich, time-poor lifestyle. Low turnover products—clothes and electrical goods——are stocked at the back while high—turnover items command position at the front.

C Stone believes supermarkets work hard to "stall" us because the more time we spend in them, the more we buy. Thus, great efforts are made to make the environment pleasant. Stores play music to relax us and some even pipe air from the in-store bakery around the shop. In the USA, fake aromas are sometimes used. Smell is both the most evocative and subliminal sense. In experiments, pleasant smells are effective in increasing our spending. A casino that fragranced only half its premise saw profit soar in the aroma—filled areas.

The other success story from the supermarkets' perspective is the loyalty card. Punters may assume that they are being rewarded for their fidelity, but all the while they are trading information about their shopping habits. Loyal shoppers could be paying 30% more by sticking to their favourite shops for essential cosmetics.

D Research has shown that 75 percent of profit comes from just 30 percent of customers. Ultimately, reward cards could be used to identify and better accommodate these "elite" shoppers. It could also be used to make adverts more relevant to individual consumers—rather like Spielberg's futuristic thriller Minority Report, in which Tom Cruise's character is bombarded with interactive personalized ads. If this sounds far-fetched, the data-gathering revolution has already seen the introduction of radio—frequency identification—away to electronically tag products to what, FRID means they can follow the product into people homes.

E No matter how savvy we think we are to their ploys, the ad industry still wins. Adverts focus on what products do or on how they make us feel. Researcher Laurette Dube, in the Journal of Advertising Research, says when attitudes are base on "cognitive foundations" (logical reasoning), advertisers use informative appeals. This works for products with little emotional draw but high functionality, such as bleach. Where attitude are based on effect (i.e, emotions), ad teams try to tap into our feelings. Researchers at the University of Florida recently concluded that our emotional responses to adverts dominate over "cognition".

F Advertisers play on our need to be safe (commercials for insurance), to belong (make customer feel they are in the group in fashion ads) and for selfes—teem (aspirational adverts). With time and space at a premium, celebrities are often used as a quick

way of meeting these needs—either because the celeb epitomizes success or because they seem familiar and so make the product seem "safe". A survey of 4,000 campaigns found ads with celebs were 10 percent more effective than without. Humor also stimulates a rapid emotional response. Hwiman Chung, writing in the International Journal of Advertising, found that funny ads were remembered for longer than straight ones. Combine humor with sexual imagery—as in Wonderbra's "Hello Boys" ads——and you are on to a winner.

G Slice-of-life ads are another tried and tested methodthey paint a picture of life as you would like it, but still one that feels familiar. Abhilasha Mehta, in the Journal of Advertising Research, noted that the more one's self-image tallies with the brand being advertised, the stronger the commercial. Ad makers also use behaviorist theories, recognizing that the more sensation we receive from an object, the better we know it. If an advert for a chocolate bar fails to cause salivation, it has probably failed. No wonder advertisements have been dubbed the "nervous system of the business world".

H Probably all of us could make a sale if the product was something we truly believed in, but professional salespeople are in a different league—-the best of them can always sell different items to suitable customers in a best time .They do this by using very basic psychological techniques. Stripped to its simplest level, selling works by heightening the buyer's perception of how much they need a product or service. Buyers normally have certain requirements by which they will judge the suitability of a product. The seller therefore attempts to tease out what these conditions are and then explains how their products' benefit can meet these requirements.

I Richard Hession, author of Be a Great Salesperson says it is human nature to prefer to speak rather to listen, and good salespeople pander to this. They ask punters about their needs and offer to work with them to achieve their objectives. As a result, the buyer feels they are receiving a "consultation" rather than a sales pitch. All the while, the salesperson presents with a

demeanour that takes it for granted that the sale will be made. Never will the words "if you buy" be used, but rather "when you buy".

J Dr Rob Yeung, a senior consultant at business psychologists Kiddy and Partner, says most salespeople will build up a level of rapport by asking questions about hobbies, family and lifestyle. This has the double benefit of making the salesperson likeable while furnishing him or her with more information about the client's wants. Yeung says effective salespeople try as far as possible to match their style of presenting themselves to how the buyer comes across. If the buyer cracks jokes, the salespeople will respond in kind. If the buyer wants detail, the seller provides it, if they are more interested in the feel of the product, the seller will focus on this. At its most extreme, appearing empathetic can even include the salesperson attempting to "mirror" the hobby language of the buyer.

K Whatever the method used, all salespeople work towards one aim: "closing the deal". In fact, they will be looking for "closing signals" through their dealings with potential clients. Once again the process works by assuming success. The buyer is not asked "are you interested?" as this can invite a negative response. Instead the seller takes it for granted that the deal is effectively done: when the salesman asks you for a convenient delivery date or asks what color you want, you will probably respond accordingly. Only afterwards might you wonder why you proved such a pushover.

Questions 28-31

Do the following statements agree with the information given in Reading Passage 3?

In boxes 28-31 on your answer sheet, write

TRUE	*if the sataement agrees with the information*
FALSE	*if the statement contradicts the information*
NOT GIVEN	*if there is no information on this*

28 Even we are careful with sleek tricks of sales, we still buy things from skilled persuaders.

29 Laugh is the most important way for salesman to attract customers.

30 Fewer shoppers contribute profits for merchants.

31 Good salesman know that people like to listen instead of speak.

Questions 32-35

Choose the correct letter, A, B, C or D.

Write your answers in boxes 32-35 on your answer sheet.

32 What is the supermarket's purpose of using "basket" in paragraph B?

A Create a convenient atmosphere of supermarket

B Make customers spend more time on shopping

C Relieve pressure on supermarket's traffic

D More than half items bought need carried

33 What approach does ads employ when it comes to product's effect?

A Advertisers often lay their effort on cognitive reasoning

B They emphasize on functions instead of appearance

C Advertisers use emotions to touch customers

D They spend a lot of money on one specific item

34 What's the quality of a best salesman possessed according to this passage?

A Show great interpersonal skills

B Clearly state the instruction of a product

C Show professional background of one product

D Sell the right product to right person.

35 What is the final goal that salesman pursue at the end of this article?

A They try to consult customer's preference

B They try to finish converssation as quickly as possible

C They try to terminate a deal

D They try to ask if customers are interested

Question 36-40

Summary

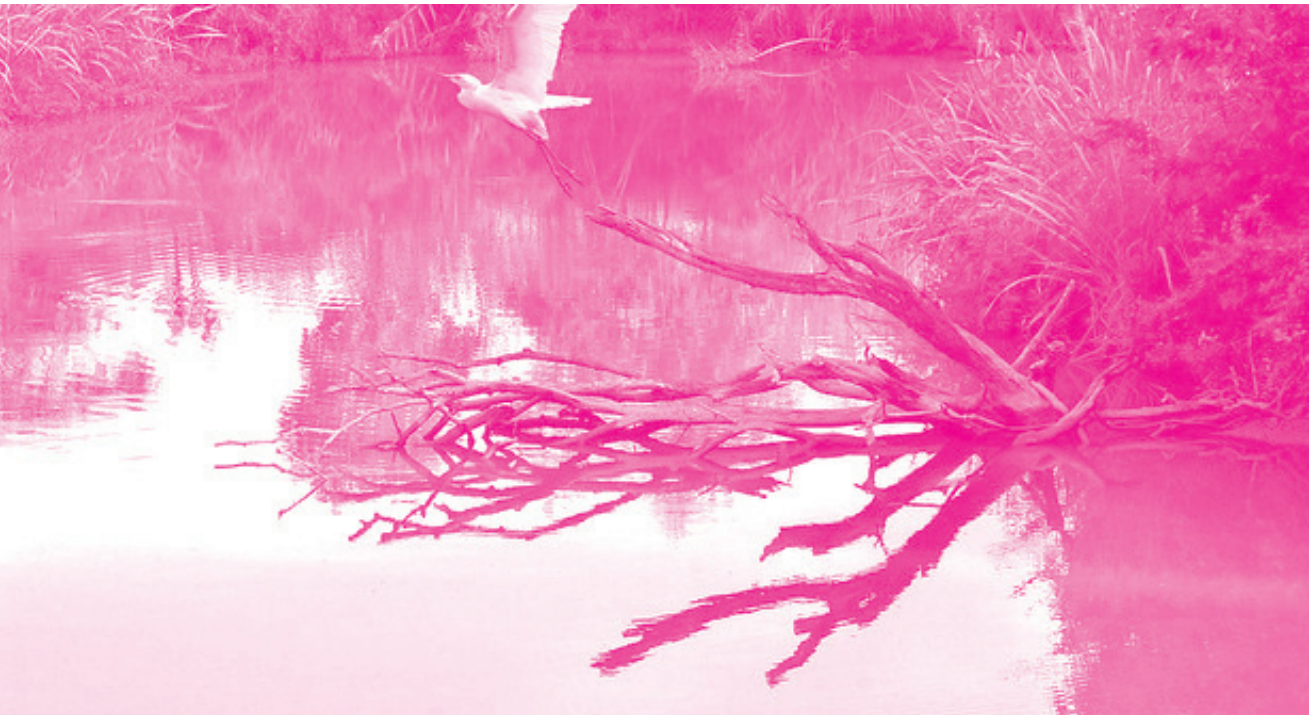
Complete the following summary of the paragraphs of Reading Passage, using no more than two words from the Reading Passage for each answer. Write your answers in boxes 36-40 on your answer sheet.

After the invention of basket in supermarket, 36_____are also born due to increasing traffic. Different goods are laid differently along 37_____ in order to generate the most profits. Except the effort of creating a comfortable surroundings, 38_____ is another card that supermarkets play to reward their regular customers. For example, loyal customers spend 30% more in their loved shops for everyday necessary 39_____. Advertisers also produce a sense of safety and belonging to costumers, for instance, they make those who want to buy clothes feel like that they are in the 40 _____ .

Traditional Farming System in Africa

A By tradition land in Luapula is not owned by individuals, but as in many other parts of Africa is allocated by the headman or headwoman of a village to people of either sex, according to need. Since land is generally prepared by hand, one ulupwa cannot take on a very large area; in this sense land has not been a limiting resource over large parts of the province. The situation has already changed near the main townships, and there has long been a scarcity of land for cultivation in the Valley. In these areas registered ownership patterns are becoming prevalent.

B Most of the traditional cropping in Luapula, as in the Bemba area to the east, is based on citemene, a system whereby crops are grown on the ashes of tree branches. As a rule, entire trees are not felled (*v.* 砍 到)，but are pollarded (*v.* 截去树梢）so that they can regenerate. Branches are cut over an area of varying size early in the dry season, and stacked to dry over a rough circle about a fifth to a tenth of the pollarded area. The wood is fired before the rains and in the first year planted with the African cereal finger millet (Eleusine coracana). The grain of this crop is used to brew local beers such as cipumu, which contribute several vitamins of the B complex to peoples' diet. Cipumu



is also used in cementing reciprocal working relationships (Pottier 1985).

C During the second season, and possibly for a few seasons more the area is planted to variously mixed combinations of annuals (*n*. 一年生植物) such as maize, pumpkins (Telfiria occidentalis) and other cucurbits, sweet potatoes, groundnuts, Phaseolus beans and various leafy vegetables, grown with a certain amount of rotation (*n*. 轮流). The diverse sequence ends with vegetable cassava, which is often planted into the developing last-but-one crop as a relay.

D Richards (1969) observed that the practice of citemene entails a definite division of labour between men and women. A man stakes out a plot in an unobtrusive manner, since it is considered provocative towards one's neighbours to mark boundaries in an explicit way. The dangerous work of felling branches is the men's province, and involves much pride. Branches are stacked by the women, and fired by the men. Formerly women and men cooperated in the planting work, but the harvesting was always done by the women. At the beginning of the cycle little weeding is necessary, since the firing of the branches effectively destroys weeds. As the cycle progresses weeds increase and nutrients eventually become depleted to a point where further effort with annual crops is judged to be not worthwhile: at this point the cassava is planted, since it can produce a crop on nearly exhausted soil. Thereafter the plot is abandoned, and a new area pollarded for the next citemene cycle.

E When forest is not available-this is increasingly the case nowadays-various ridging systems (ibala) are built on small areas, to be planted with combinations of maize, beans, groundnuts and sweet potatoes, usually relayed with cassava. These plots are usually tended by women, and provide subsistence. Where their roots have year-round access to water tables (*n*. 地下水位、潜水面）mango, guava and oil-palm trees often grow around houses, forming a traditional agroforestry (*n*. 农林业）system. In season some of the fruit is sold by the roadside or in local markets.

F The margins of dambos are sometimes planted to local varieties of rice during

the rainy season, and areas adjacent to vegetables irrigated with water from the dambo during the dry season. The extent of cultivation is very limited, no doubt because the growing of crops under dambo conditions calls for a great deal of skill (Dougnac 1987:9-10). Near towns some of the vegetable produce is sold in local markets.

G Fishing has long provided a much needed protein supplement (*n.* 补充) to the diet of Luapulans, as well as being the one substantial source of cash. Much fish is dried for sale to areas away from the main waterways. The Mweru and Bangweulu Lake Basins are the main areas of year-round fishing, but the Luapula River is also exploited (*v.* 开采) during the latter part of the dry season. Several previously abundant and desirable species, such as the Luapula salmon or mpumbu (Labeo altivelis) and pale (Sarotherodon machochir) have all but disappeared from Lake Mweru, apparently due to mismanagement (Huckaby 1979).

H Fishing has always been a far more remunerative activity in Luapula that crop husbandry (*n.* 农业、资源管理). A fisherman may earn more in a week than a bean or maize grower in a whole season. I sometimes heard claims that the relatively high earnings to be obtained from fishing induced an 'easy come, easy go' outlook among Luapulan men. On the other hand, someone who secures good but erratic earnings may feel that their investment in an economically productive activity is not worthwhile because Luapulans fail to cooperate well in such activities. Besides, a fisherman with spare cash will find little in the way of working equipment to spend his money on. Better spend one's money in the bars and have a good time!

I Only small numbers of cattle or oxen are kept in the province owing to the prevalence of the tse-tse fly. For the few herds, the dambos provide subsistence grazing during the dry season. The absence of animal draft power greatly limits peoples' ability to plough (*n.* 耕、犁) and cultivate land: a married couple an rarely manage to prepare by hand-hoeing.

J Most people keep freely roaming chickens and goats. These act as a reserve for bartering (物 物 交 换), but may also be occasionally slaughtered for ceremonies or for entertaining important visitors. These animals are not a regular part of most peoples' diet.

K Citemene has been an ingenious system for providing people with seasonal production of high quality cereals and vegetables in regions of acid, heavily leached soils. Nutritionally, the most serious deficiency was that of protein. This could at times be alleviated when fish was available, provided that cultivators lived near the Valley and could find the means of bartering for dried fish. The citemene/fishing system was well adapted to the ecology of the miombo regions and sustainable for long periods, but only as long as human population densities stayed at low levels.

L Although population densities are still much lower than in several countries of South-East Asia, neither the fisheries nor the forests and woodlands of Luapula are capable, with unmodified traditional practices, of supporting the people in sustainable manner. For instance, even in a normal season people suffer from a lack of energy, protein, vitamins and minerals in the diet. A third of under-five children brought to clinics are either stagnant (*adj*. 停滞的）in growth, or are losing weight.

M Overall, people must learn to intensify and diversify their productive systems while yet ensuring that these systems will remain productive in the future, when even more people will need food. Increasing overall production of food, though a vast challenge in itself, will not be enough, however. At the same time storage and distribution systems must allow everyone access to at least a moderate share of the total.

Questions 1-4

Complete the sentences below with words taken from Reading Passage 1.

Choose ***NO MORE THAN TWO WORDS*** from the passage for each answer.

Write your answers in boxes 1-4 on your answer sheet.

1 In Luapula land allocation is in accordance with _____

2 The citemene system provides the land with _____ where crops are planted.

3 During the second season, the last planted crop is _____

4 Under suitable conditions, fruit trees are planted near _____

Questions 5-8

Classify the following items with the correct description.

Write your answers in boxes 5-8 on your answer sheet

A fish

B oxen

C goats

5 be used in some unusual occasions, such as celebrations.

6 cannot thrive for being affected by the pests.

7 be the largest part of creating profit.

8 be sold beyond the local area.

Questions 9-12

Do the following statements agree with the information given in Reading Passage 1?

In boxes 9-12 on your answer sheet, write

TRUE	*if the sataement agrees with the information*
FALSE	*if the statement contradicts the information*
NOT GIVEN	*if there is no information on this*

9 People rarely use animals to cultivate land.

10 The local residents eat goats on a regular time.

11 When it is a busy time, children are usually taken as the labor force.

12 Though citemene has been a sophisticated system, it could not provide enough protein.

Questions 13

Choose the correct letter, A, B, C or D.

Write the correct letter in the box 13 on your answer sheet.

What is the writer's opinion about the traditional ways of practices?

A They can supply the nutrition that people need.

B They are not capable of providing adequate support to the population.

C They are productive systems that need no more improving.

D They will be easily modified in the future.

答 案

Agriculture and tourism 农业生态旅游

1. B
2. A
3. E
4. D
5. B
6. A
7. B
8. C
9. A
10. Animal rights,
11. Committees,
12. picnic (lunch),
13. Dominican Sisters,
14. incomes

Carlill v Carbolic Smoke Ball Company 碳素球官司

14. NO
15. YES
16. NO
17. NOT GIVEN
18. nozzle
19. gauze
20. rubber
21. powder A 段图下面 at the bottom to release medicine.
22. C
23. D
24. B 原文见 F 段第 4 行

25. A 原文见 E 段

26. C

Company Innovation 公司革新

Questions 28-33

28. F

29. C

30. G

31. B

32. F

33. E

Questions 34-37

34. TRUE A 段末尾

35. NOT GIVEN 无相关信息

36. FALSE E 段

37. TRUE J 段 3 行

Questions 38-40

38. C C 段第 1 行

39. A D 段第 5 行

40. D J 段末尾

Ingenuity 创新思维

27. B

28. A

29. C

30. D

31. B

32. C

33. C

34. YES

35. YES

36. NG
37. NO
38. NG
39. NO
40. YES

Internal and external marketing 内外部营销

28. D
29. B
30. C
31. F
32. E
33. A
34. FALSE
35. TRUE
36. TRUE
37. NOT GIVEN
38. B
39. D
40. E

Mass production 大规模生产

28. Paragraph C iv
29. Paragraph D i
30. Paragraph E iii
31. Paragraph F vii
32. Paragraph G vi
33. Paragraph H v
34. C
35. B
36. B

37. opposition
38. equipment
39. workforce
40. C The origin of mass production

TV Addiction 1 电视成瘾 1

14. NOT GIVEN
15. FALSE 定位第三段
16. TRUE 定位第三段
17. FALSE 定位第四段
18. TRUE 定位第四段
19. F 定位第六段
20. B 定位第七段
21. G 定位第倒四段
22. C 定位第倒三段
23. H 定位倒二段
24. B 定位第一段
25. D 定位第八段
26. A 定位倒二段

New agriculture in Oregon, US 俄勒冈州农业

1. E
2. B C 段最后部分
3. C
4. A
5. F
6. D
7. B
8. G
9. NO
10. YES

11. NO
12. YES
13. NOT GIVEN

Organic farming and fertilizers 有机农业和化肥

1. D
2. B
3. C
4. A
5. TRUE
6. FALSE
7. NOT GIVEN
8. TRUE
9. FALSE
10. farming
11. curry report
12. natural/organic
13. chemical

Paper or computer 纸张和电脑

27. iv
28. iii
29. viii
30. ii
31. ix
32. vii
33. i
34. collaborative
35. tangible
36. tailorable
37. C

38. A
39. A
40. D

Psychology of new product adoption 新产品营销心理

28. B
29. C
30. A
31. C
32. FALSE
33. TRUE
34. NOT GIVEN
35. TRUE
36. FALSE
37. C
38. B
39. A
40. D

Rainwater harvesting 斯里兰卡水箱

1. Crop production B 段第三行
2. sugar-cane plantations
3. Three wells
4. 1998
5. （the）roofs of houses.
6. storage tanks
7. NG
8. YES E 段第四行，two local masons received.....training in building....E 第 5 行~~building 对应 constructing。。
9. NO： 文章里说的是花费由 community 和 PASA 共同提供，题目里说的是由 local villagers 和 PASA 共同提供。但是社区的资金并不完全是由当地居民缴纳 还

有部分有可能是捐赠或者是拍卖之类得到的。所以本题 community 不能等同于 local villagers 所以本题答案仍是 NO

10. YES

11. NO：原文提到女儿有更多时间做作业，上学是老早的事，和这个项目没有明确关系，因果不成立。

12. NOT GIVEN

13. NOT GIVEN

14. NO： 原文见 I 段倒数第二行，建造更多水箱的可能性还在研究中，就是根本没有开始建造，此外，题干用的超过 all the tanks，显然绝对了。

I 段 最后一行，larger tanks 的建造可行性还在 being investigated. 当然还没有开始建造

Refrigerator 冰箱

1. D See Paragraph 3: ...Alex Mischenko, of Cambridge University. Using ommercially available paraelectric film, he and his colleagues have generated temperature drops...

2. C See Paragraph 5: The first Pentium chips sold by Dr Moore's company, Intel, in 1993, ran at 60m cycles a second.

3. F See Paragraph 8: ...Rama Venkatasubramanian, of Nextreme Thermal Solutions in North Carolina, claims to have made thermoelectric refrigerators that can sit on the back of computer chips and cool hotspots by 10℃ .

4. E See Paragraph 8: Ali Shakouri, of the University of California, Santa Cruz, says his are even smaller 窠 o small that they can go inside the chip.

5. B See Paragraph 9: To improve on this, IBM's research laboratory in Zurich is experimenting with tiny jets that stir the liquid up and thus make sure all of it eventually touches the outside of the channel--the part where the heat exchange takes place.

6. TRUE See Paragraph 2: ...paraelectric materials. These act like batteries when they undergo a temperature change: attach electrodes to them and they generate a current.

7. FALSE See Paragraph 3 (That may be enough to change the phenomenon from a laboratory curiosity to something with commercial applications.) and Paragraph 4 (As to what those applications might be, Dr Mischenko is still a little hazy. He has,

nevertheless, set up a company to pursue them. He foresees putting his discovery to use in more efficient domestic fridges?

8. FALSE See Paragraph 5: Heat is released every time a logical operation is performed inside a mic roprocessor, so the faster the processor is, the more heat it generates. Doubling the frequency quadruples the heat output.

9. NOT GIVEN See Paragraph 9: In the future, therefore, a combination of microchannels and either thermoelectrics or paraelectrics might cool computers.

10. D See Paragraph 6: Tweaking the processor's heat sinks ?has reached its limit. So has tweaking the fans that circulate air over those heat sinks. And the idea of shifting from single-core processors to systems?also seems to have the end of the road in sight.

11. heat See Paragraph 1: Today's high-tech world, however, demands high-tech refrigeration. Heat pumps are no longer up to the job. The search is on for something to replace them.

12. paraelectric See Paragraph 3: Using commercially available paraelectric film, he and his colleagues have generated temperature drops five times bigger than any previously recorded.

13. Thermoelectric See Paragraph 7: ...the thermoelectric effect. Like paraelectric materials, this generates electricity from a heat source and produces cooling from an electrical source. Unlike paraelectrics, a significant body of researchers is already working on it.

14. radiator See Paragraph 9: The last word in computer cooling, though, may go to a system even less techy than a heat pump--a miniature version of a car radiator

Sunset for the soil business 石油工业的衰落

27. YES

28. NOT GIVEN

29. NO

30. NOT GIVEN

31. YES

32. rubbished/rejected/dismissed

33. tapped/drilled

34. expensive
35. competitive
36. E
37. D
38. B
39. A
40. C

Talc powder 滑石粉

27. C
28. C
29. B
30. A
31. B
32. C
33. 20
34. foam
35. waste water
36. harmful
38. droplets
39. Lamination and packing
40. Grape growers

The Persuaders 劝导营销

Questions 28-31

28. YES A 段
29. NOT GIVEN 无相关信息
30. YES D 段
31. NO I 段

Questions 32-35

32. B B 段前 3 行

33. C E 段末尾
34. D H 段第 2 行
35. C K 段前 2 行

Questions 36-40

36. trolleys B 段第 6 行
37. aisles B 段倒数 4 行
38. loyalty card C 段倒数 4 行
39. cosmetics D 段 4 行
40. group F 段第 2 行

Traditional farming system in Africa 非洲传统农业

1. need 定位第一段
2. ashes 定位第二段
3. vegetable cassava 定位第三段
4. houses 定位第五段
5. C 定位倒四段
6. B 定位倒五段
7. A 定位第 7 或第 8 段
8. A 定位第 7 段
9. TRUE 定位倒五段
10. FALSE 定位倒四段
11. NOT GIVEN
12. TRUE 定位倒三段
13. B