

# 山东大学

## 二〇一八年招收攻读硕士学位研究生入学考试试题

科目代码 241

科目名称 英语(外)

(1-40 题答案涂在答题卡上, 其余试题答案写在答卷纸上, 写在试题上无效)

### Section I Use of English

**Directions:** Read the following text. Choose the best word(s) for each numbered blank and mark [A], [B], [C] or [D] on ANSWER SHEET 1. (20 points)

There is virtually no limit to how one can serve community interests, from spending a few hours a week with some charitable organization to practically Full-time work For a social agency. Just as there are opportunities For voluntary service 1 (VSO) for young people before they take up Full-time employment, 2 there are opportunities for overseas service For 3 technicians in developing countries. Some people, 4 those who retire early, 5 their technical and business skills in countries 6 there is a special need.

So in considering voluntary or 7 community service there are more opportunities than there 8 were when one first began work. Most voluntary organizations have only a small full-time 9, and depend very much on volunteers and part-timers. This means that working relationships are different from those in commercial organizations, and values may be different. 10 some ways they may seem more casual and less efficient, but one should not 11 them by commercial criteria. The people who work with them do so for different reasons and with different 12 both personal and 13. One should not join them 14 to arm them with professional expertise; they must be joined with commitment to the 15, not business efficiency. Because salaries are 16 or non-existent many voluntary bodies offer modest expenses. But many retired people take part in community service for 17, simply because they enjoy the work.

Many community activities possible 18 retirement were also possible during one's working life but they are to be undertaken 19 seriously for that. Retired people who are just looking for something different or unusual to do should not consider 20 community service.

1. A. over sea B. oversea C. overseas D. over seas
2. A. so B. as C. that D. then
3. A. qualifying B. quantity C. qualified D. quality
4. A. partly B. partially C. passionately D. particularly

5. A. operate B. order C. occupy D. offer
6. A. where B. which C. that D. as
7. A. paid B. paying C. pay D. to be paid
8. A. lately B. before C. ever D. never
9. A. number B. team C. crowd D. staff
10. A. By B. In C. Through D. With
11. A. comment B. look at C. judge D. enjoy
12. A. subject B. subjective C. objects D. objectives
13. A. organizational B. organization C. organizing D. organized
14. A. to expect B. expecting C. expected D. being expected
15. A. cause B. course C. caution D. case
16. A. small B. little C. big D. large
17. A. freedom B. free C. something D. money
18. A. on B. before C. at D. in
19. A. very much B. much C. no less D. no more
20. A. to take B. to be taken C. being taken D. taking

### Section II Reading Comprehension

#### Part A

**Directions:** Read the following four texts. Answer the questions below each text by choosing [A], [B], [C] or [D]. Mark your answers on ANSWER SHEET 1. (40 points)

#### Text 1

Questions 21 to 25 are based on the following passage.

In recent years, Israeli consumers have grown more demanding as they've become wealthier and more worldly-wise. Foreign travel is a national passion; this summer alone, one in 10 citizens will go abroad. Exposed to higher standards of service elsewhere, Israelis are returning home expecting the same. American firms have also begun arriving in large numbers. Chains such as KFC, McDonald's and Pizza Hut are setting a new standard of customer service, using strict employee training and constant monitoring to ensure the friendliness of frontline staff. Even the American habit of telling departing customers to "Have a nice day" has caught on all over Israel. "Nobody wakes up in the morning and says, 'Let's be nicer,'" says Itsik Cohen, director of a consulting firm. "Nothing happens without competition."

Privatization, or the threat of it, is a motivation as well. *Monopolies* (垄断者) that until recently have been free to take their customers for granted now fear what Michael Perry, a marketing professor, calls "the revengeful consumer." When the government opened up competition with Bezaq, the phone company, its international branch lost 40% of its market share, even while offering competitive rates. Says Perry, "People wanted revenge for all the

years of bad service." The electric company, whose monopoly may be short-lived, has suddenly stopped requiring users to wait half a day for a repairman. Now, appointments are scheduled to the half-hour. The graceless El Al Airlines, which is already at auction, has retrained its employees to emphasize service and is boasting about the results in an ad campaign with the slogan, "You can feel the change in the air." For the first time, praise outnumbers complaints on customer survey sheets.

21. It may be inferred from the passage that \_\_\_\_\_.
- A) customer service in Israel is now improving
  - B) wealthy Israeli customers are hard to please
  - C) the tourist industry has brought chain stores to Israel
  - D) Israeli customers prefer foreign products to domestic ones
22. In the author's view, higher service standards are impossible in Israel \_\_\_\_\_.
- A) if customer complaints go unnoticed by the management
  - B) unless foreign companies are introduced in greater numbers
  - C) if there's no competition among companies
  - D) without strict routine training of employees
23. If someone in Israel today needs a repairman in case of a power failure, \_\_\_\_\_.
- A) they can have it fixed in no time
  - B) it's no longer necessary to make an appointment
  - C) the appointment takes only half a day to make
  - D) they only have to wait half an hour at most
24. The example of El Al Airlines shows that \_\_\_\_\_.
- A) revengeful customers are a threat to the monopoly of enterprises
  - B) an ad campaign is a way out for enterprises in financial difficulty
  - C) a good slogan has great potential for improving service
  - D) staff retraining is essential for better service
25. Why did Bezaq's international branch lose 40% of its market share?
- A) Because the rates it offered were not competitive enough.
  - B) Because customers were dissatisfied with its past service.
  - C) Because the service offered by its competitors was far better.
  - D) Because it no longer received any support from the government.

### Text 2

Questions 26 to 30 are based on the following passage:

President Coolidge's statement, "The business of America is business," still points to an important truth today that business institutions have more prestige in American society than any other kind of organization, including the government. Why do business institutions possess this great prestige?

One reason is that Americans view business as being more firmly based on the ideal of competition than other institutions in society. Since competition is seen as the major source of progress and prosperity by most Americans, competitive business institutions are respected. Competition is not only good in itself; it is the means by which other basic American values such as individual freedom, equality of opportunity, and hard work are protected.

Competition protects the freedom of the individual by ensuring that there is no monopoly of power. In contrast to one, all-powerful government, many businesses compete against each other for profits. Theoretically, if one business tries to take unfair advantage of its customers, it will lose to competing business which treats its customers more fairly. Where many businesses compete for the customers' dollar, they cannot afford to treat them like inferiors or slaves.

A contrast is often made between business, which is competitive, and government, which is a monopoly. Because business is competitive, many Americans believe that it is more supportive of freedom than government, even though government leaders are elected by the people and business leaders are not. Many Americans believe, then, that competition is as important as, or even more important than, democracy in preserving freedom.

Competition in business is also believed to strengthen the idea of equality of opportunity. Competition is seen as an open and fair race where success goes to the swiftest person regardless of his or her social class background. Competitive success is commonly seen as the American alternative to social rank based on family background. Business is therefore viewed as an expression of the idea of equality of opportunity rather than the aristocratic idea of inherited privilege.

26. The statement "The business of America is business" probably means "\_\_\_\_\_".
- A) The business institutions in America are concerned with commerce
  - B) Business problems are of great importance to the American government
  - C) Business is of primary concern to Americans
  - D) America is a great power in world business
27. Americans believe that they can realize their personal values only \_\_\_\_\_.
- A) when given equality of opportunity
  - B) through doing business
  - C) by protecting their individual freedom
  - D) by way of competition
28. Who can benefit from business competition?
- A) Honest businessmen.
  - B) Both businessmen and their customers.
  - C) People with ideals of equality and freedom.
  - D) Both business institutions and government.
29. Government is believed to differ strikingly from business in that government is characterized by \_\_\_\_\_.

- A) its absolute control of power
- B) its function in preserving personal freedom
- C) its role in protecting basic American values
- D) its democratic way of exercising leadership

30. It can be inferred from the passage that the author believes \_\_\_\_\_.
- A) Americans are more ambitious than people in other countries
  - B) in many countries success often depends on one's social status
  - C) American businesses are more democratic than those in other countries
  - D) businesses in other countries are not as competitive as those in America

### Text 3

Questions 31 to 35 are based on the following passage.

Play is the principal business of childhood, and more and more in recent years research has shown the vital importance of play in the development of a human being. From earliest infancy, every child needs adequate opportunity and the right material for play, and the main tools of play are toys. Their main function is to suggest, encourage and assist play. To succeed in this they must be good toys, therefore it is important to choose suitable toys for different stages of a child's development.

In recent years research on infant development has shown the standard a child is likely to reach, within the range of his inherited abilities, is largely determined in the first three years of his life. The right play materials for a baby should be things to touch, things to listen to, and things to watch. At no time in his life will a child develop as fast as now; in the first two years each month brings a change in what he can do and what he needs. A baby who is encouraged and stimulated, talked to, and shown things and played with, has the best chance of growing up successfully. There is no doubt that the right play materials and opportunities are of the utmost importance.

The next stage, from three to five years old, is the heyday (全盛期) for toys, and at this stage curiosity knows no bounds. Every type of suitable toy should be made available to the child; bricks and jigsaws and construction toys; painting and making things; sand and water play; toys for imaginative and pretending play. Children of this age are concerned and serious when they play, for to them play is a serious business, and through it they are learning about the world and growing up.

By the third stage of play development -- from five to seven or eight years -- the child is at school. But for a few more years play is still the best way of learning, at home or at school. The right toy at this stage can sometimes lead to the choice of a career.

Until the age of seven or eight, play and work mean much the same thing to a child. But once reading has been mastered, then books and school become the main source of learning. Toys are still interesting and valuable, but their significance has changed -- to a child of nine or ten years, toys and games mean, as to adults, relaxation and fun.

31. From the passage we understand that a child \_\_\_\_\_.
- A) tends to be interested in toys
  - B) matures through playing over and over
  - C) cannot mature without toys
  - D) has to be taught how to play
32. In the writer's opinion the right kind of play materials for infants \_\_\_\_\_.
- A) stimulate the talents
  - B) encourage visual awareness
  - C) develop the touching sense
  - D) assist the aural responses
33. Children of three to five years old find play a serious business because they \_\_\_\_\_.
- A) are developing their muscles
  - B) are exercising their imagination
  - C) are acquiring knowledge through play
  - D) are learning how to grow up
34. Once a child has learned to read, he usually \_\_\_\_\_.
- A) stops playing with toys
  - B) learns less from his toys
  - C) only gets information from books
  - D) only learns when at school
35. It seems that older children and adults consider toys and games should \_\_\_\_\_.
- A) be played as a joke
  - B) be played for amusement
  - C) teach the players to learn something
  - D) make the players feel funny

### Text 4

Questions 36 to 40 are based on the following passage.

As a young bond trader, Buttonwood was given two pieces of advice, trading rules of thumb, if you will: that bad economic news is good news for bond markets and that every utterance dropping from the lips of Paul Volcker, the then chairman of the Federal Reserve, and the man who restored the central bank's credibility by stomping on runaway inflation, should be respected than Pope's orders. Today's traders are, of course, a more sophisticated bunch. But the advice still seems good, apart from two slight drawbacks. The first is that the well-chosen utterances from the present chairman of the Federal Reserve, Alan Greenspan, is more than passing difficulty. The second is that, of late, good news for the economy has not seemed to upset bond investors all that much. For all the cheer that has crackled down the



B) It has been known for a while that stressful conditions such as famine result in more girls being born than happens in good times.

C) Famines being rare in America these days, Dr Catalano and his colleagues used unemployment as their stressful event.

D) A recently published study, however, suggests this isn't necessarily so.

E) Some scientists said that the sex-ratio will change with the increase of the population of the world.

F) That does not mean the original hypothesis is wrong. But it is not the whole truth.

G) It is estimated that many mothers abort the child intentionally.

### Part C

**Directions:** Read the following text carefully and then translate the underlined segments into Chinese. Your translation should be written clearly on ANSWER SHEET 2. (15 points)

Gandhi's pacifism can be separated to some extent from his other teachings. (46) Its motive was religious, but he claimed also for it that it was a definite technique, a method, capable of producing desired political results. Gandhi's attitude was not that of most Western pacifists. Satyageraha, (47) the method Gandhi proposed and practiced, first evolved in South Africa, was a sort of nonviolent warfare, a way of defeating the enemy without hurting him and without feeling or arousing hatred. It entailed such things as civil disobedience, strikes, lying down in front of railway trains, enduring police charges without running away and without hitting back, and the like Gandhi objected to "passive resistance" as a translation of *Satyagraha*: in Gujaruti, it seems the word means "firmness in the truth." (48) In his early days Gandhi served as a stretcher-bearer on the British side in the Boer War, and he was prepared to do the same again in the war of 1914-1918. Even after he had completely renounced violence he was honest enough to see that in war it is usually necessary to take sides. Since his whole political life centered round a struggle for national independence, he could not and, (49) indeed, he did not take the fruitless and dishonest line of pretending that in every war both sides are exactly the same and it makes no difference who wins. Nor did he, like most Western pacifists, specialize in avoiding awkward questions. In relation to the war, one question that every pacifist had a clear obligation to answer is: "What about the Jews? Are you prepared to see them exterminated?" (50) I must say that I have never heard, from any Western pacifist, an honest answer to this question, though I have heard plenty of evasions, usually of the "you're another" type. But it so happens that Gandhi was asked a somewhat similar question in 1938 and his answer was on record in Mr. Louis Fisher's *Gandhi and Stalin*. According to Mr. Fisher, Gandhi's view was that the German Jews ought to commit collective

suicide, which "would have aroused the world and the people of Germany to Hitler's violence."

### Section III Writing (15 points)

**Directions:** For this part, you are allowed 30 minutes to write a composition of no less than 150 words under the title "**The Importance of Confidence**". Your composition should be based on the following outline.

- 1) 凡事均应有信心。
- 2) 缺乏信心的原因。
- 3) 建立信心是可能的。

