

Model Test Two

Part I

Writing

(30 minutes)

Directions: For this part, you are allowed 30 minutes to write an essay based on the picture below. You should start your essay with a brief description of the picture and then discuss the importance and benefits of doing exercise. You should give sound arguments to support your views and write at least 150 words but no more than 200 words.



"What fits your busy schedule better, exercising one hour a day or being dead 24 hours a day?"

注意：此部分试题请在答题卡 1 上作答。

Part II

Listening Comprehension

(30 minutes)

Section A

Directions: In this section, you will hear two long conversations. At the end of each conversation, you will hear some questions. Both the conversation and the questions will be spoken only once. After you hear a question, you must choose the best answer from the four choices marked A), B), C) and D). Then mark the corresponding letter on **Answer Sheet 1** with a single line through the centre.

注意：此部分试题请在答题卡 1 上作答。

Conversation One

Questions 1 to 4 are based on the conversation you have just heard.

1. A) £80 000. B) £100 000. C) £400 000. D) £800 000.
2. A) To help people start their own small business.
B) To provide accommodation for holidaymakers.
C) To link providers of spare rooms to holidaymakers.
D) To study how the market-leaders of the industries succeed.
3. A) About 34 000. B) About 800 000. C) About 20 000. D) About 200 000.
4. A) By collecting donations from its believers.
B) By promoting their online religion services.
C) By renting out their churches for big ceremonies.

D) By charging travelers money for using their parking spaces.

Conversation Two

Questions 5 to 8 are based on the conversation you have just heard.

5. A) Charles Darwin. C) Alfred Russel Wallace.
B) Patrick Matthew. D) Matthew Wallace.
6. A) To look it up in her textbook. C) To ask her professor for help.
B) To search on the Internet. D) To go to the library.
7. A) A clever clog knows everything in the world.
B) All the living creatures have the same ancestor.
C) Nature makes some species change into other species.
D) Ideas are transformative and can be united.
8. A) Some of them died out because they couldn't adapt to their environment.
B) They could reproduce in a large number to keep the species survive.
C) They developed the ability to change their surroundings.
D) They must abide by their traditional behavior to survive.

Section B

Directions: In this section, you will hear two passages. At the end of each passage, you will hear some questions. Both the passage and the questions will be spoken only once. After you hear a question, you must choose the best answer from the four choices marked A), B), C) and D). Then mark the corresponding letter on **Answer Sheet 1** with a single line through the centre.

注意：此部分试题请在答题卡 1 上作答。

Passage One

Questions 9 to 11 are based on the passage you have just heard.

9. A) She did some acting work for TV shows. C) She produced her first music album.
B) She sang for a local music group. D) She joined an all-America music tour.
10. A) Best-selling Female Artist. C) MTV Video Music Awards.
B) Queen of Pop. D) The Star of Hollywood.
11. A) She broke up with her famous boyfriend. C) She was engaged and married.
B) She began dating with her backup dancer. D) She released her comeback album.

Passage Two

Questions 12 to 15 are based on the passage you have just heard.

12. A) To shorten the distance between the rural community and the Silicon Valley.
B) To provide some proper training to help students in rural community.
C) To recruit competent employees from communities around the Silicon Valley.
D) To offer internship positions for outstanding students from rural communities.
13. A) 10 hours. B) 1 week. C) 1 month. D) 10 months.
14. A) Twelve-grade students. C) Students of agriculture majors.
B) Students whose fathers are farmers. D) Students who are good at math or science.
15. A) From his father. C) From his university.
B) From AT&T. D) From CNN report.

Section C

Directions: *In this section, you will hear recordings of lectures or talks followed by some questions. The recordings will be played only once. After you hear a question, you must choose the best answer from the four choices marked A), B), C) and D). Then mark the corresponding letter on **Answer Sheet 1** with a single line through the centre.*

注意：此部分试题请在答题卡 1 上作答。

Now listen to the following recording and answer questions 16 to 19.

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|--|-------------------------------------|
| 16. A) Enemies exist in everyone's life. | C) It is terrible to have enemies. |
| B) Humble people have fewer enemies. | D) Generous people are popular. |
| 17. A) Something you have read. | C) Something you have heard. |
| B) Something you have experienced. | D) Something you have imagined. |
| 18. A) It should be avoided. | B) It is a virtue. |
| C) It could be kept. | D) It has a bad impact. |
| 19. A) It makes people mentally ill. | C) It gives people too much stress. |
| B) It hinders people's improvement. | D) It makes people successful. |

Now listen to the following recording and answer questions 20 to 22.

20. A) It is good to send a quick message to a friend.
 B) It is very effective to type notes on computers.
 C) It is better for long-term memory by writing notes by hand.
 D) It is very hard for people to resist a funny cat video.
21. A) It must require advanced technologies.
 B) It will lead to mindless transcription.
 C) It usually contains too many words.
 D) It hurts students' performance in remembering facts.
22. A) Listening to a teacher and then taking a test.
 B) Recording just the main points, or summarizing.
 C) Stopping mindless transcription while taking notes.
 D) Using technologies to write notes on computer screens.

Now listen to the following recording and answer questions 23 to 25.

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|---|--|
| 23. A) Changing the walls into doors. | C) Spotting every opportunity. |
| B) Finding hope through parents. | D) Overcoming all the difficulties. |
| 24. A) He was kind of born with hope. | C) He understood the value of being a man. |
| B) His beauty was recognized by people. | D) His parents gave him hope. |
| 25. A) God has given him a miracle in his life. | |
| B) No one but himself can change the circumstances. | |
| C) He takes money as nothing compared with love. | |
| D) He tries to make his life a miracle for others. | |

Directions: In this section, there is a passage with ten blanks. You are required to select one word for each blank from a list of choices given in a word bank following the passage. Read the passage through carefully before making your choices. Each choice in the bank is identified by a letter. Please mark the corresponding letter for each item on **Answer Sheet 2** with a single line through the centre. You may not use any of the words in the bank more than once.

Questions 26 to 35 are based on the following passage.

Bridging a gap in the market between fast-food joints and full-service restaurants, fast-casual chains are enjoy— success across the world. The 26 sales of American fast-casual outlets rose by 10.5% last year, 27 with 6.1% for fast-food chains, according to Mintel, a market-research firm.

There are three main reasons why these outlets have been winning customers. First, they promise “fresh” food, meaning at the very least not 28. Chipotle also says it uses, where possible, meat from animals raised without hormones or *antibiotics* (抗生素). Having once been controlled by McDonald's, Chipotle is now a threat to its 29 parent. Although still relatively small, it is enjoying 20% annual growth, quite a feat in the 30 restaurant market.

Second, they offer diners a high level of customisation, such as choosing each 31 in a sandwich, or burger. This 32 to fussy eaters and those with allergies.

Third, clever pricing helps these chains 33 their profits. They offer some dishes at around the same price as those at burger joints, but they seem to be better than McDonald's at persuading diners to buy pricier dishes and extras. Fast-casual chains 34 manage to squeeze 40% more out of each diner's wallet than fast-food joints do.

For all their success so far, some of the fast-casual chains are finding that as they get bigger, they come under more scrutiny. Campaigners have recently criticised Chipotle and Panera Bread for using ingredients from genetically- modified crops and artificial *additives* (添加剂). Fast-casual restaurants are joining the 35 of big business and having to endure the attention that comes with it.

注意：此部分试题请在答题卡 2 上作答。

A) appeals	F) current	K) optimize
B) combined	G) especially	L) ranks
C) compared	H) former	M) raw
D) conforms	I) frozen	N) removes
E) crowded	J) ingredient	O) typically

Section B

Directions: In this section, you are going to read a passage with ten statements attached to it. Each statement contains information given in one of the paragraphs. Identify the paragraph from which the information is derived. You may choose a paragraph more than once. Each paragraph is marked with a letter. Answer the questions by marking the corresponding letter on **Answer Sheet 2**.

Advertisers' Ageing Dilemma

- A) There is a conundrum for advertising and marketing agencies. How can the young understand an older demographic?
- B) Advertisers often fail when it comes to ageing consumers, and the seed of the failure lies in the advertising agency culture, says Mark Borkowski, a public relations expert. “Bearded Shoreditch creatives blow a fuse when asked to address this sector.” Critics such as Mr. Borkowski say advertising and marketing agencies have become obsessed with youth. And those that have taken on the challenge of addressing older consumers have failed to understand the complexities of the demographic.
- C) Dick Stroud, the founder of 20plus30, a consultancy specializing in marketing to older consumers, says the advertising sector has become increasingly ageist. According to a report by the UK's Institute of Practitioners in Advertising in 2013, the average age of an employee in the industry was just under 34. Mr. Stroud points out: “David Ogilvy was 39 when he wrote his first ad and spent the next 25 years

actively involved in creating advertising.” Now, however, as the general population has become older, the age of the people pitching products to them has declined.

- D) Good creatives should be able to put themselves into the mindset of anyone. No one assumes, for example, that eight-year-old girls are devising campaigns for Lego Friends. However, Mr. Stroud believes that the difference between creating ads for young people and older consumers is “projectable experience”. He notes that while we have all been teenagers, it is hard to imagine what it is like to be older. “At least an older person will know that their experience of youth is dated and will take advice to achieve a current view/5 he says. The default option for most young marketers, he adds, is to *extrapolate* (推断) from their parents’ or grandparents’ behavior.
- E) A number of *niche* (针对特定小群体的) agencies have sprung up to cater to the older demographic over the past decade. To compete with them, suggests Marie Stafford, planning foresight director at advertising agency JWT, the larger agencies should retain older employees or keep them on as consultants. However, she believes some of the fault lies with clients that assume older people are set in their ways. They are “willingly kissing goodbye to 30 years of custom based on the notion that mature consumers won’t switch brands”, she says. There is much at stake: The global spending power of the baby boomer generation is expected to reach \$15 trillion by 2020, according to Euromonitor.
- F) Janet Kiddle, founder of Steel Magnolia, a strategic market research consultancy specializing in the over-50s market, believes advertisers and marketers are “scared about being old”. Familiar with the tribes of youth, advertisers too often fail to distinguish between different groups of older consumers: “The over-55s is a hugely complicated category.” She points out that they are not necessarily empty-nesters. They could be divorced, have young children and be expecting to work for decades to come, instead of spending their retirement on cruises and golf courses. Jez Groom, group chief strategy officer at Ogilvy & Mather Group UK, agrees. “People aren’t retiring in the way they used to.” The financial *crunch* (困境), which hit pensions, woke advertisers to the new working lives and lifestyles of the mature market, he says. But there is still a tendency to oversimplify and generalize. “You need to look at attitudes rather than merely the age,” he advises. Also, when it comes to global products and services, western baby boomers will have different cultural references from their Chinese peers.
- G) *Patronized* (屈尊俯就地对待) and *pigeonholed* (将某人轻率分类): That is how many over-55-year-olds think advertising treats them, says Gillian Waddell, managing director of Fuel, a public relations firm. It is a complex demographic, she says. “There are many ages between 55 and 100.” Moreover, people are healthier and live longer. “Biking is the new golf,” as she puts it. Mr. Stroud says the problem goes further. “I don’t think advertisers get it wrong, although they do, but that they don’t bother to consider the older group in their creative or media plans.”
- H) It is important to distinguish the age-specific advertising around products such as stair lifts, retirement planning or *denture* (假牙) creams from products that are purchased by all age groups, such as computers, fridges and cars. “These are age-neutral products,” explains Mr. Stroud, “Even though the primary customers might well be 50- plus, the essence of the creative is focused on the younger person. So the biggest problem is neglect.”
- I) Nor need advertising campaigns be conducted only in print. Older people are increasingly important digital consumers. Earlier this year, Bob Shennan, director of music at the BBC, shared market research on Radio 2. The radio station identified a “young older” generation that are more adventurous than their predecessors, enjoying the idea of travel and foreign food. This *cohort* (一批人) perceive themselves to be younger than their age. There was a blurring of musical boundaries, with tastes becoming more fluid across the generations, so many artists such as Adele, Amy Winehouse and Elbow had appeal across the generations. Mr. Shennan brought in presenters such as Chris Evans —only 48 himself—that made listeners feel young.
- J) This *resonates* (引起共鸣) with advertisers, Dick Lumsden, managing director of Owl Marketing Solutions, says people like to think of themselves as 10 years younger. If you are marketing to a 60 year old, use a 50-year-old model. Or do not put one in at all. “Older consumers have seen lots of advertising. They are *savvy* (聪明有见识的). They want information about the product. They don’t want to be patronized or shown abstract images.” However, he adds the print size must not be too small.

- K) Inclusivity is important, says Rita Clifton, a branding expert. She points to the print and online advertisements for clothing retailer Jaeger's autumn/winter collection, which featured three British models and their mothers. "People don't want neon signs saying this is for older people. They want it to be inclusive."
- L) There are some pitfalls to avoid. Melanie Haslam, founder of Wise Branding, a consultancy, believes nothing annoys single older women—and there are a lot of them—more than using pictures of happy older couples. The silver-haired couple walking down the beach holding hands is a cliché to be avoided —although far worse, says Ms Kiddle, is putting a single woman on her own. "She just looks lonely." Put her in a group, she advises. "All advertising is aspirational, after all."

注意：此部分试题请在答题卡 2 上作答。

36. If you want to sell a product targeted on people above 60, it is necessary to have a careful design with the information presented in a big print size.
37. Advertisers often neglect to maintain their potential older customers and they are reluctant to focus their marketing on products targeted on older groups.
38. Advertisers pay too much attention on young consumers and they fail to understand the complexities of old people.
39. Although the economic crisis causes advertisers to pay attention to older consumers, some advertisers tend to overgeneralize senior citizens, needs.
40. It is advisable to avoid clichés in advertisements targeted at the old, such as using pictures of happy older couples walking hand-in-hand.
41. In fact, nowadays, older consumers are apt to abandon their familiar brands, with an attempt to buy some new products.
42. Even though the number of older people is growing, advertisers specializing in the older people market become younger.
43. A group of older people who are more willing to accept the lifestyles of young people blur the boundaries between old people and young people.
44. Old people, a complex group, are often overgeneralized by advertisers.
45. What makes it difficult to design advertisements targeted on older people is that the advertisers lack the experience of being old.

Section C

Directions: There are 2 passages in this section. Each passage is followed by some questions or unfinished statements. For each of them there are four choices marked A), B), C) and D). You should decide on the best choice and mark the corresponding letter on **Answer Sheet 2** with a single line through the centre.

Passage One

Questions 46 to 50 are based on the following passage.

The act of Googling oneself has become the digital age's premiere guilty pleasure—an activity enjoyed by all and admitted by few. The phenomenon has even been the subject of scholarly research. Last year, a study concluded that the practice of self-Googling can partly be traced to a rise in *narcissism* (自恋) in society, but that is also an attempt by people to identify and shape their personal online "brand".

The reason people search for themselves is that they're curious about what other people see when they search for their name. One problem is they don't have any control over the search results and they will never appear on the first page of the search results. If your name is Brian Jones and you're not the former Rolling Stones guitarist, you don't exist.

To give people a bit more control over search results, Google introduced a feature this week called a "Google profile" which users can create, so that a little personal information appears at the bottom of US name search pages. Once users create a Google profile, their names, occupation, locations and photos appear in a box on the first page of the search results for their names. Besides, there's a link to a full

Google profile page that in many ways resembles a Facebook page.

The similarity to Facebook is no accident. By giving users a little control over the results that appear on a search for their names, Google hopes to establish a social network base and take on wildly popular sites like Facebook and MySpace. Facebook users who otherwise couldn't be bothered to set up a separate profile page on Google might find the idea appealing if it gives them some control over the Google search results for their names.

The more information you add to your profile, the higher your page is likely to be ranked on a Google search for your name and associated keywords, such as the name of your hometown, your job title or where you work or go to school. And the more richly detailed your Google profile is, the more Google knows about you. There's no advertisement attached to Google profiles, but in the future, the company could easily sell ads targeted to your personal details, much as they're already done on Gmail.

注意：此部分试题请在答题卡 2 上作答。

46. Why is the phenomenon of self-Googling popular among people?

- A) It has been the research subject of scholars. C) People are becoming more and more lonely.
- B) It is an activity full of guilty pleasure. D) People desire to build their own online "brand".

47. How can the information about an ordinary person appear on the first page of the search results?

- A) One should key in one's own name and wait.
- B) One should be patient and curious about the search results.
- C) One should have the same name as a famous person.
- D) One should be able to control the search results.

48. What can we learn about "Google profile" from the third paragraph?

- A) It aims make people get more search results.
- B) Users can add their personal information to it.
- C) Information about users, marriage can be found on it.
- D) It is a substitute for Facebook.

49. What is the fundamental reason for Google to introduce Google profile?

- A) To make an accidental coincidence. C) To appeal to more users and get more profits.
- B) To compete with other similar websites. D) To set up more profile pages on Google.

50. What can be inferred from the last paragraph?

- A) More information makes less search results on Google.
- B) Google will keep users' personal information safe.
- C) Users will receive advertisements from Google profile in the future.
- D) Gmail is a good mail service without any ads.

Passage Two

Questions 51 to 55 are based on the following passage.

There is something badly wrong with the way standards for school science being set in the US. When the Texas State Board of Education voted in new standards last week, it left the door open for teaching *creationism* (神创论) in the name of science in federally funded schools. These must be closed, and quickly.

Because standards are set at state level, students in one state might be learning different science and using different textbooks from what students in another are learning and using. What is worse, the state boards of education that are responsible for standards and textbooks are made up of elected officials who lack any specific skills or qualifications in the relevant areas of science or education. As we saw in the 2005 trial over teaching intelligent design in Dover, Pennsylvania, and are now seeing in Texas, school boards have become a political battleground. Many board members appear to be acting on behalf

of religious groups like local churches or the Discovery Institute.

School science standards should be set by people who understand science and science education. At the same time, it is dangerous to argue that the powers of democratically elected officials should be taken away if they don't produce the outcome you want. Yet that is what may happen in Texas. Some Democrats have introduced legislation that would transfer authority for textbooks and curricula to the Texas Education Agency.

Is there a way out of this impasse? One possibility is that candidates for school boards should be tested before they stand. Another is that the *pro-science* (支持科学的) should try to engage more fully with the democratic process. After the Dover trial, board members who favored intelligent design were dumped by the voters. Something similar could happen in Texas.

Another possibility is to push decisions further up the democratic ladder. President Barack Obama has already called for all states to have the same achievement standards, raising hopes that he might push for federal standards across all US schools. While this might drive conservative mad, it would put an end to the present situation in which an accident of geography can determine whether a child is taught valid science.

Obama has already made remarkable changes in Washington by restoring scientific expertise to its rightful place in government. Many teachers and scientists would like to see him do the same in the place where it can count most: in the classroom.

注意：此部分试题请在答题卡 2 上作答。

51. What can we learn from the second paragraph?

- A) Different standards in different states are good to students, study.
- B) The members of state boards of education know little about education.
- C) Intelligent design aims at finding useful teaching methods in the school.
- D) All the board members are representing certain religious groups.

52. Why has some Democrats introduced legislation to shift the educational authority?

- A) Only those who understand education can set the standards.
- B) It is dangerous to deprive the elected officials of their authority.
- C) Some Democrats don't like to be controlled by the school boards.
- D) Textbooks and curricula are so important that only Democrats can set them.

53. The word "impasse" (Line 1, Para. 4) probably means_____.

- A) a very complicated situation that is hard to deal with
- B) a test that candidates for school boards should take
- C) a democratic process that the pro-science try to engage in
- D) a possibility that nobody can find an efficient solution

54. What is Obama's action to make democratic decisions?

- A) He climbs up a ladder to make the decisions heard by everyone.
- B) He appeals to every state to have the same standards to value performances.
- C) He will stop the current measurement of the teaching of valid science.
- D) He will try to drive those conservatives mad by changing policies.

55. What is the main idea of the passage?

- A) The way school science standards being set in the US is totally wrong.
- B) School science standards in America vary from state to state.
- C) America should have a national school science standard set by experts.
- D) President Obama makes active policies on school science standards.

Part IV

Translation

(30 minutes)

Directions: *For this part, you are allowed 30 minutes to translate a passage from Chinese into English. You should write your answer on **Answer Sheet 2**.*

中国仍然是世界经济复苏的重要推动力。中国经济不会硬着陆，未来中国有能力保持经济以较快的速度增长。经济发展不是短跑(sprint)，而是需要毅力和耐力(stamina)的长跑。尽管面临复杂的国内外形势，中国经济依然稳定增长。这样的成就主要依赖于改革和创新，因此中国需要改革经济发展的刺激机制。为了创造一个公平竞争的市场环境，政府放松市场调控，加强监督，引发了草根创业和大众创新的热潮。政府试图帮助个人实现目标，将人口红利(dividend)转化为人才红利。

注意：此部分试题请在答题卡 2 上作答。