2011MBA联考 备考教程

英语分册

MBA入学考试命题研究组 编

基本知识 全面精练

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2011 MBA 联考备考教程

英 语 分 册

MBA 入学考试命题研究组　编

清 华 大 学 出 版 社
北　京

内 容 简 介

MBA 入学考试是选拔高级工商管理人才的重要考试。为了帮助广大考生进行有效的英语复习，本书在开篇给出一套全真模拟试题，让考生在复习之初能测验自己的水平，根据自己当前的水平确定复习方案。本书的第二到第六部分详细地介绍了 MBA 英语考试各个环节的知识，并提供各题型的专项训练。本书第七部分是近年试题与解析。解析近年试题是掌握命题规律、把握考试脉搏的不可或缺的复习举措。最后是三套模拟试题，通过近年试题和模拟试题的训练，读者可以检查自己的学习成果，并进行有针对性的查漏补缺，加强自己的优势，弥补自己的不足。

本书适合广大参加 MBA 入学考试的考生自学与辅导之用，同时也适用于参加普通研究生考试的广大考生。

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图书在版编目（CIP）数据

2011MBA 联考备考教程. 英语分册/MBA 入学考试命题研究组编. -- 北京：清华大学出版社，2010. 5
ISBN 978-7-302-22663-5

Ⅰ. ①2… Ⅱ. ①M… Ⅲ. ①英语－研究生－入学考试－自学参考资料 Ⅳ. ①G643

中国版本图书馆 CIP 数据核字(2010)第 080820 号

责任编辑：梁云慈
责任校对：王荣静
责任印制：何　芊

出版发行：清华大学出版社　　**地　　址**：北京清华大学学研大厦 A 座
http://www.tup.com.cn　　**邮　　编**：100084
社　总　机：010-62770175　　**邮　购**：010-62786544
投稿与读者服务：010-62776969，c-service@tup.tsinghua.edu.cn
质　量　反　馈：010-62772015，zhiliang@tup.tsinghua.edu.cn
印 刷 者：清华大学印刷厂
装 订 者：北京市密云县京文制本装订厂
经　　销：全国新华书店
开　　本：185×260　　**印　张**：32　　**字　数**：739 千字
版　　次：2010 年 5 月第 1 版　　**印　次**：2010 年 5 月第 1 次印刷
印　　数：1～5000
定　　价：50.00 元

产品编号：037850-01

编者的话

MBA(Master of Business Administration)是“工商管理硕士”的英文缩写。MBA教育起源于美国，现在已逐渐成为美国乃至世界各国管理教育的主流模式。中国加入WTO、中国经济的飞速发展以及经济的全球化给中国带来了无限的机遇和挑战。要使经济得以快速、健康和持续地发展，管理水平一定要相应提高。

1990年，国务院学位委员会正式批准在我国设立MBA学位和试办MBA教育，并于1991年开始招生。MBA是一种专业学位，明显不同于普通理论研究型研究生教育的特点。MBA教育的目标是培养务实型的管理人才。我国培养的MBA既要有坚定正确的政治方向，又要具备广博而全面的管理知识。MBA教育注重学生的实践环节，强调学生能力与素质的培养，通过大量的案例教学，培养学生的战略眼光、创造性思维、开拓进取的精神以及强烈的事业心与社会责任感。

从1997年开始，我国的MBA入学考试开始实行全国MBA入学联考制度，在考试的形式上也有几次重大的变革，尤其是从2003年开始，将语文改为写作，并且将写作、数学和逻辑合并为综合能力考试，考试时间为3个小时，分值为200分。2010年MBA联考总分300分，其中逻辑60分、写作65分、数学75分、英语100分。MBA考试的模式逐渐趋向成熟，考试也逐渐由考查知识向考查能力过渡。

在MBA入学考试竞争日趋激烈的形势下，为了满足广大MBA考生的迫切需求，我们组织了有丰富教学和MBA辅导培训经验的专家和教授，花费大量的时间精心编写了这套“2011MBA联考备考教程”丛书，以便参加2011年MBA入学考试的考生能在有限的时间内，通过本丛书的学习和实战演练，在MBA的考试中夺得高分，迈进名校MBA的殿堂。

本套丛书的特点如下。

1.作者阵容强大、辅导经验丰富、深谙命题动态

由原MBA联考阅卷组组长、MBA联考辅导和考研辅导名师童武教授领衔组织编写，多位原MBA联考命题组组长和成员通力合作，集全国著名MBA辅导班讲授之精华，全力推出这套2011MBA联考整体解决方案。作者均在全国各

地 MBA 辅导学校的一线亲自辅导广大考生的考前复习，从事了多年的 MBA 培训和教育工作，有相当丰富的辅导和教学工作经验，深谙 MBA 的命题规律和动态。

2. 体系明晰、内容凝练、注重实效

“2011MBA 联考备考教程”丛书包括《2011MBA 联考备考教程　数学分册》、《2011MBA 联考备考教程　逻辑分册》、《2011MBA 联考备考教程　写作分册》、《2011MBA 联考备考教程　英语分册》4 本。本丛书紧扣最新考试大纲，内容凝练，题量充足，解析精辟。编者结合多年来的辅导经验，诠释 MBA 考试的解题技巧，使广大考生能够在有限的时间之内，正确把握考试要求，紧紧抓住考试的重点环节，做到事半功倍。

本套丛书自出版以来受到了广大考生的青睐，同时他们也为本套丛书的不断完善提出了许多宝贵的意见和建议，为打造这套精品献计献策，在此一并表示诚挚的谢意！

读者越是信任我们，我们越是感到责任重大，我们将与广大 MBA 考生一道，迎难而上，不断改进和提高。

由于时间仓促，编者的经验和水平有限，书中不当之处在所难免，欢迎广大读者和专家批评指正。

为了更好地帮助考生渡过联考难关，考生可以登录中国大手笔教育在线（www.firstedu.org.cn）MBA 联考频道，下载网络教学资料、最新大纲信息以及本书修订文件、权威考试资讯等。

MBA 入学考试命题研究组

2010 年 4 月

前　言

MBA考试是选拔高级工商管理人才的考试。从1997年中国举行MBA入学考试开始，中国的MBA入学考试无论从形式上还是内容上都在走向成熟。2010年MBA英语考试大纲出现了较大的调整,去掉了词汇题;阅读理解增加了10分,变成了50分,分为A、B部分，A部分还是原来的阅读理解试题，B部分有三种题型，分别是选择搭配题、标题搭配题和正误判断题，每年选一种题型来出；翻译由原来的20分减少为15分；作文部分增加了A部分，即增加了应用文，B节还是以前的命题作文。

为了让考生适应大纲调整后的考试复习需求，把握命题脉搏，全面掌握考试重点、疑点和难点，在考试中蟾宫折桂，赢得高分，我们在上一年的基础上，经过了严格而精心的修订，对新大纲所调整的内容进行了详细的讲解，凸显考试重点，全面展现考试技巧。

本书修订后的编写体例和特色如下。

1. 本书在开篇给出一套全真模拟试题，让考生在复习之初能测验自己的水平，根据自己当前的水平确定复习方案。同时提供具有参考价值的学习方法和考试攻略，对于忙碌中的广大考生高效地复习英语具有积极的意义，并且给那些难以找到一套行之有效的学习方法的考生指明道路。

2. 本书详细地介绍了MBA英语考试各个环节的知识。本书的阅读材料内容广泛，包括社会、经济、文化、管理和科学等；本书的作文题也符合MBA英语的考试需要，包括了商务英语的写作，并给出了范文，以便考生能将自己的作文与范文对照，找到自己的不足之处，便于改进和提高。

3. 本书最后是近年试题与解析。见证近年试题是掌握命题规律、把握考试脉搏的不可或缺的复习方法。考生在进行实战训练的同时，能通过近年试题的训练，检验自己的学习效果，进行有针对性的查漏补缺，加强自己的优势，弥补自己的不足。

参加本书编著的除主编刘爽外，还有索玉柱、李铁红、张秀娟、潘小春、张永艳、张一平、汪华、赵娜等同志以及在国外的朋友Mary Wan、Tom Hung等。

本书在编写和修订过程中，曾得到北京大学英语系和对外经济贸易大学国

际贸易学院部分同志的大力支持，在此表示感谢。

由于作者水平有限，加之时间仓促，错误和疏漏之处在所难免，望广大考生和专家批评指正。

编者

2010 年 4 月于北京

目　录

第一部分　模拟测试与复习对策

第一章　模拟测试 …… 3
第二章　英语复习整体方案 …… 21

第二部分　语法与词汇

第三章　时态 …… 31
第四章　虚拟语气和强调 …… 37
第五章　倒装和一致 …… 41
第六章　非谓语动词 …… 49
第七章　情态动词、形容词、副词比较级 …… 57

第三部分　阅 读 理 解

第八章　阅读理解 Part A 技巧分析 …… 65
第九章　阅读理解 Part A 专项训练 …… 79
第十章　阅读理解 Part B 技巧分析 …… 183
第十一章　阅读理解 Part B 专项训练 …… 191

第四部分　英语知识运用

第十二章　考试要求与应试指导 …… 219
第十三章　英语知识运用专项训练 …… 239

第五部分　翻　　译

第十四章　英译汉解题技巧分析 …… 267
第十五章　英译汉专项训练 …… 309

第六部分　写　　作

第十六章　写作解题指导…… 331
第十七章　写作专项训练…… 361

第七部分　近年试题与解析

2008 年全国攻读工商管理硕士学位研究生入学考试英语试题 …… 391
2008 年全国攻读工商管理硕士学位研究生入学考试英语试题参考答案与解析 …… 401
2009 年全国攻读工商管理硕士学位研究生入学考试英语试题 …… 409
2009 年全国攻读工商管理硕士学位研究生入学考试英语试题参考答案与解析 …… 420
2010 年全国硕士研究生入学统一考试“英语二”试题 …… 428
2010 年全国硕士研究生入学统一考试“英语二”试题参考答案与解析 …… 439

第八部分　模 拟 试 题

模拟试题一…… 451
模拟试题一参考答案与解析…… 461
模拟试题二…… 468
模拟试题二参考答案与解析…… 478
模拟试题三…… 486
模拟试题三参考答案与解析…… 497

Part 1 第一部分

模拟测试与复习对策

第一章　模拟测试

第二章　英语复习整体方案

Chapter 1 第一章

模拟测试

在考生进行复习前，为了使考生对考试试题和命题趋势有一个大概的了解，同时也为了检验考生复习前的实际水平，以便进行有针对性的复习，因此特别编写了一套复习前模拟测试题，供考生进行复习前的自我测试。

全国硕士研究生入学统一考试
“英语二”模拟试题

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.*** *(10 points)*

Motorways are, no doubt the safest roads in Britain. Mile __1__ mile, vehicle for vehicle, you are much __2__ likely to be killed or seriously injured than on an ordinary road. On __3__ hand, if you do have a serious accident on a motorway, fatalities are much more likely to __4__ than in a comparable accident __5__ on the roads.

Motorways have no __6__ bends, no roundabouts or traffic lights and __7__ speeds are much greater than on other roads. Though the 70 mph limit is __8__ in force, it is often treated with the contempt that most drivers have for the 30 mph limit applying in built up areas in Britain. Added to this is the fact that motorway drivers seem to like traveling in groups with perhaps __9__ ten meters between each vehicle. The resulting horrific pile-ups __10__ one vehicle stops for some reason—mechanical failure, driver error and so on—have become all __11__ familiar through pictures in newspapers or on television. How __12__ of these drivers realize that it takes a car about one hundred meters to brake to a stop __13__ 70 mph? Drivers also seem to think that motorway driving gives them complete protection from the changing weather. __14__ wet the road, whatever the visibility in mist or fog, they __15__ at ridiculous speeds oblivious of police warnings or speed restrictions __16__ their journey comes to a conclusion.

Perhaps one remedy __17__ this motorway madness would be better driver education. At present, learner drivers are barred __18__ motorways and are thus as far as this kind of driving is __19__, thrown in at the deep end. However, much more efficient policing is required, __20__ it is the duty of the police not only to enforce the law but also to protect the general public from its own foolishness.

1. A. for	B. after	C. to	D. by
2. A. more	B. far	C. less	D. lesser
3. A. another	B. other	C. one	D. the other
4. A. come up	B. occur	C. be found	D. arise
5. A. everywhere	B. elsewhere	C. anywhere	D. somewhere
6. A. pointed	B. steep	C. vertical	D. sharp
7. A. thus	B. then	C. so	D. thereupon
8. A. yet	B. even	C. still	D. subsequently
9. A. utterly	B. simply	C. barely	D. purely
10. A. because	B. since	C. when	D. for
11. A. too	B. also	C. unduly	D. unreasonably
12. A. many	B. much	C. deeply	D. profoundly
13. A. to	B. from	C. at	D. for
14. A. Whatever	B. However	C. Whoever	D. How
15. A. push	B. rake	C. till	D. plough
16. A. unless	B. before	C. thus	D. until
17. A. to	B. for	C. of	D. on
18. A. from	B. against	C. away	D. off
19. A. related	B. considered	C. concerned	D. touched
20. A. but	B. then	C. them	D. for

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

It was a normal day in the life of the American Red Cross in Greater New York. First, part of a building on West 140th Street, in Harlem, fell down. Beds tumbled through the air, people slid out of their apartments and onto the ground, three people died, and the Red Cross was there, helping shocked residents find temporary shelter,

and food and clothing. Then it was back downtown for that evening's big fund-raiser, the Eleventh Annual Red Cross Award Dinner Dance, at the Pierre. "That's why I have bad hair tonight," said Christopher Peake, a Red Cross spokesman who had spent much of the day at the Harlem scene, in the drizzling rain. He was now in a tuxedo, and actually his hair didn't look so bad, framed by a centerpiece of tulips and jonquils, and perhaps improved by subdued lighting from eight crystal chandeliers.

Definitely not having a bad-hair night was Elizabeth Dole, the wife of Senator Robert Dole and the president of the American Red Cross. President Dole has chestnut-colored Republican hair, which was softly coifed, and she was wearing a fitted burgundy velvet evening suit ("Someone made it for me! I love velvet, she exclaimed, in her enthusiastic, Northern Carolina hostess voice") and sparkling drop earrings. Of course, she hadn't been standing in the rain in Harlem; she had just flown up on the three-o'clock shuttle from Washington. Dole is extremely pretty, with round green eyes and a full mouth and a direct personality. She tilts her head attentively when she listens. She was the recipient of the evening's award; previous award winners have included Alice Tully, Princess Yasmin Aga Khan, and, most recently, Brooke Astor. Not exactly a sequence at the end of which you would expect to find Elizabeth Dole, but award givers are famous for having political instincts as well as philanthropic ones.

Surrounded by the deep-blue swags and golden draperies of the ballroom were more than thirty-five dinner tables set with groupings of candles and floral centerpieces and Royal Doulton china, American Express was there. So were Bristol-Myers Squibb; Coopers & Lybrand; the New York Life; and Price Waterhouse. The actress Arlene Dahl, with her rather red hair and her bearded husband, presided over one table. Otherwise, it was a typical, faceless, captain-of-industry fund raiser (No models! No stars!), of which there seems to be at least one every night in New York City. It was not a society night, but still the evening raised four hundred and thirty thousand dollars.

21. From what we read we can infer that "it was a normal day in the life of the American Red Cross in Greater New York" means its staff _____.

A. deal with the fall of houses in the city every day

B. are busy helping people who suffer from disasters every day

C. work during the day and to have banquet in the evening every day

D. go to Harlem, the poorest district of New York, every day and help people there

22. The fund-raiser mentioned in the passage refers to _____.

A. Robert Dole

B. Elizabeth Dole

C. The Eleventh Annual Red Cross Award Dinner Dance

D. all the business companies attending the Dinner Dance

23. Christopher Peake's hair didn't look so bad because _____.

A. he was wearing a handsome tuxedo

B. he was wearing tulips on his suit

C. he was seen among flowers

D. he was sitting near flowers and in very soft light

24. Elizabeth Dole was _____.

A. the president of the American Red Cross and acted at the Dinner as a North Carolina hostess

B. a republican and wife of the president of the American Red Cross

C. the president of the American Red Cross and its main representative at the Annual Dinner Dance

D. born in North Carolina, became an air-hostess and later married Senator Robert Dole

25. The presence of an actress at the Dinner made the fund raising _____.

A. less impersonal　　B. a typical fund-raising event

C. less personal　　D. more business-like

Text 2

For laymen ethnology is probably the most interesting of the biological sciences for the very reason that it concerns animals in their normal activities and therefore, if we wish, we can assess the possible dangers and advantages in our own behavioral roots. Ethnology also is interesting methodologically because it combines in new ways very scrupulous field observations with experimentations in laboratories.

The field workers have had some handicaps in winning respect for themselves. For a long time they were considered as little better than amateur animal-watchers, certainly not scientists, since their facts were not gained by experimental procedures: they could not conform to the hard-and-fast nile that a problem set up and solved by one scientist must be tested by other scientists, under identical conditions and reaching identical results. Of course many situations in the lives of animals simply cannot be rehearsed and controlled in this way. The fall flocking of wild free birds can't be, or the homing of animals over long distances, or even details of spontaneous family relationships. Since these never can be reproduced in a laboratory, are they then not worth knowing about?

The ethnologists who choose field work have got themselves out of this impasse by greatly refining the techniques of observing. At the start of a project all the animals to be studied are live-trapped, marked individually, and released. Motion pictures, often in color, provide permanent records of their subsequent activities. Recording of the animals' voices by electrical sound equipment is considered essential, and the most

meticulous notes are kept of all that occurs. With this material other biologists, far from the scene, later can verify the reports. Moreover, two field observers often go out together, checking each other's observations right there in the field.

Ethnology, the word, is derived from the Greek ethos, meaning the characteristic traits or features which distinguish a group—any particular group of people or, in biology, a group of animals such as a species. Ethnologists have the intention of studying "the whole sequence of acts which constitute an animal's behavior." In abridged dictionaries ethnology is sometimes defined simply as "the objective study of animal behavior," and ethnologists do emphasize their wish to eliminate myths.

26. In the first sentence, the word "laymen", means _____.

A. people who stand aside

B. people who are not trained as biologists

C. people who are amateur biologists

D. people who love animals

27. According to the passage, ethnology is _____.

A. a new branch of biology　　B. an old Greek science

C. a pseudo-science　　D. a science for amateurs

28. "The field workers have handicaps in winning respect for themselves." This sentence means _____.

A. ethnologists when working in the field are handicapped

B. ethnologists have problems in winning recognition as scientists

C. ethnologists are looked down upon when they work in the field

D. ethnologists meet with lost of difficulties when doing field work

29. According to the explanation of the scientific rule of experiment in the passage, "hard-and-fast" means experiment procedures _____.

A. are difficult and quick to follow

B. must be carried out in a strict and quick way

C. must be followed strictly to avoid false and loose results

D. hard and unreasonable for scientists to observe

30. The meaning of the underlined words in "the details of spontaneous family relationships" can be expressed as _____.

A. natural family relationships

B. quickly occurring family relationships

C. animals acting like a natural family

D. animal family behavior that cannot be preplanned or controlled

Text 3

The single greatest shift in the history of mass-communication technology occurred

in the 15th century and was well described by Victor Hugo in a famous chapter of Notre-Dame de Paris. It was a Cathedral. On all parts of the giant building, statuary and stone representations of every kind, combined with huge windows of stained glass, told the stories of the Bible and the saints, displayed the intricacies of Christian theology, adverted to the existence of highly unpleasant demonic winged creatures, referred diplomatically to the majesties of political power, and in addition, by means of bells in bell towers, told time for the benefit of all of Pairs and much of France. It was an awesome engine of communication.

Then came the transition to something still more awesome. The new technology of mass communication was portable, could sit on your table, and was easily replicable, and yet, paradoxically, contained more information, more systematically presented, than even the largest of cathedrals. It was the printed book. Though it provided no bells and could not tell time, the over-all superiority of the new invention was unmistakable.

In the last ten or twenty years, we have been undergoing a more or less equivalent shift—this time to a new life as a computer-using population. The gain in portability, capability, ease, orderliness, accuracy, reliability, and information-storage over anything achievable by pen scribbling, typewriting, and cabinet filing is recognized by all. The progress for civilization is undeniable and, plainly, irreversible. Yet, just as the book's triumph over the cathedral divided people into two groups, one of which prospered, while the other lapsed into gloom, the computer's triumph has also divided the human race.

You have only to bring a computer into a room to see that some people begin at once to buzz with curiosity and excitement, sit down to conduct experiments, ooh and ah at the boxes and beeps, and master the use of the computer or a new program as quickly as athletes playing a delightful new game. But how difficult it is—how grim and frightful! —for the other people, the defeated class, whose temperament does not naturally respond to computers. The machine whirs and glows before them and their faces twitch. They may be splendidly educated, as measured by book-reading, yet their instincts are all wrong, and no amount of manual-studying and mouse-clicking will make them right. Computers require a sharply different set of aptitudes, and, if the aptitudes are missing, little can be done, and misery is guaranteed.

Is the computer industry aware that computers have divided mankind into two new, previously unknown classes, the computer personalities and the non-computer personalities? Yes, the industry knows this. Vast stuns have been expended in order to adapt the computer to the limitations of non-computer personalities. Apple's Macintosh, with its zooming animations and pull-down menus and little pictures of life folders and watch faces and trash cans, pointed the way. Such seductions have soothed the apprehensions of a certain number of the computer-averse. This spring, the

computer industry's efforts are reaching a culmination of sorts. Microsoft, Bill Gates' giant corporation, is to bring out a program package called Microsoft Bob, designed by Mr Gates' wife, Melinda French, and intended to render computer technology available even to people who are openly terrified of computers. Bob's principle is to take the several tasks of operating a computer, rename them in a folksy style, and assign to them the images of an ideal room in ideal home, with furniture and bookshelves, and with chummy cartoon helpers ("Friends of Bob") to guide the computer user over the rough spots, and, in that way, simulate an atmosphere that feels nothing like computers.

31. According to this passage, which of the following statements is NOT True?

A. It is because the Cathedral of Norte-Dame in Paris had many bell-towers and could tell time to people that the writer regards it as an engine of mass communication.

B. From Cathedrals to books to computers the technology of communication has become more convenient, reliable and fast.

C. Every time when a new communication means triumphed over the old, it divided mankind into two groups.

D. Computer industry has been trying hard to make people accept computers.

32. The printed book is more progressive than the Cathedral as a communication means, because _____.

A. it could sit on your table and did no linger tell time

B. it was more reliable and didn't tell the stories of saints and demons

C. it was small, yet contained more information

D. it did not flatter religious and political power

33. The word "awesome" in the passage means _____.

A. frightening　　B. causing fear and respect

C. amazingly new　　D. awful

34. People who feel miserable with computers are those _____.

A. who love reading books and writing with a pen or a typewriter

B. who possess the wrong aptitudes of disliking and fearing new things

C. who have not been trained to use computers

D. who are born with a temperament that does not respond to computers

35. Melinda French designed Microsoft Bob which was to ease the misery of computer users by _____.

A. making users feel that they are not dealing with machines

B. making the program more convenient and cartoon-like

C. adding home pictures to the program design

D. renaming the computer tasks in a folksy style

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