

# 南京理工大学

## 2021 年硕士学位研究生入学考试试题

科目代码: 241

科目名称: 英语 (单考)

满分: 100 分

注意: ①认真阅读答题纸上的注意事项; ②所有答案必须写在答题纸上, 写在本试题纸或草稿纸上均无效; ③本试题纸须随答题纸一起装入试题袋中交回!

### Part I Reading Comprehension (40 points)

Directions: There are four 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 write the corresponding letter on the answer sheet.

#### Passage One

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 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. Perry says, "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 re-trained 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.

1. 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 to domestic ones

2. 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
3. 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
4. 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
5. Why did Bezaq's international branch lose 40% of its market share?

#### Passage Two

It is interesting to reflect how much we judge people by the clothes they wear. Long hair and patched blue jeans? A student, we say to ourselves instantly, and not living at home either, or he wouldn't be going about with those holes in his sweater. A graceful lady in a close-fitting dress, carefully cut nails and earrings? Must be a foreigner, we think, English women of that age don't dress so smartly, and she probably has money, too, those shoes weren't bought in a chain store. And that man walking along the pavement over there? Well-tailored suit, hat just at the right angle — a businessman, of course, and undoubtedly English. Why English? Well, it's raining, isn't it? Only an Englishman would carry his treasured umbrella, still perfectly rolled, in the rain.

I once read of a journalist who went into an extremely expensive department store dressed in her shabby clothes. She was eyed with suspicion as she examined the goods on display. When she finally decided on a small purchase, she said she had forgotten to bring enough money with her and asked whether she could pay by cheque. The assistant politely told her that cheques were not accepted for goods of 2 or under. The next day she went back, dressed to kill, smelling of expensive perfume. She selected an even cheaper article, told the same story and her cheque was accepted without question. It only goes to show how easily we are impressed by clothes. I wonder if Stone Age Man selected his woman by the quality of the bearskin she was wearing?

6. Why do we suppose that the "student" in jeans is not living at home? Because his \_\_\_\_\_.

- A) clothes are uncared for                      B) clothes are badly mended  
C) jeans need mending                              D) hair needs cutting
7. The graceful lady described in the passage appears to be rich because \_\_\_\_\_.  
A) her dress fits her perfectly  
B) she isn't dressed like an English woman  
C) she takes care of her nails  
D) her shoes are of good quality
8. The writer suggests that Englishmen \_\_\_\_\_.  
A) Pay no attention to rain  
B) never go out without carrying their umbrellas  
C) take great care of their umbrellas  
D) are too proud to unroll their umbrellas
9. When the journalist was not dressed in smart clothes, the shop assistant \_\_\_\_\_.  
A) unwillingly accepted her cheque              B) said the goods were not for sale  
C) would only accept cash                          D) refused to sell her anything
10. The second time the journalist visited the store, the thing she bought cost \_\_\_\_\_.  
A) just over two pounds                              B) less than two pounds  
C) exactly two pounds                                  D) less than she thought

*Passage Three*

One point that should be made clear now is that the work you engage in doesn't have to satisfy every one of your needs. A carefully conducted investigation revealed that if a person's two or three strongest needs are satisfied, he tends to feel overall satisfaction.

There may be no occupation or work situation that completely satisfies your particular combination of especially important needs. Instead of holding out endlessly for an occupation whose satisfactions perfectly match your needs, you might be wiser to make a realistic choice that promises to satisfy your top two or three needs.

Some needs not satisfied by the kind of work you do may be satisfied by the setting in which the work is done. A stenographer who loves music and everything about it, for example, may be happier working for a music publisher than for any other kind of company.

Needs that remain unsatisfied by your work or work setting can be satisfied through leisure-time activities. If your work fails to offer the variety of activities you need, your hobbies may do so. The independence and chance to do things on your own that are denied by many work situations may be provided by your choice of activities after business hours.

Some needs are less likely than others to receive sufficient satisfaction through work. A strong need for affection, for example, may never be more than partially satisfied on the job.

Work does satisfy needs, however, that could not otherwise be satisfied. Even partial satisfaction of a particular need may increase a person's total happiness.

11. It is a wise thing to do to find the kind of work \_\_\_\_\_.  
A) that satisfies every one of your needs  
B) whose satisfactions perfectly match your needs  
C) which can completely satisfy all your important needs  
D) that satisfies two or three of your strongest needs
12. If the work you engage in doesn't satisfy some of your important needs, \_\_\_\_\_ may satisfy you.  
A) activities after business hours                      B) the work situation  
C) your hobbies    D) all the above
13. The writer suggests that \_\_\_\_\_.  
A) work satisfactions constitute a person's total happiness  
B) work satisfactions cannot be substituted for all others  
C) all needs may be satisfied through work  
D) the need for affection can never be satisfied through work
14. The main idea of the passage is that \_\_\_\_\_.  
A) work cannot satisfy all your needs  
B) work doesn't have to satisfy every one of your needs  
C) it is important that you determine or explore your own personal needs and see which ones are the strongest  
D) the needs for affection may receive sufficient satisfaction through work
15. Which of the following statements is true?  
A) To be completely satisfied in your work, you must have all your needs satisfied.  
B) You will find a job that meets all your essential needs.  
C) If you are content with your work, you are totally happy.  
D) If your particular need is matched to certain extent, you are likely to be very happy.

*Passage Four*

Oceanography has been defined as "The application of all sciences to the study of the sea".

Before the nineteenth century, scientists with an interest in the sea were few and far between. Certainly Newton considered some theoretical aspects of it in his writings, but he was reluctant to go to sea to further his work.

For most people the sea was remote, and with the exception of early intercontinental travelers or others who earned a living from the sea, there was little reason to ask many questions about it, let alone to ask what lay beneath the surface. The first time that question "What is at the bottom of the oceans?" had to be answered with any commercial consequence was when the laying of a telegraph cable from Europe to America was proposed. The engineers had to know the depth profile of the route to estimate the length of cable that had to be manufactured.

It was to Maury of the US Navy that the Atlantic Telegraph Company turned, in 1853, for information on this matter. In the 1840s, Maury had been responsible for



**Part III Cloze (10 points)**

Directions: Read the following passage carefully and choose the best word or phrase to fill in each blank. Write down the corresponding letter on the answer sheet.

Among the thousands of business schools now operating around the world you would be hard-pressed to find one that doesn't believe it can teach the skills of entrepreneurship. However, of the people who immediately 1 to mind when one thinks of entrepreneurs — Bill Gates, Richard Branson or Oprah Winfrey, for example — few have done more than 2 a speech at a business school. 3, a recent study by King's College in London has suggested what many intuitively 4: that entrepreneurship may actually be in the blood — more to do with genes than classroom experience. All of which 5 the question — does an entrepreneur really need a business-school education?

Not surprisingly some of the best-known schools in the field have a 6 answer to this: they don't actually profess to create entrepreneurs, 7 they nurture innate ability. Or as Timothy Faley of the entrepreneurial institute at Michigan's Ross School of Business 8 it: "A good idea is not enough. You need to know how to 9 a good idea into a good business."

Schools do this in a number of ways. One is to 10 that faculty are a mix of classic academics and business people with experience of 11 their own successful firms. They can also create "incubators" where students 12 ideas and rub shoulders on a day-to-day basis with the external business world, receiving both advice and hard cash in the form of investment.

Arguably such help is now more important than ever. The modern entrepreneur is faced with a more 13 world than when Richard Branson began by selling records out of a phone box. According to Patrice Houdayer, head of one of Europe's best-known entrepreneurship schools, EMIYON in France, new businesses used to move through a 14 series of growth steps—what he terms garage, local, national and international. Now however, 15 the communications revolution, they can leapfrog these stages and go global more or less straightaway — encountering a whole new 16 of problems and challenges. In this 17 Professor Houdayer maintains that the increasingly 18 nature of MBA classes can help the nascent entrepreneur in three ways: by plugging them into an international network of contacts and advisors, by preparing them for the pitfalls and opportunities 19 with dealing across different cultures and by 20 them to the different ways that business is conducted around the globe.

1. [A] bring [B] call [C] spring [D] apply
2. [A] report [B] deliver [C] prepare [D] compose
3. [A] Indeed [B] Likewise [C] Therefore [D] Furthermore
4. [A] conclude [B] suspect [C] neglect [D] assume
5. [A] stirs [B] arouses [C] proves [D] invites
6. [A] ready [B] unique [C] positive [D] favorable
7. [A] yet [B] rather [C] nor [D] nevertheless
8. [A] states [B] makes [C] puts [D] interprets
9. [A] shift [B] transfer [C] modify [D] transform
10. [A] ensure [B] assure [C] affirm [D] enlighten
11. [A] carrying on [B] setting up [C] working out [D] turning around

12. [A] convey [B] cherish [C] nurture [D] impart
13. [A] complete [B] complicated [C] complementary [D] complimentary
14. [A] variable [B] obvious [C] imperative [D] distinct
15. [A] thanks to [B] but for [C] for all [D] next to
16. [A] bulk [B] host [C] set [D] magnitude
17. [A] position [B] context [C] perspective [D] dimension
18. [A] similar [B] differential [C] diverse [D] versatile
19. [A] interacted [B] combined [C] confronted [D] associated
20. [A] entitling [B] exposing [C] leading [D] committing

**Part IV Translation (20 points)**

Directions: Translate the following text from English into Chinese, or from Chinese into English.

**A. From English into Chinese (10 points)**

"If you miss one day of practice, you notice the difference," the saying goes among musicians. "If you miss two days of practice, the critics notice the difference. If you miss three days of practice, the audience notices the difference."

When we watch a world-class musician or a top athlete, we don't see the years of preparation that enabled him or her to become great. The Michael Jordans of the world have talent, yes, but they're also the first ones on and the last ones off the basketball court. The same preparation applies in every form of human endeavor. If you want the job, you have to prepare to win it.

When I graduated from college, the odds were good that I would have the same job for the rest of my life. And that's how it worked out. But getting hired is no longer a once-in-a-lifetime experience. Employment experts believe that today's graduates could face as many as ten job changes during their careers.

That may sound like a lot of pressure. But if you're prepared, the pressure is on the other folks — the ones who haven't done their homework.

**B. From Chinese into English (10 points)**

荷花是中国的名花之一，深受人们喜爱。中国许多地方的湖泊和池塘都适宜荷花生长。荷花色彩鲜艳，夏日清晨绽放，夜晚闭合，花期长达两三个月，吸引来自各地的游客前往观赏。荷花具有多种功能，既能绿化水面，又能美化庭园，还可净化水质、减少污染、改善环境。荷花迎骄阳而不惧，出污泥而不染，象征纯洁、高雅，常用来比喻人的高尚品德，历来是诗人画家创作的重要题材。荷花盛开的地方也是许多摄影爱好者经常光顾之地。

**Part V Writing (20 points)**

Directions: For this part, you are allowed 30 minutes to write an essay on happiness by referring to the saying "Happiness is not the absence of problems, but the ability to deal with them." You can cite examples to illustrate your points and then explain how you can develop your ability to deal with problem and be happy, you should write at least 150 words but no more than 200 words.