

剑 13 阅读解析

Test 1

Question 1

答案: oils

关键词: Biblical times

定位原文: 第 1 段第 2 句 “It was known in biblical times, and is mentioned in several books of the Bible, both as an ingredient that was mixed with oils for anointing people’s bodies, and also as a token indicating friendship among lovers and friends.”

解题思路: 根据关键词 “Biblical times” 定位到上面这句话, added to 这里其实跟原文的 mixed with 是同义替换, 这里填入的是 oils 这个词。

Question 2

答案: friendship

关键词: Biblical times

定位原文: 第 1 段第 2 句 “It was known in biblical times, and is mentioned in several books of the Bible, both as an ingredient that was mixed with oils for anointing people’s bodies, and also as a token indicating friendship among lovers and friends.”

解题思路: 接着上一题往后面, show 这里其实是 indicating 的同义替换, among lovers and friends 对应题干的 between people, 这里填入的是 friendship 这个词。

Question 3

答案: funerals

关键词: Ancient Rome

定位原文: 第 1 段第 3 句 “In ancient Rome, mourners attending funerals burnt cinnamon to create a pleasant scent.”

解题思路: 根据 Ancient Rome 定位到上面这句话, 这里说悲伤的人参加葬礼焚烧肉桂来创造出一种令人心怡的气味。所以这里填入的是 funerals 这个单词, 注意是复数形式。

Question 4

答案: wealth

关键词: Middle Ages

定位原文：第1段倒数第2-3句“In the Middle Ages, Europeans who could afford the spice used it to flavour food, particularly meat, and to impress those around them with their ability to purchase an expensive condiment from the ‘exotic’ East. At a banquet, a host would offer guests a plate with various spices piled upon it as a sign of the wealth at his or her disposal.”

解题思路：这里要填入的是说对一个人什么的一种暗示。我们看这里说到在宴会上，一个主人提供各种香料来显示他的（她的）可以支配的财富，所以这里填入的是 wealth 这个词。

Question 5

答案：indigestion

关键词：Middle Ages treatment

定位原文：第1段最后一句“Cinnamon was also reported to have health benefits, and was thought to cure various ailments, such as indigestion.”

解题思路：这里问的是它可以治疗什么，原文中说到，可以治疗多种疾病，比如消化不良的问题，所以这里填入的是 indigestion，注意后面说了其他健康问题，所以空中不能填疾病 ailments 这个单词，否则重复了。

Question 6

答案：India

关键词：Middle Ages grown

定位原文：第2段第4句“They took it from India, where it was grown, on camels via an overland route to the Mediterranean.”

解题思路：继续接着上题的定位，往后看，提到关于生长地的地方正是在第2段的第4句话，这里用的是一个定语从句给出的，生长于印度。所以答案是 India。

Question 7

答案：camels

关键词：Middle Ages merchants

定位原文：第2段第4句“They took it from India, where it was grown, on camels via an overland route to the Mediterranean.”

解题思路：跟上题一样的定位点，这里说商人是通过什么方式运输的，我们可以看到原文中说的是通过骆驼运送的，答案是 camels。

Question 8

答案: Alexandria

关键词: Middle Ages arrived

定位原文: 第 2 段第 5 句 “Their journey ended when they reached Alexandria.”

解题思路: arrived 就等于原文中的 journey ended, 所以这里是当他们到达 Alexandria 这个地方的时候, 答案是 Alexandria。

Question 9

答案: Venice

关键词: traders sold

定位原文: 第 2 段第 6 句 “European traders sailed there to purchase their supply of cinnamon, then brought it back to Venice.”

解题思路: 这里统一填入的是一个地点, 问的是商人把它们带到哪儿, 我们看原文中说的是欧洲商人先购买肉桂, 然后把它们待会到 Venice, 所以答案是 Venice。

Question 10

答案: TRUE

关键词: Portuguese 16th century

定位原文: 第 3 段最后 2 句话 “In 1518, the Portuguese built a fort on Ceylon, which enabled them to protect the island, so helping them to develop a monopoly in the cinnamon trade and generate very high profits. In the late 16th century, for example, they enjoyed a tenfold profit when shipping cinnamon over a journey of eight days from Ceylon to India.”

解题思路: 这里题干说的是葡萄牙人在整个 16 世纪都控制着肉桂贸易。定位到第 3 段, 结尾处, 这里提到的是关于葡萄牙人对肉桂贸易的控制, 直到 16 世纪末都控制着, 如果还没有办法知道是否正确, 其实我们可以看下一段, Dutch 是 17 世纪初才到达的, 所以可以确定这里的答案是 TRUE。

Question 11

答案: FALSE

关键词: Dutch as soon as

定位原文: 第 4 段第 4 句 “By 1640, the Dutch broke the 150-year Portuguese

monopoly when they overran and occupied their factories.”

解题思路：这里题干说的是荷兰人一到达，就取代了葡萄牙的肉桂贸易。上题我们看了第4段的第一句话中说荷兰人是17世纪初到达的，但是这里第4句话说直到1640才打破葡萄牙肉桂贸易的垄断，所以并不是一到达就取代的，答案是FALSE。

Question 12

答案：NOT GIVEN

关键词：trees larger quantities

定位原文：第5段最后一句“Eventually, the Dutch began cultivating their own cinnamon trees to supplement the diminishing number of wild trees available for use.”

解题思路：题干说的是荷兰人种的肉桂比野生的树产量更大，这里文章中说到荷兰人培养肉桂树只说是因为野生树木的减少，并没有对比关于产量的问题，所以是NOT GIVEN。

Question 13

答案：FALSE

关键词：maintained 19th century

定位原文：第6段最后一句“Not only was a monopoly of cinnamon becoming impossible, but the spice trade overall was diminishing in economic potential, and was eventually superseded by the rise of trade in coffee, tea, chocolate, and sugar”

解题思路：题干中说的是这种香料的贸易在19世纪一直维持经济重要性。我们按照题目的顺序原则接着上题往后看，说到肉桂贸易的重要性是在最后一段的最后部分，说不仅仅肉桂的垄断是不可能的，这种香料贸易整体的经济潜力也在下降，所以很明显和题干相反，答案是FALSE。

Question 14

答案：B

关键词：beneficial effects oxytocin

定位原文：B段倒数第1-2句“These follow-up studies have shown that after a sniff of the hormone, people become more charitable, better at reading emotions on others’ faces and at communicating constructively in arguments. Together, the results fuelled

the view that oxytocin universally enhanced the positive aspects of our social nature.”

解题思路：题干说的是哪一段说的是催产素对人有益的影响。做这题其实我们需要快速浏览完整篇文章，重点看开头结尾。我们发现 B 段结尾句处出现了 positive aspects 这个短语，然后往前看发现这里是在说催产素的益处，答案选 B。

Question 15

答案：F

关键词：reasons complex

定位原文：F 段第 1 句“Perhaps we should not be surprised that the oxytocin story has become more perplexing.”

解题思路：题干说的是哪一段的内容是催产素的效果很复杂的原因。浏览文章我们发现 F 段首句就提到了相关的内容，perplexing 是 complex 的同义替换。并且该段结尾处说的也是催产素本身是很基础的东西，但是组合起来的时候，会由于个体和背景的差别，基本的过程会变得多种多样，所以这题应该选的是 F。

Question 16

答案：B

关键词：period little scientific attention

定位原文：B 段第 4-6 句 “The study was the start of research into the effects of oxytocin on human interactions. ‘For eight years, it was quite a lonesome field,’ Heinrichs recalls. ‘Now, everyone is interested.’”

解题思路：题干说的是哪一段提到了催产素没有引起科学研究兴趣的时期。我们发现 B 段中的上面这几句话中有一个单词 lonesome，表示孤独的，被遗弃的，也就是说 8 年，这个领域都没有人涉及，这里正是题干说的没有被研究的这个时期，答案选 B。

Question 17

答案：E

关键词：ignoring certain aspects

定位原文：E 段第 2-3 句“Bartz has recently shown that in almost half of the existing research results, oxytocin influenced only certain individuals or in certain circumstances. Where once researchers took no notice of such findings, now a more nuanced understanding of oxytocin’s effects is propelling investigations down new

lines.”

解题思路：题干说的是哪一段的内容提到了人们忽视了他们研究数据的某些方面。这里 E 段中的上面这两句话中提到的 “certain individuals or in certain circumstances” 以及后面的 took no notice of 其实就是在说人们忽视掉了一些发现，现在对于催产素更加细致的理解的调查正在推动，所以答案是 E。

Question 18

答案：A

关键词：trusting

定位原文：B 段第 2-3 句 “In a groundbreaking experiment, Markus Heinrichs and his colleagues at the University of Freiburg, Germany, asked volunteers to do an activity in which they could invest money with an anonymous person who was not guaranteed to be honest. The team found that participants who had sniffed oxytocin via a nasal spray beforehand invested more money than those who received a placebo instead.”

解题思路：此题其实比较容易的做题方法是根据人名去定位，虽然人名较多，但是人名定位起来更加简单。直接看 A 选项的第一个人名，定位到 B 段。第 3 句话开始说他们发现吸入催产素的人会比吸入安慰剂的人投资更多的钱，也就是会更加信任一个陌生人，刚好对应此题的题干。所以这里答案选 A。

Question 19

答案：B

关键词：feelings of jealousy

定位原文：C 段第 1-2 句 “Then, after a few years, contrasting findings began to emerge. Simone Shamay-Tsoory at the University of Haifa, Israel, found that when volunteers played a competitive game, those who inhaled the hormone showed more pleasure when they beat other players, and felt more envy when others won.”

解题思路：同样根据 B 选项的人名定位到 C 段开头，这里这个人发现的是吸入催产素的人在打败别人的时候会表现出更多的快乐，但是当别人赢了的时候会嫉妒，刚好对应的是此题的题干，所以这题就选 B。

Question 20

答案：C

关键词：varies

定位原文：F 段最后一句 “Bartz agrees. ‘Oxytocin probably does some very basic things, but once you add our higher-order thinking and social situations, these basic processes could manifest in different ways depending on individual differences and context.’”

解题思路：根据 C 选项的人名定位到 C 段最后两句话和 F 段最后，我们发现 C 段的观点并不是题干中这个，接着看 F 段最后，这题其实也可以结合上面做的第 15 题很快得到答案，因为之前就说到 Bartz 这个人觉得，催产素本身是很基础的，但是会根据个体的不同组合起来变得多种多样，正是对应题干这句话。所以这题答案选 C。

Question 21

答案：animals

关键词：Oxytocin research earliest

定位原文：A 段第 2 句 “It was through various studies focusing on animals that scientists first became aware of the influence of oxytocin.”

解题思路：由于是说的研究最早的内容，我们直接从开头开始看起，第一段的第 2 句话就说了，是通过聚集在动物身上的研究，科学家们才首次意识到催产素的影响的，所以这里答案是 animals。

Question 22

答案：childbirth

关键词：produce oxytocin

定位原文：A 第 4 句 “It is also released by women in childbirth, strengthening the attachment between mother and baby.”

解题思路：接着上一题往后看，这题定位不难，但是此题的关键就是要知道这里 release 和 produce 在这里是同义替换，表示女人生小孩时会产生催产素。答案是 childbirth，表示分娩。

Question 23

答案：placebo

关键词：2005 experiment

定位原文：B 段第 3 句 “The team found that participants who had sniffed oxytocin via a nasal spray beforehand invested more money than those who received a placebo

instead.”

解题思路：这一题我们直接根据年份 2005 很容易定位到第 3 段开头，其实我们做了第 18 题这题也很容易做出答案，因为上面我们就说了吸入催产素比安慰剂的人投资的钱更多，所以这里与催产素作对比的应该是 placebo。

Question 24

答案：game

关键词：University of Haifa

定位原文：C 段第 1 句“Then, after a few years, contrasting findings began to emerge. Simone Shamay-Tsoory at the University of Haifa, Israel, found that when volunteers played a competitive game, those who inhaled the hormone showed more pleasure when they beat other players, and felt more envy when others won.”

解题思路：这一题其实我们也可以通过上面的 19 题定位并做出答案，这里问的是参加什么，我们原文说的是 played a competitive game，注意题干要求，只能填入一个单词，所以这里只能填入 game。

Question 25

答案：strangers

关键词：University of Antwerp

定位原文：D 段第 2 句“Studies conducted by Carolyn DeClerck of the University of Antwerp, Belgium, revealed that people who had received a dose of oxytocin actually became less cooperative when dealing with complete strangers.”

解题思路：根据人名定位到 D 段第 2 句话，这里说的是这个人的研究发现，吸入催产素的人对待陌生人方面没有那么合作，所以这里填入的应该是 strangers 这个单词，注意是复数。

Question 26

答案：names

关键词：University of Amsterdam

定位原文：D 段第 3 句“Meanwhile, Carsten De Dreu at the University of Amsterdam in the Netherlands discovered that volunteers given oxytocin showed favouritism: Dutch men became quicker to associate positive words with Dutch names than with foreign ones, f”

解题思路：根据大写字母定位到 D 段第 3 句话，这里后半句说的是，荷兰人变得更快与有着荷兰名字的人交流，比起与那些有陌生的名字的人，也就是说这里他们考虑和关注的是名字，填入 names 这个单词。

Question 27

答案：D

关键词：first paragraph

定位原文：第 1 段

解题思路：题目中直接说了在第一段，作者认为大多数经理都怎么样。我们结合第一段整段去看，A 选项说的是没有找准主要的消费倾向，与原文第 1 句话相反，排除；B 选项说犯了主要关注消费主要倾向的错误；没有提到，排除；C 选项说关于当今的消费潮流的市场调查数据错误解读了，没有提到；答案选 D，D 说的是他们没有意识到潮流对消费者生活的重要的影响，正好对应第 2 句话。

Question 28

答案：C

关键词：Coach third paragraph

定位原文：第 3 段 2-4 句“ . A case in point is the Poppy range of handbags, which the firm Coach created in response to the economic downturn of 2008. The Coach brand had been a symbol of opulence and luxury for nearly 70 years, and the most obvious reaction to the downturn would have been to lower prices. However, that would have risked cheapening the brand's image.”

解题思路：这题定位不难，但是选出答案并不简单，题目说的是 Coach 着急怎么样，我们看定位处这里其实有一个虚拟，说 Coach 品牌说其实原本最明显的回应是降低价格，但是这就会降低品牌的效果，也就是它没有降低价格，就是担心奢侈品牌的这个形象被降低，所以对应的是 C 选项。这里它在乎的重点是这个奢侈品牌的形象。

Question 29

答案：A

关键词：Tesco's Greener Living programme

定位原文：第 4 段最后一句 “Tesco has not abandoned its traditional retail offerings but augmented its business with these innovations, thereby infusing its value

proposition with a green streak.”

解题思路：这题根据大写字母可以定位到第4段，但同样要做出答案我们需要看完整段，此题由于是一个概括性的题目，我们其实可以结合选项去看。A选项说它不需要 Tesco 去调整核心商业活动，这对应的其实就是第4段的最后一句话的内容，正确；B选项说成功吸引了有环保意识的客户，原文中虽然说了为了让人们关注环保，但并没有说结果是怎样的，所以没有提及，排除；C选项说它的主要目的是提高消费者的环保意识，“main aim”这个描述是没有提到的，排除；D选项说这并不是 Tesco 第一次提出这样的行动，原文没有提到，排除，答案选 A。

Question 30

答案：D

关键词：Nike

定位原文：第5段第3-4句 “At first glance, spending resources to incorporate elements of a seemingly irrelevant trend into one’s core offerings sounds like it’s hardly worthwhile. But consider Nike’s move to integrate the digital revolution into its reputation for high-performance athletic footwear.”

解题思路：此题可以通过排除法去做。A选项说这在那个时候是很冒险的策略，原文只说几乎没有什么利益，并没有提到冒险，排除；B说这个侧罗只有答案公司才能负担得起去实施，没有提到，排除；C选项说这是一个在过去根本不可能的策略，没有提到，排除；所以只能选D，D说的是这个策略似乎有很少的明显的利润，刚好对应第3句。

Question 31

答案：D

关键词：ME2 original

定位原文：第6段倒数1-3句 “What set it apart was that it incorporated the traditional physical component of children’s play: it contained a pedometer, which tracked and awarded points for physical activity (walking, running, biking, skateboarding, climbing stairs). The child could use the points to enhance various virtual skills needed for the video game. The ME2, introduced in mid- 2008, catered to kids’ huge desire to play video games while countering the negatives, such as associations with lack of exercise and obesity.”

解题思路：根据关键词定位到第6段不难，但是要选出答案需要我们看到最后，

这里问的是关于 ME2 的创新点在哪？这题有点像归纳总结的题目，文中并没有直接说有什么创新之处，但是当我们看到 “What set it apart” 要注意，后面其实提到的就是它的亮点，最后一句说迎合了孩子们强烈的视频游戏欲望，又解决了负面的一些例如缺少运动和肥胖的问题，所以总结其实就是消除了人们对于健康问题的担忧。

Question 32

答案：D

关键词：Coach Tesco Nike iToys

定位原文：The ME2, introduced in mid- 2008, catered to kids’ huge desire to play video games while countering the negatives, such as associations with lack of exercise and obesity.

解题思路：之所以把所有的四个选项都作为关键词，其实是表明这题最好的做题方式其实是用底下的四个选项去定位，然后一个个看。然后再结合题干，我们看此题题干说的是认为产品会有有害影响，却被反转成有它的优势。这就是我们上题看到的相关内容，对应的是 D。

Question 33

答案：C

关键词：Coach Tesco Nike iToys

定位原文：第 5 段第 5 句 “In 2006, they teamed up with technology company Apple to launch Nike+, a digital sports kit comprising a sensor that attaches to the running shoe and a wireless receiver that connects to the user’s iPod.”

解题思路：题干说的是它通过与另一制造商合作延伸和拓展了产品，这其实就是我们看到 Nike 这部分的相关内容所说到的，答案选 C。

Question 34

答案：B

关键词：Coach Tesco Nike iToys

定位原文：第 4 段第 2 句 “With that in mind, Tesco, one of the world’s top five retailers, introduced its Greener Living program, which demonstrates the company’s commitment to protecting the environment by involving consumers in ways that produce tangible results.”

解题思路：题干说的是它通过执行一项鼓励性的政策来证明自己的企业社会责任感。这个内容其实对应的就是说到 Tesco 的环保承诺的部分，所以答案选 B。

Question 35

答案：A

关键词：Coach Tesco Nike iToys

定位原文：第 3 段第 5-6 句“Instead, they initiated a consumer-research project which revealed that customers were eager to lift themselves and the country out of tough times. Using these insights, Coach launched the lower-priced...”

解题思路：题干说的是它发现顾客对于处理困境有着积极的态度，这个内容对应的就是在说 Coach 品牌的时候出现的，说这个公司发行顾客都愿意帮助自己和国家度过艰难时期，所以答案选 A。

Question 36

答案：C

关键词：Coach Tesco Nike iToys

定位原文：第 5 段第 3 句“At first glance, spending resources to incorporate elements of a seemingly irrelevant trend into one’s core offerings sounds like it’s hardly worthwhile.”

解题思路：题干说它回应了不相关的产品领域的不断增长的生活潮流。其实做了第 30 题我们做出这题并不难，因为定位之处是一样的，定位句中的重点落在了“irrelevant trend”与题干的“unrelated”形成同义替换，所以这里答案是 C。

Question 37

答案：A

关键词：Coach Tesco Nike iToys

定位原文：第 3 段第 3-4 句“The Coach brand had been a symbol of opulence and luxury for nearly 70 years, and the most obvious reaction to the downturn would have been to lower prices. However, that would have risked cheapening the brand’s image.”

解题思路：题干的意思是它成功避免了不得不在核心产品上少收费。这里我们在之前看 Coach 品牌的内容的时候，里面其实就说了没有降低价格，所以选择 A 选项。

Question 38

答案: B

关键词: trend-related changes

定位原文: 第 7 段第 1 句 “Once you have gained perspective on how trend-related changes in consumer opinions and behaviors impact on your category, you can determine which of our three innovation strategies to pursue. ”

解题思路: 题干说“如果有任何与潮流有关的变化正在影响你的产品, 那么……”, 根据 trend-related changes 定位到第 7 段开头, 后面的内容是你应该觉得我们三个革新策略你选择哪个, 所以答案选 B。

Question 39

答案: C

关键词: highlights negative aspects

定位原文: 第 7 段最后一句 “Finally, if aspects of the category clash with undesired outcomes of a trend, such as associations with unhealthy lifestyles, there is an opportunity to counteract those changes by reaffirming the core values of your category.”

解题思路: 题干说的是“若果当今的潮流突出了你产品的负面, 那么……” 同样, 我们做完上题就可以知道这部分的定位其实都是在第 7 段。当看到 undesired outcomes of a trend , associations with unhealthy lifestyles 时, 我们知道答案即将出现, 后面说的是有一个通过抵制这些变化与重新申述产品的核心价值的机会, 所以答案选 C。

Question 40

答案: D

关键词: new focus lack of connection

定位原文: 第 7 段第 3 句 “If analysis reveals an increasing disparity between your category and consumers’ new focus, your innovations need to transcend the category to integrate the two worlds. ”

解题思路: 题干说的是“如果消费者的新关注点与你的产品之前越来越缺乏关联, 那么你……”, 同样在第 7 段, 这里 an increasing disparity 与题干的 increasing lack of connection 是同义替换, 后面说的是你应该融合两个产品的世界, 然后去超越,

所以答案选 D。

