

2018 年全国大学生英语竞赛 A 类决赛试题

Part I Listening Comprehension (30 marks)

Section A (5 marks)

*In this section, you will hear **five** short conversations. Each conversation will be read only **once**. At the end of each conversation, one question will be asked, and you have **fifteen-second** to read the four choices marked **A, B, C** and **D**, and decide which is the best answer. Then mark the corresponding letter on the **answer sheet** with a single line through the centre.*

1. A. Going to night classes. B. Getting a degree.
C. Having a rest. D. Working longer hours.
2. A. To ask for Mr. Baker's photo. B. To invite Mr. Baker to dinner.
C. To send a message to Mr. Baker. D. To ask Mr. Baker for help.
3. A. In Building A. B. In the city centre.
C. In the language centre. D. In the main building.
4. A. She needs a bigger budget for the man's salary. B. She's asking the man to follow her.
C. She wants to hire the man. D. She's going to fire the man.
5. A. Because the number of students has increased in the area.
B. Because the area has got many new technology companies.
C. Because many of the flats in the area are being renovated.
D. Because the area has attracted far more tourists this year.

Section B (10 marks)

*In this section, you will hear **two** long conversations. Each conversation will be read only **once**. At the end of each conversation, there will be a **one-minute** pause. During the pause, read the questions and make your answers on the **answer sheet** with a single line through the centre.*

Conversation One

Listen to the conversation, mark each statement as either True (T) or False (F) according to your listening.

6. The police confirmed that the patient came from Yorkshire, England.
7. Joe thinks that the patient might have been running away for some reason.
8. Joe thinks that the patient must be unmarried.
9. The patient was unable to get in touch with anyone he knew.
10. Deborah thinks that the patient's memory may completely recover.

Conversation Two

Listen to the conversation, mark each statement as A, B, C or D according to your listening.

11. Which of the following is a key component of the course?
A. Learning how to be confident. B. Learning how to select appropriate materials.
C. Learning how to stay healthy. D. Learning how to use time effectively.

12. What should the students who want to take the "Study for Success seminar course" do?
- A. They should buy their own morning tea. B. They should contact their course tutor.
C. They should register with the Faculty Office. D. They should book a place in advance.
13. When does the "Learning Skills for University Study" course take place?
- A. On Monday, Tuesday and Wednesday. B. On Monday, Wednesday and Friday.
C. On Monday, Thursday and Friday. D. On Monday, Saturday and Sunday.
14. What's the feature of the course "Learning Skills for University Study"?
- A. It collects school-learners' information. B. It gives advice on coping with stress.
C. It offers a physical training component. D. It provides a detailed weekly planner.
15. Why did the man decide to choose the "Study for Success"?
- A. Because he is already well over forty. B. Because he needs to improve his skills.
C. Because he intends to start from the basics. D. Because he wants to change his situation.

Section C (5 marks)

*In this section, you will hear **five** short news items. Each item will be read only **once**. After each item, there will be a **fifteen-second** pause. During the pause, read the question and the **four** choices marked **A, B, C** and **D**, and decide which is the best answer. Then mark the corresponding letter on the **answer sheet** with a single line through the centre.*

16. Which of the following regions in the world will witness the sharpest drop in life expectancy?
- A. Asia. B. Latin America. C. Sub-Saharan Africa. D. The Caribbean.
17. How did Charles Schulz have his art education?
- A. His father taught him at home. B. He studied art in high school.
C. His teacher taught him when he was five. D. He took a class by mail from a Minnesota art school.
18. According to news, what is it that makes the credit card different from conventional ones?
- A. It can recognize the owner's face. B. It can identify the owner's voice.
C. It can remember the owner's password. D. It can store the owner's personal information.
19. Where is the Serena Hotel located?
- A. Far from the embassy district. B. In the centre of Kabul.
C. Inside the presidential palace. D. Next to a police station.
20. What's the main message of the news item?
- A. Career service needs to be improved. B. Career advice isn't offered on the Internet.
C. Businesses aren't getting talented people. D. Young people should seek career advice.

Section D (10 marks)

In this section, you will hear **two** short passages. The passages will be read only **once**. After each passage, there will be a **one-minute** pause. During the pause, write the answers on the **answer sheet**.

Dictation

Listen to the passage. For questions 21—25, fill in the blanks with the **exact words and phrases** you hear.

Experts now realize that sleep loss is dangerous and that night shift always results in sleep loss. Most people need 8 hours of sleep a day to feel (21) _____. Parts of the night are spent in light sleep stages and the other parts of the night are spent in deep sleep stages.

If you work the night shift and sleep during the day, there're many things that can disturb your deep sleep and awaken you during your light sleep phase. Noise is the biggest problem. Daytime sleepers have to (22) _____ noisy neighbours, children, traffic, lawn mowers and such. Noise is the most common complaint of people who sleep during the day; so, noise prevention should be given (23) _____. When looking for a home to rent or buy, always look for one in a quiet neighbourhood.

Another sleep depriver is too much light. Our body's entire cycle is based upon light and dark. If you're doing the opposite of this set body programme, you're fighting against generations of programming. Since sunlight will (24) _____ your day you should choose a house where the bedroom is on the north side of the house. Wear a black eyemask to further block out the light. You don't want any light coming in through your eyelids while you're sleeping.

For most night shift workers it's wise to stay on the same sleep (25) _____, even during the weekends. If you work 5 days a week for 8 hour shifts it should be very difficult to switch to sleeping at night on the weekends and back to days during your work week.

Summary

Listen to the passage. For questions 26—30, complete the notes using **no more than three** words for each blank.

Word-of-mouth (口口相传) advertising is popular mainly because socializing and (26) _____ have now made people much closer than before and relatives and friends are simply accessible over net. Also, the time and resources are becoming easily available. In this type of marketing, one person contacts their friends and relatives. They contact more and more people and a chain of (27) _____ is created. To let your customers recommend your products, you need to do (28) _____ and be reliable. Besides, you need to provide excellent (29) _____ for your customers. Thirdly, try to do something (30) _____ to be remembered by your customers. And lastly, don't forget to ask your customers to make word-of-mouth advertising for you.

Part II Vocabulary & Grammar (15 marks)

There are **15** incomplete sentences in this part. For each blank there are **four** choices marked **A**, **B**, **C** and **D**. Choose the one that best completes the sentence. Then mark the corresponding letter on the **answer sheet** with a single line through the centre.

31. Given these conditions, there won't be _____ room left in one's brain for _____ rational thought.

- A. a; the B. /; a C. /; / D. the; a

32. His use of colour, light and form quickly departed from the conventional style of his _____ as he developed his own technique.

- A. ancestors B. descendants C. predecessors D. successors

33. Now that you have a job, you must exert yourself in _____ you do at work.

- A. however B. no matter what C. no matter how D. whatever

34. In the workplace, WeChat has now become _____ way for employers to monitor _____ what their employees are doing and thinking.

- A. another; both B. one; everything C. other; about D. the other; for

35. When the stranger walked towards her, she fled, the door _____ behind her.
A. slam B. slammed C. to be slammed D. to slam
36. Playing games helps children learn to follow rules, take turns and _____ other kids.
A. come down with B. put up with C. fit in with D. go ahead with
37. The growth of part-time and flexible working patterns, and of training and retaining schemes, _____ more women to take advantage of employment opportunities.
A. have allowed B. allow C. allowing D. allows
38. _____ for the timely investment from the general public, our company wouldn't be so thriving as it is.
A. Had it not been B. Was it not C. Be it not D. Should it not be
39. Our supervisor is somewhat hard on us, _____ we can't help liking him.
A. and yet B. except that C. if not D. so even
40. Government reports, examination compositions, legal documents and most business letters are the main situations _____ formal language is used.
A. at that B. in which C. in that D. on which
41. Our teacher should have attended the evening party last night; he _____ too much work to do.
A. must have had B. had to have C. must have D. had had
42. The _____ edition of this paper appears at 2 pm; there's a _____ one at 4 pm; the final edition comes out at 6 pm.
A. late; latter B. late; later C. later; last D. latter; last
43. **Assistant:** Good morning, Mega Music Store. Can I help you?
Customer: Hello, _____
Assistant: Certainly. The older number is CD39 dash 2BK and the price is £13.99.
A. how can I find a new Discovery CD?
B. how much is the new Discovery CD?
C. I'd like to know how I can get to a music store.
D. I'd like to know if I can order a new Discovery CD.
44. **A:** The sale ends on Sunday.
B: Excuse me, Mr. Craig, but _____
A: Oh?
B: No, sir. Actually, the sale ends on Saturday.
A: Oh. _____
A. it's on Tuesday.; Thank you very much.

B.I hope not.; Great job.

C.that isn't right.; Thanks for calling that to my attention.

D.how about Monday? ; You're correct!

45.Jerry: Can you loan me some money? _____.

Cathy: I'm sorry.

Jerry: You've spent all your money so quickly? _____

Cathy: Not me! You know money always burns a hole in my pocket.

A.I don't have a single penny left; I didn't know you were so poor.

B.I've already gone through my paycheck for the week; I thought you were well-off.

C.I'm already broke; But how did you spend it?

D.I've lost my job; Did you do anything wrong?

Part III Cloze (10 marks)

Read the following passage and fill in each blank with **one** word.Choose the correct word in one of the following **three** ways: according to the context, by using the correct form of the given word, or by using the given letter (s) of the word.Remember to write the answers on the **answer sheet**.



He had just (46) gra _____ from Harvard University and was living in Manhattan. He loved the city and was beginning to feel at home on its streets. World War II was raging in Europe, and like all other good citizens, he followed the headlines daily and did his part for the boys overseas.

Hugging his jacket close, he stood shivering at the corner, waiting for the light to change and wondering (47)_____his enlisted friends might be staying on that cold winter night. He hoped they were safe. He shivered, only partially from the cold, and looked around him at the bright lights of Times Square. He was never (48)_____of this glittering scenery.

His eye was caught by two men who were dressed in the (49) uni_____ of the Royal Air Force from England. They must be on leave, he thought. The men stopped him, glanced quickly at their watches, and then nodded and grinned at him. The taller of the two asked him, in the clipped accent of British, if this was Time Square. He suppressed a smile at such a touristy question and said that it was.

The light changed, and the two RAF pilots fell into step with Harvard graduate as he crossed the street. The three men fell into conversation together as they wandered along the (50)____(shine) streets. The Brits were thrilled to be in Times Square after all they have suffered in the war. They didn't go into detail about their wartime experience, and he didn't press them. He just enjoyed their pleasure in the Scene, which was marred only by the frequent checking of their watches. Finally, he asked if they had someplace to be, but they said they were free for the evening. He promptly invited them to have dinner with him at the Harvard Club, and the RAF pilots gladly (51) ac_____.



The three men repaired immediately to the Harvard Club, where they dined leisurely and chatted late into the evening. The RAF pilots were good company and told many stories, although they glossed over their experiences in the war. They continued to check their watches frequently throughout the night, but he decided it was just a nervous habit they had picked (52) _____ somewhere; possibly in the air force.

As midnight approached, the two RAF pilots excused themselves and rose from the table. They thanked the Harvard man for a (53) _____ (memory) evening and started for the door. Then the tall pilot turned back and told their host that they had always wanted to visit Times Square, but never had the opportunity. It was strange, the pilot added, that they had to wait until after they were dead, killed in action when their planes were shot down the night before over Berlin, to fulfill this dream.

The Harvard man (54) _____ (stiffen), his eyes widening incredulously and his mouth falling open in shock. He gasped but couldn't speak. The phantom RAF pilot smiled sardonically at him, nodded, and joined his friend in the doorway. Then the pilots vanished before the (55) as _____ man's eyes, just at the stroke of twelve midnight.

Part IV Reading Comprehension (35 marks)

*There are **four** passages in this part. Each passage is followed by several questions. Respond to the questions using information from the passage. Remember to write the answers on the **answer sheet**.*

Section A (5 marks)

Questions 56 to 60 are based on the following passage.

The Indian vulture is medium in size and bulky. Its body and covert feathers are pale, its quills are darker. Its wings are broad and its tail feathers short. Its head and neck are almost bald, and its bill is rather long.

It usually is 80—103 cm long and has a wing span of 1.96 to 2.38 m. It weighs 5.5—63 kg. It is smaller and less heavily built than the Eurasian griffon. It is distinguished from that species by its less buff body and wing coverts. It also lacks the whitish median covert bar shown by Griffon.



The Indian vulture is an Old World vulture native to India, Pakistan and Nepal. It has been listed as Critically Endangered on the IUCN Red List since 2002, as the population severely declined. Indian vultures died of renal failure caused by diclofenac poisoning. It breeds mainly on hilly crags in central and peninsular India. The birds in the northern part of its range once considered a subspecies are now treated as a separate species, the slender-billed vulture *Gyps tenuirostris*. These were lumped together under the name long-billed vulture.

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They may look ugly and threatening, but the sudden steep decline in three species of India's vultures is producing alarm rather than celebration, and it presents the world with a new kind of environmental problem. The dramatic decline in vulture number is causing widespread disruption to people living in the same areas as the birds, as well as serious public health problems across the Indian sub-continent.

While their reputation and appearance may be unpleasant, scruffy and scary to Western eyes, vultures have long played a very important role in keeping towns and villages all over India clean, by feeding on dead cows. In India, cows are sacred animals and are traditionally left in the open when they die in their thousands every year.

The disappearance of the vultures has led to an explosion in the numbers of wild dogs feasting on the remains of these dead animals. There're fears that rabies may increase as a result, and ultimately affect human in the region, since wild dogs are the main carriers of this terrifying disease. Rabies could also spread to other animal species, causing an even greater problem in the future.

The need for action is urgent, so an emergency project has been launched to find a solution by trying to identify the disease causing the birds' deaths and, if possible, develop a cure. The project will be run in a Vulture Care Centre in Haryana, north of Delhi, and will be financed by the Darwin Initiative, an international wildlife grants programme.

The three species of vulture affected are the long-billed, the slender-billed and the Indian white-backed vulture. Experts think a virus may be responsible, although no one has found proof of this yet. It's feared that the disease could also spread to other parts of the world, including Africa and Europe.

Large-scale vulture deaths were first noticed at the end of the 1980s in India's Keoladeo National Park. The birds were lacking in energy, with drooping necks, dying after several weeks of sickness. Then reports began to come in of vulture deaths all across India. A population survey at that time showed that the white-backed species had declined by 96 per cent, while the other species had declined by 92 per cent. All three species are now listed as "critic ally endangered".

As most vultures lay only single eggs and take five years to reach maturity, reversing this population decline will be a long and difficult exercise.

Questions 56 to 60

Fill in the blanks bellow with information from the passage, using **no more than three** words for each blank.

Why the disease is a serious problem

- More wild dogs, causing (56)_____in rabies in humans.
- Other animals could catch rabies.
- Vulture disease might spread to other countries (Africa/Europe)

Proposed work of the Vulture Care Centre

- (57)____and develop a cure

Symptoms of the disease

- (58)_____
- (59)_____

Rate of vulture decline

- white-backed—96 per cent
- other (2) species—(60)_____ per cent

Section B (10 marks)

Read the following passage. Choose from the sentences A—G the one which best fits each gap of 61—65. There

are **two extra** sentences which you do not need to use.



The Forbidden City, also known as the Palace Museum, and Gu Gong in Chinese, lies at the city centre of Beijing, and once served as the imperial palace for 24 emperors during the Ming and Qing Dynasties (1368—1911). It was first built throughout 14 years during the reign of Emperor Chengzu in the Ming Dynasty (1368—1644). Ancient Chinese astronomers believed that the Purple Star (Polaris) was in the centre of heaven and the Heavenly Emperor lived in the Purple Palace. (61)____ It was forbidden to enter without special permission of the emperor. Hence its name "The Purple Forbidden City", usually "The Forbidden City".

The Palace Museum said it has added about 55,000 cultural artifacts to its inventory, some found in storage and others uncovered while renovating a kitchen.

(62) ____ In 2010 there were 1,807,558 pieces in the world's most visited museum.

Some of the newly cataloged items are on display at the museum. The director of the museum said two lacquer boxes held handwritten scripts from Emperor Qianlong (1711—1799) during the Qing Dynasty (1644—1911).

They are a highlight in the newly added artifact. In addition, 105 volumes, or 25,908 pages, of poems written by Qianlong were discovered.

(63) ____

"More detailed academic studies followed the process of rummaging through our warehouse," the director said. "Though we had several major statistics of our inventory before, this time we did much more work to categorize and investigate the items."

Oracle bones and porcelain pieces also were recovered. The 20,000 or so oracle bones, which were unearthed in Anyang, Henan province, can be dated back to more than 3,000 years. A researcher at the museum participating in the survey said they were initially collected by James Mellon Menzies (1885—1927), a Canadian missionary and archaeologist, and were later reserved by other public institutions in China before being transferred to the museum sometime between the 1950s and 1970s.

"Unlike other types of cultural relic, the oracle bones do not belong to old collections of imperial families," the researcher said.

"Most of its contents were never publicly revealed before. The new research on them was of great historical significance."

He said the broken porcelain pieces were neglected in previous academic research, but now are seen as important items for comparative studies.

Some of the items were not being warehoused when discovered.

Items were discovered when an old kitchen in the palace was being renovated, the director said.

(64) ____ Staff members are digitally recording the collections. He said there are about 400,000 photos of cultural artifacts from the museum on its websites, far fewer than the 2 million images on the British Museum's website.



“That's why we've set up a special team to take high-definition photos of the cultural relics around the clock,” he said.

(65)_____

The agency has strict criteria to ensure collections of today will be similarly important national treasures in 200 years.

“Some museums are eager to get new artifacts, and their number of artifacts can increase by tens of thousands within a few years,” he said. “That's not a good phenomenon.”

Questions 61 to 65

- A. He said it is crucial to better share the museum's resources with the public.
- B. Newly recovered letters from celebrated painters and high officials also were released.
- C. The Forbidden City, called “Gu Gong” in Chinese, literally meaning “Old Palace” is the most important masterpiece of Chinese history and culture.
- D. He said researching some items is still ongoing, but they involve items of less importance.
- E. The Palace for the emperor on earth was thus called the Purple City.
- F. The museum, which was China's formal imperial palace from 1420 to 1911, now holds 1,862,690 artifacts.
- G. The new inventory of the Palace Museum is part of a nationwide count of movable culture relics starting in 2012.

Section C (10 marks)

Questions 66 to 70 are based on the following passage.



After years in the wilderness, the term "artificial intelligence" (AI) seems poised to make a comeback. AI was big in the 1980s but vanished in the 1990s. It re-entered public consciousness with the release of AI, a movie about a robot boy. This has ignited public debate about AI, but the term is also being used once more within the computer industry. Researchers, executives and marketing people are now using the expression without irony or inverted commas. And it is not always hype. The term is being applied, with some justification, to products that depend on technology that was originally developed by AI researchers. Admittedly, the rehabilitation of the term has a long way to go, and some firms still prefer to avoid using it. But the fact that others are starting to use it again suggests that AI has moved on from being seen as an over-ambitious and under-achieving field of research.

The field was launched, and the term "artificial intelligence" coined, at a conference in 1956 by a group of researchers that included Marvin Minsky, John McCarthy, Herbert Simon and Alan Newell, all of whom went on to become leading figures in the field. The expression provided an attractive but informative name for a research programme that encompassed such previously disparate fields as operations research, cybernetics, logic and computer science. The goal they shared was an attempt to capture or mimic human abilities using machines. That said, different groups of researchers attacked different problems, from speech recognition to chess playing, in different ways; AI unified the field in name only. But it was a term that captured the public imagination.

Most researchers agree that AI peaked around 1985. A public reared on science-fiction movies and excited by the growing power of computers had high expectations. For years, AI researchers had implied that a breakthrough was just around the corner. Marvin Minsky said in 1967 that within a generation the problem of creating "artificial intelligence" would be substantially solved. Prototypes of medical-diagnosis programs and speech recognition software appeared to be making progress. It proved to be a false dawn. Thinking computers and household robots failed to materialise, and a backlash ensued. "There was undue optimism in the early 1980s," says David Leakey, a researcher at Indiana University. "Then when people realised these were hard problems, there was retrenchment. By the late 1980s, the term AI was being avoided by many researchers, who opted instead to align themselves with specific sub-disciplines such as neural networks, agent technology, case-based reasoning, and so on."

Ironically, in some ways AI was a victim of its own success. Whenever an apparently mundane problem was solved, such as building a system that could land an aircraft unattended, the problem was deemed not to have been AI in the first place. "If it works, it can't be AI," as Dr. Leakey characterises it. The effect of repeatedly moving the goal-posts in this way was that AI came to refer to "blue-sky" research that was still years away from commercialisation. Researchers joked that AI stood for "almost implemented". Meanwhile, the technologies that made it onto the market, such as speech recognition, language translation and decision-support software, were no longer regarded as AI. Yet all three once fell well within the umbrella of AI research.

But the tide may now be turning, according to Dr. Leakey. HNC Software of San Diego, backed by a government agency, reckon that their new approach to artificial intelligence is the most powerful and promising approach ever discovered. HNC claim that their system, based on a cluster of 30 processors, could be used to spot camouflaged vehicles on a battlefield or extract a voice signal from a noisy background—tasks humans can do well, but computers cannot. "Whether or not their technology lives up to the claims made for it, the fact that HNC are emphasising the use of AI is itself an interesting development," says Dr. Leakey.

Another factor that may boost the prospects for AI in the near future is that investors are now looking for firms using clever technology, rather than just a clever business model, to differentiate themselves. In particular, the problem of information overload, exacerbated by the growth of e-mail and the explosion in the number of web pages, means there are plenty of opportunities for new technologies to help filter and categorise information—classic AI problems. That may mean that more artificial intelligence companies will start to emerge to meet this challenge.



The 1969 film, *2001: A Space Odyssey*, featured an intelligent computer called HAL 9000. As well as understanding and speaking English, HAL could play chess and even learned to lipread. HAL thus encapsulated the optimism of the 1960s that intelligent computers would be widespread by 2001. But 2001 has been and gone, and there is still no sign of a HAL-like computer. Individual systems can play chess or transcribe speech, but a general theory of machine intelligence still remains elusive. It may be, however, that the comparison with HAL no longer seems quite so important, and AI can now be judged by what it can do, rather than by how well it matches up to a 30-year-old science-fiction film. "People are beginning to realise that there are impressive things that these systems can do," says Dr. Leakey hopefully.

Questions 66 to 70

Answer the following questions with the information given in the passage.

66. When did "artificial intelligence" begin to be noticed by the public again?

67. When was the term AI first used by researchers?

68. What happened to thinking computers and household robots?

69. What are investors now doing to differentiate themselves?

70. Where did HAL 9000 come from?

Section D (10 marks)

Questions 71 to 75 are based on the following passage.



It's sometimes thought that the longing for material goods, the need to buy things, is a relatively modern invention, but in fact its roots go back to the dawn of humanity. Trade or "shopping" is certainly an ancient obsession, and existed before our ancestors invented writing, laws, cities or farming, even before they used metal to make tools.

Humans are born to trade; and we don't need shops or money to do it. Evidence from modern hunter-gatherer suggests that the exchange of food and other essentials comes naturally, as well as the ability to keep a record of the credits and debits involved. And once trade begins, the economic benefits are hard to resist.

Until less than sixty years ago, a group of coastal aboriginals in northern Australia traded fish hooks along a chain of trading partners, with people living 400 miles inland, who cut and polished local stone to make axes. Every individual along the chain made a profit in the form of hooks or axes, even if he produced neither himself. And both groups of "manufacturers", by concentrating on things they could produce efficiently and exchanging them for other things they needed, benefited as a result.

Trade in the necessities of life, such as food and simple tools, isn't really surprising, considering the link between these basic items and survival. What's surprising, though, is that our taste for luxury items—objects with no obvious survival value—also goes back a long way. Archaeologists used to think that "consumer culture" first began about 40,000 years ago. However, recent findings in Africa, of art, jewellery, cosmetics and decorative objects, are pushing the origins of consumerism much further back into human "prehistory".

In South Africa, 100,000-year-old decorative dyes have been found in a region where none were produced; it's thought that these goods had been bought at least 30 kilometres away. Beads 76,000 years old were also found at the same site. These earliest beads known to us were not just random findings—they were grouped together in size and had holes like those used for threading onto a necklace.

Archaeologists argue that trade prepared the way for the complex societies in which we live today. Modern-day shoppers may not be impressed by simple beads, axes and fishing hooks, but their modern equivalents—fast cars and designer labels—hold the same fascination for us as "trade goods" did for people 100,000 years ago.

As for the issue of "how consumers decide", we'll discuss the comparing competition. Consumers will want to be able to compare the product with its competitors, so that they can determine which option is better for them. A crucial role of packaging in this situation is to communicate the characteristics of the product, highlighting its advantages over possible competitors.

So when are people likely to use a particular type of thinking? First, we know that people are cognitive misers; in other words they're economical with their thinking because it requires some effort from them. Essentially, people only engage in effort-demanding systematic processing when the situation justifies it, for example when they aren't tired or distracted and when the purchase is important to them.

Second, people have an upper limit to the amount of information they can absorb. If we present too much, therefore, they'll become confused. This, in turn, is likely to lead them to disengage and choose something else.

Third, people often lack the knowledge or experience needed, so won't be able to deal with things they don't really understand, such as the ingredients of food products, for example.

And fourth, people vary in the extent to which they enjoy thinking. Our research has differentiated between people with high need for thinking—who routinely engage in analytical thinking—and those low in need for cognition, who prefer to use very simple forms of thinking.

Questions 71 to 75

Complete the summary below with information from the passage, using **no more than three** words for each blank.

The idea of buying or trading items began with the birth of mankind. People traded or exchanged (71) _____ and simple tools to ensure survival before cities were built, farming began or laws were established. Money was not used—items such as (72) _____ and axes were simply exchanged. The desire to trade and the ability to keep records of transactions were as natural in ancient times as now. Even luxury items such as jewellery were traded at least (73) _____, as archaeological evidence shows. This early trading eventually gave rise to our modern way of shopping. For consumers who want to compare products it's important that your packaging stresses the characteristics/advantages of your product. We know that people only use systematic processing if the situation makes it necessary or desirable. We also know that too much (74) _____ could make consumers choose another product. Furthermore, consumers may fully understand details such as the ingredients of a product. While some people like using systematic processing, others like to think in a (75) _____ way.

Part V Translation (15 marks)

Section A (5 marks)

Translate the following paragraph into Chinese. Remember to write the answers on the **answer sheet**.

76. The method of scientific investigation is nothing but the expression of the necessary mode of working of the human mind; it's simply the mode by which all phenomena are reasoned about and given precise and exact explanation. The difference between the operations and methods of a baker weighing out his goods in common scales, and the operations of a chemist by means of his balance isn't that the scales in the one case, and the balance in the other, differ in the principles of their construction or manner of working; but that the latter is a much finer apparatus and of course much more accurate in its measurement than the former.

Section B (10 marks)

Translate the following sentences into English by using the hints given in brackets. Remember to write the answer on the **answer sheet**.

在找工作的过程中，有面试，就有曙光。面试的成功与否，除了面试官如何看你的条件及个人素质外，主要取决于他们如何评价你在面试中总的表现。（77）大多数人在面试中处于被动地位，竭尽全力回答提出的任何问题。（passive version）一种更好的方法是控制局面，给面试官提供你想给他们的信息，而不是他们想从你这儿发现的信息；使他们有信心，绝对相信你是能胜任这项工作的人选，让他们几乎没有理由相信你不能胜任。（78）信心不仅仅来自你做出的回答，也产生于你的外表以及你在回答中所表现出来的热情、精力、个人品质和雄心壮志。（show in your answers）大多数面试者没能得到工作的主要原因就是他们没能使面试官对他们产生信心。（79）他们败下阵来并非他们没有资格做这项工作，而是他们没能在面试中表现出自信。（not because..but because）他们的自我推销做得还不够，大多数人之所以这样是因为他们在面试时很紧张。（80）如果几次面试后都没有得到工作，不少人会觉得自己是失败者并变得更为

焦虑。(fail to get) 不要想自己是否会得到这份工作。(81) 只需专心参加面试, 并竭尽所能, 你就一定会找到工作。(concentrate on)

Part VI Error Correction (10 marks)

Proofread the passage as required. Each indicated line contains **a maximum of one** error. Correct the passage in the following way: for a right line, put the sign “√” in the corresponding blank; for a wrong word, underline the wrong word and write the correct one in the blank; for a missing word, mark the position of the missing word with the sign “^” and write the word you believe to be missing in the blank; for an unnecessary word, cross the unnecessary word with the sign “\” and put the word with the sign in the blank. Write the answers on the **answer sheet**.

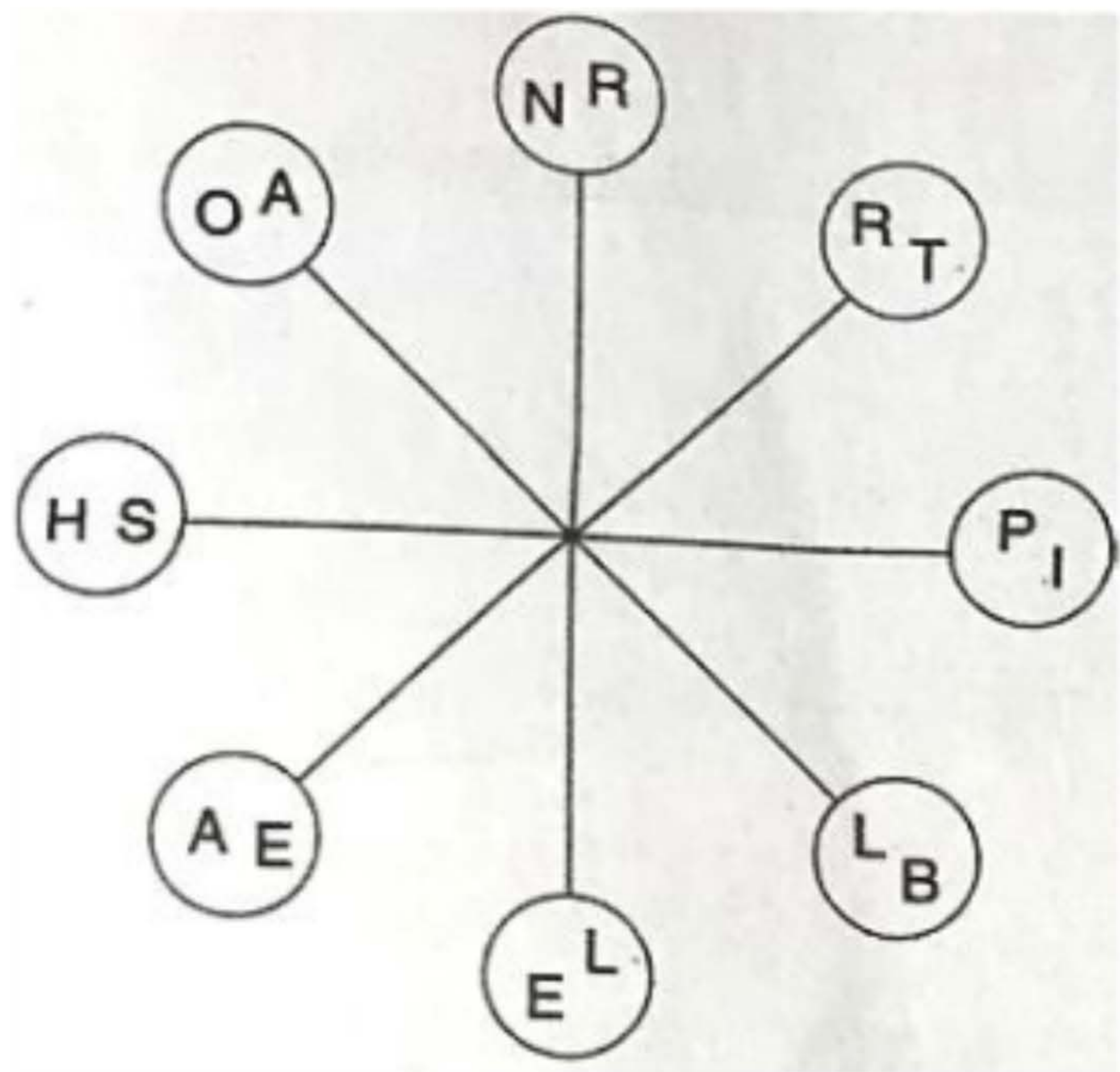
For example:	
One of my favorite writers <u>are</u> Charlotte Bronte. She was born in the early	<u>is</u>
nineteenth century when women had far fewer opportunities ^ they have now.	<u>than</u>
She lived in a small village in Yorkshire and she took great pleasure in walking	<u>√</u>
on the moors where near her home.	<u>where</u>

When I was a little girl, my brother and I went every New Year
to stay with grandma and grandpa in their mysteriously old cottage 82. _____
by sea. Like many other houses in the village it was rumoured to be 83. _____
haunted. One particular evening, a couple of days before New Year's 84. _____
Eve, the house was bitterly cold and rather gloomy because it had been
snowing heavy all day. All of us were sitting around the fire in the living 85. _____
room listen to one of grandma's favourite stories, when suddenly there 86. _____
was a very big crash from upstairs above. All our thoughts turned to 87. _____
the ghost she had been telling us with and we looked at each other 88. _____
in horror. When we rush up the stairs, however, we discovered 89. _____
that the branch of a tree had snapped in the wind and broke one of 90. _____
the bedroom windows into pieces. I'll always remember the expression
on grandma face. "I've never been so scared in all my life!" was all 91. _____
she could whisper.

Part VII IQ Test (5marks)

There are **five** IQ Test questions in this part. Write the answers on the **answer sheet**.

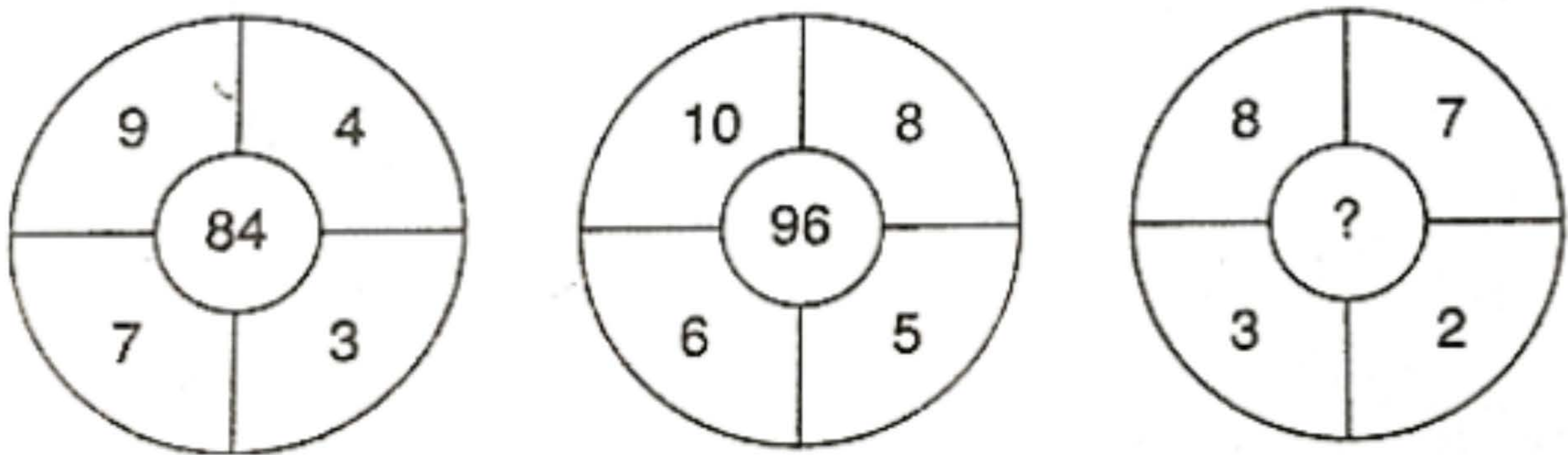
- 92.To whom does everyone always take off his hat?
- 93.Take one letter from each circle in turn and reading clockwise find two words that are antonyms. All letters are used once each only and each word starts at a different circle.



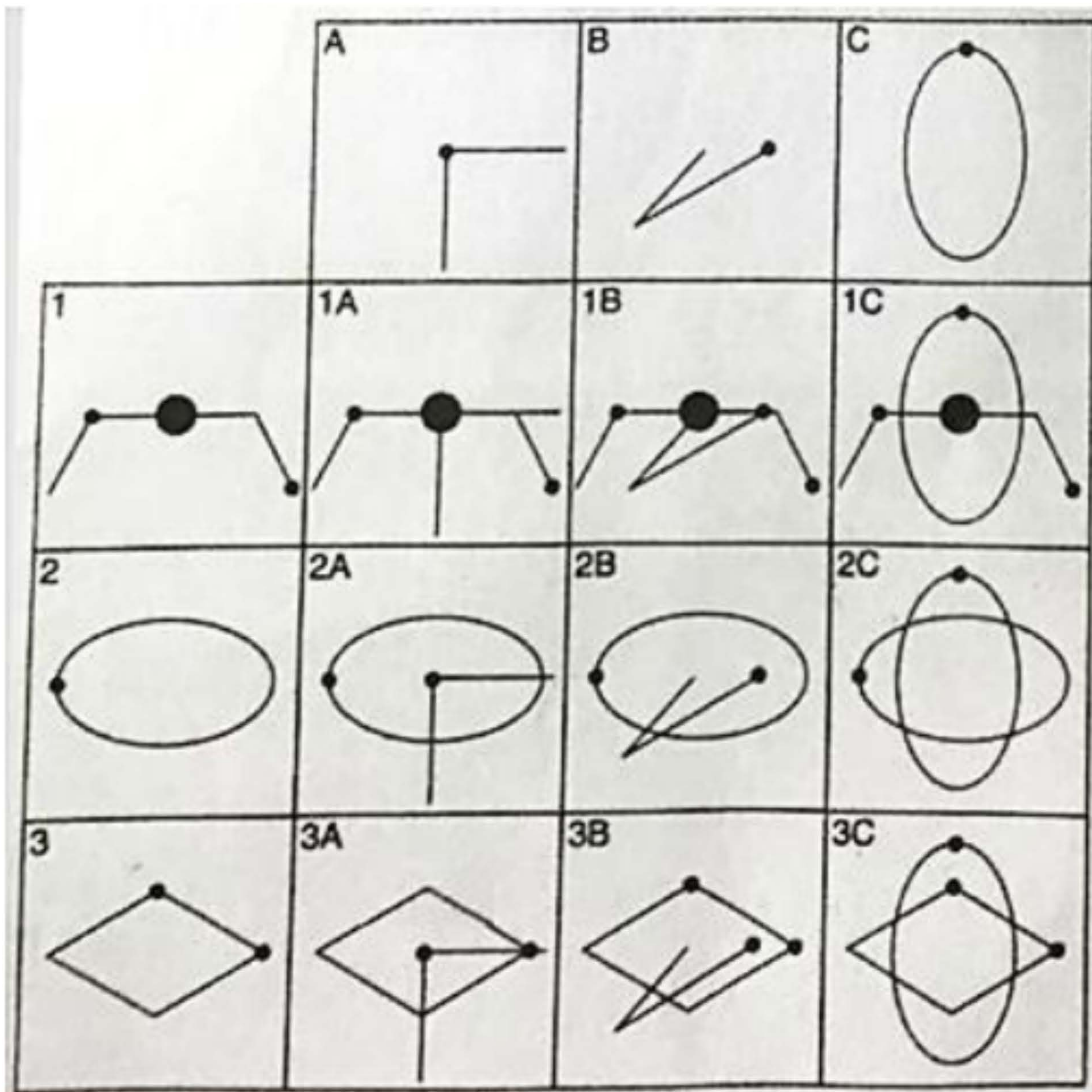
94. Arrange the following words into an old saying.

MAP	TO	YOU
EXCEPT	EVERYTHING	ROAD
TELLS	FOLD	IT
HOW	A	ALWAYS

95. Find the missing number.



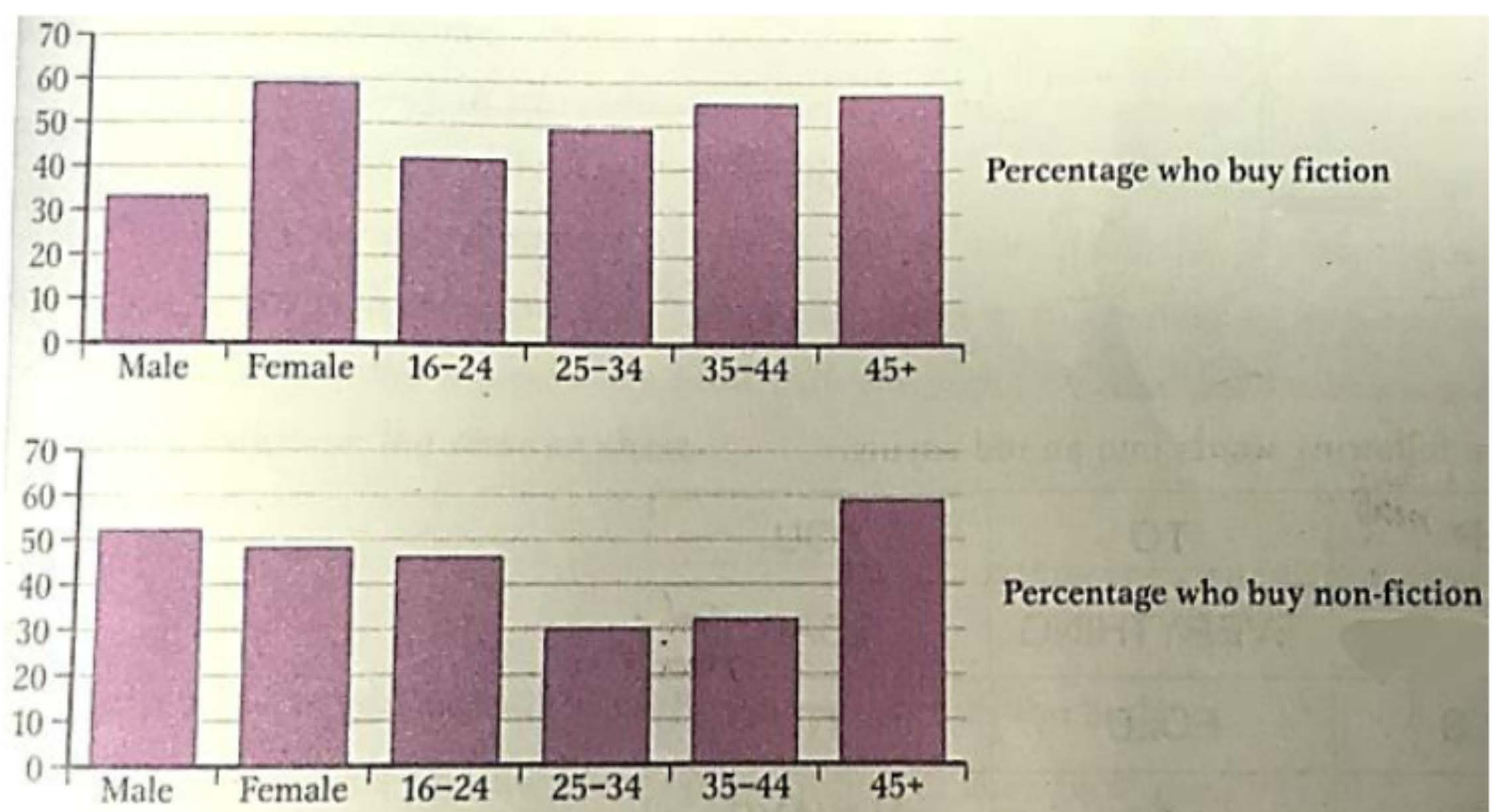
96. Each of the nine squares in the grid marked 1A to 3C should incorporate all the lines and symbols that are shown in the squares of the same letter and number immediately above and to the left. For example, 2B should incorporate all the lines and symbols that are in 2 and B. One of the squares is incorrect. Which one is it?



Part VIII Writing (30 marks)

Section A (10 marks)

97. The charts below show the number and types of books bought by men and women and four different age groups in the UK.



Summarise the information by selecting and reporting the main features, and make comparisons where relevant. You need to write **at least 100** words on the **answer sheet**.

Section B (20 marks)

淘宝店铺: <https://shop499712503.taobao.com/> 店主旺旺: 慧园文化

98. Write about the following topic:

The relationship between human beings and nature is classified into three phases: obeying the changes of nature, reforming nature and trying to keep the harmony with nature. In the first phase, people lived a simple life; the emission of greenhouse gases resulted in glacier melting much faster in the second phase, which brought some catastrophes to human beings; people are trying to improve the environment in the third phase.

*Write an essay to cover the topic above on the **answer sheet**. The essay should be **at least 160** words.*