

conversations, with products finding their own voices and consumers responding  
 47 to them.

Based on the implied messages received through five senses, consumers, without noticing it, tend to apply human-like personalities to brands, leading to intimate relationship and, hopefully for the brands, persistent 48. And that's the very thing brands are dying to foster in customers rather than instant trend or profits. Most brands are considered to have either "sincere" or "exciting" personalities.

"Sincere" brands like IBM and Boeing tend to be regarded as conservative and reliable while "exciting" brands like Apple, and Ferrari are as imaginative and 49. In general, consumers tend to form 50 relationships with sincere brands than with exciting ones. This explains the relatively enduring history of the "Sincere Brands"

Certainly, with the eyes containing two-thirds of all the 51 cells in a person's body, sight is considered the most important of all human senses. Sensory marketing uses sight to create a memorable "sight experience" of the product for consumers which extends to packaging, store interiors, and printed advertising to form a(n) 52 image for the brand.

In other words, no aspect of a product design is left to 53 anymore, especially color. Brand acceptance is linked closely with the appropriateness of the colors on the brand—does the color 54 the product at all? If not, customers, though not realizing it themselves, will 55 the brands in all possible ways—sales, reputation, etc. Therefore, brands, isn't it time now to study the new field of marketing?

- |                       |                   |                  |                |
|-----------------------|-------------------|------------------|----------------|
| 17 41. A. specific    | B. qualified      | C. average       | D. adequate    |
| 13 42. A. economic    | B. personal       | C. artificial    | D. mechanic    |
| 17 43. A. obvious     | B. potential      | C. accessible    | D. concrete    |
| 13 44. A. imaginable  | B. objective      | C. psychological | D. gradual     |
| 14 45. A. alternative | B. reward         | C. sample        | D. exhibit     |
| 17 46. A. compliment  | B. fund           | C. prospect      | D. feedback    |
| 17 47. A. temporarily | B. subconsciously | C. occasionally  | D. attentively |
| 14 48. A. loyalty     | B. philosophy     | C. endurance     | D. regulation  |
| 13 49. A. mild        | B. daring         | C. steady        | D. classic     |
| 13 50. A. far-fetched | B. hard-won       | C. long-lasting  | D. easy-going  |
| 13 51. A. individual  | B. sensory        | C. present       | D. general     |
| 13 52. A. overall     | B. ambitious      | C. dramatic      | D. additional  |
| 13 53. A. chance      | B. maintenance    | C. progress      | D. leadership  |
| 13 54. A. accept      | B. overlook       | C. fit           | D. treat       |
| 13 55. A. shape       | B. punish         | C. signify       | D. exploit     |

## Section B

**Directions:** Read the following three passages. Each passage is followed by several questions or unfinished statements. For each of them there are four choices marked A, B, C and D. Choose the one that fits best according to the information given in the passage you have just read.

(A)

Overcoming extreme cold, cruel ice and people dismissing him as mad, Slovenian Davorin Kamkar became the first person to ski non-stop down Mount Everest.

After a dramatic fall over almost sheer cliffs of snow, stones and ice, 38-year-old Kamkar emerged in his base camp after five hours of skiing. "I feel only absolute happiness and absolute tiredness," he said.

At one stage he had to speed over stretches of ice that collapsed and broke underneath him and could have sent him falling into the deep crevasses (裂缝) that dot the mountain.

The descent (下落) had been seen by many as insanely dangerous. The Darwin Awards website, which documents deaths which are foolhardy, urged people to log on to Internet broadcasts of the attempt. "Keep your eyes peeled for a live Darwin Award," it said.

However, the only body to make the news was the corpse (尸体) of an unknown mountaineer which Kamkar zipped past as he descended, one of an estimated 120 corpses, thought to litter the slopes.

"This mountain is always full of surprises. Seeing a dead man out there was a really shocking experience," he said.

Thanks to strategically placed cameras on the mountain and one attached to his safety helmet, hundreds of thousands of people witnessed his descent on the Internet, which was one of the record highs ever. During the run more than 650,000 hits were registered on his expedition website jamming it for a time as others tried to access the site.

Weather conditions were so severe that Kamkar had to abandon plans to rest on the summit before attempting to descend. Instead, suffering from fatigue, as soon as he reached the top he put on his skis and flung himself back down the mountain.

Dealing with the mountain had already cost Kamkar two fingers when a previous failed attempt saw him get frostbite as a fierce storm lashed the peak.

Kamkar comes from a skiing family and took part in his first Himalayan skiing expedition in 1989. Since then, he has been tireless in raising funds and sponsorship for more expeditions, with Everest as the permanent goal.

56. Davorin Kamkar made history by \_\_\_\_\_.  
 A. skiing down Mount Everest without rest  
 B. descending Mount Everest within the shortest time ever.  
 C. attracting largest number of audience online for his descent.  
 D. becoming the first to film his descent down Mount Everest
57. The underlined word foolhardy in the passage is closest in meaning to \_\_\_\_\_.  
 A. sudden and hard to accept  
 B. taking unnecessary risks  
 C. attracting public attention  
 D. working hard to fool others
58. According to the passage, which of the following statements is TRUE?  
 A. Kamkar saw about 120 dead bodies littering the slope.  
 B. The broadcast of his descent online was cancelled because of the website jam.



- C. Kamicar's family had a tradition to conquer Mount Everest.  
D. This was not Kamicar's first attempt on Mount Everest.

59. The best title for the passage is \_\_\_\_\_.

- A. Mad man skis down Everest.  
B. Darwin Award for DavaKamicar  
C. Extreme sports hero slides to a record  
D. Body of mountaineer found on Everest

(B)

Here are the top summer vacation lodges in the nation!

**Out of Lake Wobegon; Fair Hills Resort**

With sandcastle contests, Swedish buffet night, and family bingo, this classic northern Minnesota lodge is right out of Garrison Keillor's Lake Wobegon. Families can choose from a collection of activities suitable for both adults and kids—volleyball, tennis, sailing, swimming—laze by the lake, or rehearse for their star turn at the weekly talent show. The family-run resort is proud of its myriad "lifers," guests who've been vacationing here since they were kids. This year, ten of them will celebrate their 50th yearly visit.

**Northern California, Unplugged; Gray Eagle Lodge**

Once they find Gray Eagle Lodge off a two-lane road, most guests have no use for their cars. Days here are spent on foot, hiking to alpine lakes in the Sierras or going for a dip in the swimming hole fed by a 15-foot waterfall. "There are no officially planned activities," explains Tracy Morris, who has taken her children here for years, "unless you count the get-togethers specifically arranged for kids who have never met before but have become fast friends and enjoy fun together."

**Authentic Adirondacks; The Hedges**

For recent years improvements have been made—including upgrading the plumbing to accommodate more guests, answering to the main complaints in the past about its poor capacity. The current owners have restored the camp to its original Adirondack-style glory. Though tasteless to the younger age groups, the style earned the lodge a spot on the National Register of Historic Places.

**Great Lake Lodge; The Inn at Watervale**

Built as a boarding school in 1892, this lodge became a summer retreat in 1917. Today, the owner of the lodge proudly promotes the resort's lack of TV, Wi-Fi, and decent cell phone coverage, which makes it perfect for recluses (隐士). Instead of sticking with their smartphones, parents and children both find their relationships greatly improved through hiking the 300-foot-high Old Baldy dune, combing the beach for fossils, and savoring the sunsets over the lake together.

60. Which lodge is not very attractive for kids?

- A. Fair Hills Resort  
B. Gray Eagle Lodge  
C. The Hedges  
D. The Inn at Watervale

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

A. Fair Hills Resort specializes in serving young vacationers with varieties of activities.

B. The Hedge used to be criticized for failing to serve large number of customers.

C. Lack of modern communication tools at The Inn at Watervale was due to poor facility conditions.

D. Cars are banned from Gray Eagle Lodge.

62. The passage will most probably appear \_\_\_\_\_.

- A. on a wedding magazine about finding a permanent residence  
B. in a UN's report about family relationships  
C. on a financial magazine analyzing the prospects of tourist industry  
D. on a website selling package tours

(C)

It's not an urban legend: crime rates do in fact rise in the summer in the U.S. A study found that, with the exception of robbery and auto theft, rates of all violent and property crimes are higher during the summer than during other months. The study examined data collected during 8 years, which included violent and property crimes that did not result in death, both reported and not reported to the police.

The data show that, though the national crime rate dropped by 70 percent during recent years, seasonal spikes in summer remain. In some cases those spikes are 12 percent higher than rates during seasons in which the lows occur. The phenomenon confuses many criminologists and they wonder why.

Some reason that increased temperatures, which drive many out of doors and leave windows open in their homes, raise the amount of time when homes are left empty. Others point to the effect of students on summer vacation who are otherwise occupied with schooling during other seasons, while some argue that suffering heat-induced discomfort simply makes people more aggressive and likely to act out.

Although these elements possess certain persuasive power, their rationality is called into question when cases in winter are put on the map. Why aren't the rates in winter falling if heat related factors are to blame for the summer spike? Contrarily, the matter should be viewed from social and economic angles rather than on solar terms.

Numerous studies have shown that rates of criminal behavior among young adults drop when their communities provide them with other ways to spend their time and earn money. This was found to be true in Los Angeles, where gang activity was reduced when community centers for teens were thriving and active. And generally speaking, the connection between economic inequality and crime is robustly documented for the U.S. And why summer sees a worse situation? It's probably because it's even harder for youngsters to land jobs that provide for life necessities.

So if officials want to address the summer spike in crime, they may act differently instead of aiming straight at crimes. Simply upgrading security and severely punishing offences almost produce void effects. Instead, be open to various options and they will find that development of job hunting agencies or community professional training centers are accompanying the drop of crime rate without



seasonal exceptions. After all, bread always comes first for everyone.

63. What puzzles scholars studying crimes?

A. The rates of robbery and auto theft are lower than other violent and property crimes in summer.

B. The rates of crimes resulting in death are about the same in all seasons.

C. The crime rates not reported to the police are much higher during summer.

D. Crime rates in summer are higher than those of other seasons.

64. According to the author, what is the key reason for the seasonal spike of crime rates?

A. Increased temperature left houses easier for attacks.

B. The hot environment makes people more likely to be angered.

C. Youngsters find it hard to release energies at school.

D. People's economic needs are not satisfied by the society.

65. What can be done to fight seasonal rise of crimes?

A. Lengthen the school time to hold students in school during summer.

B. Enhance the safety mechanism during the summer

C. Take measures to encourage youth employment.

D. Frighten would-be criminals through harsh punishments.

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

A. Solar terms are responsible for the summer crime spike.

B. Crime rates in summer fall by 58 percent in the U.S.

C. LA criminal activities fall because of positive community programs.

D. The crime rates in winter are low due to low mobility in the season.

### Section C

Directions: Read the following passage. Fill in each blank with a proper sentence given in the box. Each sentence can be used only once. Note that there are two more sentences than you need.

A. The influence is witnessed for the opposite gender as well.

B. Awareness for health is given due attention among different age groups.

C. Africa has greatly increased ways of broadcasting.

D. But solid academic research was lacking for quite a long time.

E. Yet trying to influence the locals can be debatable.

F. But other organizations have increasingly followed suit.

In the radio drama "NauemTaim" aired in Papua New Guinea, a widowed father takes up dynamite (炸药) fishing—profitable but disastrous for the reef. Then he meets a dashing marine scientist who warns him off. The idea is that by the end of the drama, both he—and the listeners—will give up dynamite for sustainable fishing.

The show's producer, the Population Media Center (PMC) in Vermont, has been a pioneer of programmes with the goal of fostering development. In Vietnam KhatVong Song uses radio drama to teach its listeners about domestic violence. In Kenya Mediae promotes civil rights with a television soap called "Makutano Junction".

Evidence that radio and television soaps can change behaviour was first spotted in the 1970s. About twenty years later, economists at the Inter-American Development Bank, found that Brazilians receiving Globo, a television network promoting modern family concepts, had fewer children. Another follow-up study discovered that, as cable television spread, the birth rate in certain rural area dropped.

Some argue that the influence was because couch potatoes were less likely to make babies. But research in Ethiopia showed that dramas can have a direct effect. Inquiries about ways to reduce birth rates rose by 157% among married women who listened to the soap operas "YekenKignet" and "Dhimbibba". Male listeners sought tests for HIV/AIDS four times as much as male non-listeners.

"The results are the best when people identify with characters," says Betty Oala of the PMC. This is why the organisation does extensive research, takes on local writers and uses native languages.

Not only are soaps effective, but they are also cheap. Radio programmes can cost as little as three cents to reach a listener in Africa. Although producers do not hide their purposes many scholars think that there could be a fight over morals and the aimful results of soap dramas. A drop in birth rates may seem like good news to a woman activist, but bad to a religious worker.

### V. Translation

Directions: Translate the following sentences into English, using the words given in the brackets.

72. 遵循自然规律,你最终会得到回报。(reward)

Follow the natural laws and you will then get rewards.

73. 应加大力度打击劣质商品的生产和销售。(fight)

Efforts to fight against inferior products' production and sales should be increased.

74. 每个学生都具有无限的潜能去克服学习中的困难,不断进取。(study)

Every student has infinite potential to overcome the difficulties in study and keep making progress.

75. 有些技术创新虽没怎么引起公众的注意,但对现实生活的方方面面有着深远的影响。(although)

Although some technical innovations doesn't attract the public's attention, but it influences the real life in various ways.