

# MBA

## 入学英语阅读

### 100篇精粹

主编：曹其军

策划：东方飞龙

**MBA 入学**

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## 图书在版编目(CIP)数据

MBA 入学英语阅读 100 篇精粹/曹其军等编著.

北京:知识产权出版社,2002.8

ISBN 7-80011-497-X

I . M… II . 曹… III . 英语-阅读教学-硕士-教学参考资料 IV . H31-44

中国版本图书馆 CIP 数据核字 (2000) 第 66364 号

## 知识产权出版社出版发行

(北京市海淀区蓟门桥西土城路 6 号 邮编 100088)

北京市北七家印刷厂印刷 新华书店北京发行所发行

2002 年 9 月第 1 版 2002 年 9 月第 1 次印刷

开本/787×1092 1/16 总印张/200

总字数/3000 千字

ISBN 7-80011-497-X/G·059

总定价:300.00 元(共 12 册)

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# 前 言

全国 MBA 入学考试分为两种,一种是每年春季(1 月份)举行的全国统考(与考研时间一致),习惯上称为 MBA 联考;第二种是每年秋季(10~11 月份)举行的“企业管理人员在职攻读 MBA 学位入学考试”,习惯上称为“经贸委 MBA”。两种考试中的英语考试均占 100 分。两种考试的大纲对英语阅读的要求及占分比例、题型如下:

## MBA 联考(春季)大纲对英语阅读的要求

阅读理解占初试总分数的 40%,包括以下两部分:

A. 要求考生阅读 4 篇总数约为 1 500 个单词的英文短文,根据文章内容从每个问题的 4 个选择项中选出 1 个最佳答案。

B. 要求考生阅读一篇约 400 个单词的英文短文,并根据文章内容用英语简短回答 5 个问题。

阅读材料的题材包括社会、文化、经济、管理、科普等;体裁包括说明文、议论文、记叙文等。

本部分考试的目的是测试考生通过阅读获取信息的能力,要求既理解准确,又有一定的阅读速度。

## 企业管理人员在职攻读 MBA 大纲对英语阅读的要求

要求考生能够综合运用英语语言知识和基本阅读技能,读懂难度适中的一般性题材(经济、社会、政法、历史、科普、管理等)和体裁(议论文、说明文、应用文等)的英语文章。能够基本上掌握文章大意并能领会作者的意图和态度。阅读速度达到每分钟 60~70 个词。具体要求为:

- (1)能够掌握文章的中心思想、主要内容和细节;
- (2)具备根据上下文把握词义的能力;理解上下文的逻辑关系;
- (3)能够根据所读材料进行一定的判断和推论;
- (4)能够对文章的结构和作者的态度等作出简单的分析和判断。

阅读理解部分共有 4 篇文章(2002 年为 5 篇文章),每篇文章在 300~400 字之间。每篇文章之后有 5 个问题(2002 年为 4 个问题),共 20 道题。考生须在理解文章的基础上从为每个问题提供的 4 个选择项中选出最佳答案。

## 本书特点

1. **题材广泛,针对性强。**本书所选文章的内容覆盖社会、文化、经济、管理、科普、政法、历史等,内容丰富、涉及面广。体裁包括:说明文、议论文、记叙文、应用文等,与 MBA 大纲完全一致。同时,阅读理解设问方式、题型难度与真正 MBA 考试完全一致。

2. **解题技巧、易学易用。**本书在阅读技巧和解题技巧上结合各种实例,针对参加 MBA 入学考试的学生在阅读学习中的难点,深入浅出地进行了分析讨论。因此,易学、易懂、易操作。

3. **强化训练,以求突破。**我们知道,没有一定数量和质量的强化训练习题,再好的方法和技巧也是“空中楼阁”,因此,本书设置了 25 单元共 125 篇英语阅读理解,以便 MBA 学子们进行封闭式自我强化训练之用。每道阅读试题不但有答案,而且告诉考生从哪一段里找到答案,还有该部分的汉语意思,以及运用何种阅读方法找到答案,这样可以使考生在对答案有疑问时,从解析部分得到详尽的回答,在潜移默化中领悟答题方法和技巧,如同有老师在身旁讲解。因此,对 MBA 学子进行实战演习,力求在英语阅读上快速突破能起到关键作用。

## 本书使用说明

根据最新 MBA 考试大纲,参加春季 MBA 统考的考生必须全部学习本书。而参加秋季“经贸委 MBA”考试的考生只做每个单元前四篇文章的问题(因大纲不要求简答题)。

我们相信,只要 MBA 学子们严格按照要求进行学习。不仅能在一定时期内大幅度提高阅读应试能力,获取阅读高分,而且能提高自己的翻译水平,真正提高自己的英语综合水平。

参加 MBA 联考、大学英语六级考试、研究生入学单独考试、申请硕士学位英语考试、博士生入学考试等各种考试的朋友均可参考本书,并将获益非浅。

本书由曹其军教授主编。章杰老师为本书做了认真细致的编审工作。雷新梅参加了本书的录印工作,在此一并表示感谢。

由于时间仓促,书中难免有差错之处,敬请广大读者多多体谅和理解,同时希望读者和同行多提宝贵意见。

编者

2002 年 9 月

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## Unit One

### Text 1

We have all heard of counterfeiting before. Usually it refers to people making money—printing it instead of earning it. But counterfeiting also can involve all sorts of consumer goods and manufactured products. From well-known brand names such as Calvin Klein jeans to auto parts, counterfeiters have found ways to produce goods that look authentic. In some instances, counterfeit products look better than the original!

The demand of brand-name products has helped counterfeiting grow into a very profitable business throughout the world and into a serious problem for legitimate manufacturers and consumers alike. Faulty counterfeit parts have caused more than two dozen plane crashes. Most counterfeit auto parts do not meet federal safety standards.

Counterfeiting hurts manufacturers in many ways. Analysts estimate that, in the United States alone, annual revenue lost runs from \$6 billion to \$8 billion. Perhaps even worse, consumers blame the innocent manufacturer when they unknowingly buy a counterfeit product and find it doesn't perform as expected. Sometimes entire economies can suffer. For instance, when farmers in Kenya and Zaire used counterfeit fertilizers, both countries lost most of their crops.

In 1984 the U. S. government enacted the Trademark Counterfeiting Act and made counterfeiting of products a criminal offense punishable by fines and up to jail terms. Unfortunately counterfeiting does not receive top priority from law enforcement officers and prosecutors. Legitimate firms therefore have the burden of finding their own raids and to fight the problem. IBM, with a court order, conducted its own raids and found keyboards, displays, and boxes with its logo. The fake parts were used to create counterfeits of IBM's personal computer "XT".

Some companies have developed secret product codes to identify the genuine article. They must change the codes periodically because counterfeiters learn the codes and duplicate them. Perhaps the most effective way for manufacturers to fight counterfeiting is to monitor the distribution network and make sure counterfeit products are not getting into the network. Some companies even hire investigators to track counterfeit products.

By copying other firms' products, counterfeiters avoid research and development costs and most marketing costs. High-tech products such as computers and their software products are especially vulnerable. As long as counterfeiting is profitable, an abundance of products are available to copy, and the laws are difficult to enforce, counterfeiters can be expected to prosper for a long time. (391 words)

1. According to the passage, the ultimate culprit for the abounding of counterfeit products is

[A] the consumer

[B] the counterfeiter

- [C] the government [D] the shop
2. The most important reason why counterfeiting is excessively profitable is that counterfeiters \_\_\_\_\_.
- [A] do not have to pay high taxes as the producers of authentic products  
 [B] can omit high costs in developing and promoting the products  
 [C] often use inferior materials to save manufacturing costs  
 [D] succeed in making their products looking even better than the original
3. It is almost impossible to eliminate counterfeiting for all the following reasons EXCEPT \_\_\_\_\_.  
 [A] consumers demand brand - name products  
 [B] a variety of products are easy to copy  
 [C] legitimate firms can also benefit from counterfeiting sometimes  
 [D] laws against counterfeiting are difficult to enforce
4. It can be inferred from the passage that hand - made products are \_\_\_\_\_.  
 [A] easier to forge than high - tech products  
 [B] more difficult to forge than high - tech products  
 [C] less profitable to forge than high - tech products  
 [D] more profitable to forge than high - tech products
5. All the following are mentioned as effective ways for the manufacturers to fight counterfeiting EXCEPT \_\_\_\_\_.  
 [A] periodical change of the secret product codes  
 [B] efforts made to find out fake products in the market  
 [C] more severe punishment of the counterfeiters  
 [D] monitoring of the distribution network of the legitimate products

### 【常用词】

- |                                    |                                   |
|------------------------------------|-----------------------------------|
| 1) counterfeiting: 制假              | 2) consumer goods: 消费品            |
| 3) manufactured products: 制造品      | 4) authentic: 真正的                 |
| 5) counterfeit products: 假冒产品      | 6) original products: 正宗产品        |
| 7) brand - name products: 品牌产品     | 8) profitable: 利润丰厚               |
| 9) business: 商业活动                  | 10) legitimate manufactures: 合法厂家 |
| 11) Trademark Counterfeiting: 伪造商标 | 12) secret product codes: 防伪密码    |
| 13) distribution network: 销售网      | 14) well - known brand: 知名品牌      |
| 15) duplicate: 复制                  | 16) track: 跟踪                     |
| 17) copy: 仿制                       | 18) high - tech products: 高科技产品   |
| 19) profitable: 有利可图               | 20) prosper: 猖獗                   |

### Text 2

Most growing plants contain much more water than all other materials combined. C. R. Darnes has suggested that it is as proper to term the plant a water structure as to call a house composed mainly

of brick a brick building. Certain it is all essential processes of plant growth and development occur in water. The mineral elements from the soil that are usable by the plant must be dissolved in the soil solution before they can be taken into the root. They are carried to all parts of the growing plant and are built into essential plant materials while on a dissolved state. The carbon dioxide ( $\text{CO}_2$ ) from the air may enter the leaf as a gas but is dissolved in water in the leaf before it is combined with a part of the water to form simple sugars—the base material from which the plant body is mainly built. Actively growing plant parts are generally 75 to 90 percent water. Structural parts of plants, such as woody stems no longer actively growing, may have much less water than growing tissues.

The actual amount of water in the plant at any one time, is only a very small part of what passes through it during its development. The processes of photosynthesis, by which carbon dioxide and water are combined—in the presence of chlorophyll(叶绿素)and with energy derived from light—to form sugars, require that carbon dioxide from the air enter the plant. This occurs mainly in the leaves. The leaf surface is not solid but contains great numbers of minute openings, through which the carbon dioxide enters. The same structure that permits the one gas to enter the leaf, however, permits another gas—water vapor—to be lost from it. Since carbon dioxide is present in the air only in trace quantities (3 to 4 parts in 10000 parts of air) and water vapor is near saturation in the air spaces within the leaf (at 80°F, saturated air would contain about 186 parts of water vapor in 10,000 parts of air), the total amount of water vapor lost is many times the carbon dioxide intake. Actually, because of wind and other factors, the loss of water in proportion to carbon dioxide intake may be even greater than the relative concentrations of the two gases. Also, not all of the carbon dioxide that enters the leaf is synthesized into carbohydrates (碳水化合物). (401 words)

1. A growing plant needs water for all of the following except \_\_\_\_\_.  
 [A] forming sugars [B] sustaining woody stems  
 [C] keeping green [D] producing carbon dioxide
2. The essential function of photosynthesis in terms of plant needs is \_\_\_\_\_.  
 [A] to form sugars [B] to derive energy from light  
 [C] to preserve water [D] to combine carbon dioxide with water
3. The second paragraph uses facts to develop the essential idea that \_\_\_\_\_.  
 [A] a plant efficiently utilizes most of the water it absorbs  
 [B] carbon dioxide is the essential substance needed for plant development  
 [C] a plant needs more water than is found in its composition  
 [D] the stronger the wind, the more the water vapor loss
4. According to the passage, which of the following statements is TRUE?  
 [A] The mineral elements will not be absorbed by the plant unless they are dissolved in its root.  
 [B] The woody stems contain more water than the leaves.  
 [C] Air existing around the leaf is found to be saturated.  
 [D] Only part of the carbon dioxide in the plants is synthesized.
5. This passage is mainly about \_\_\_\_\_.  
 [A] the functions of carbon dioxide and water

- [B] the role of water in a growing plant
- [C] the process of simple sugar formation
- [D] the synthesis of water with carbon dioxide

### 【常用词】

- |   |                        |
|---|------------------------|
| 1) mineral element: 矿物质                   | 2) dissolve: 溶解        |
| 3) CO <sub>2</sub> (carbon dioxide): 二氧化碳 | 4) simple sugar: 单糖    |
| 5) chlorophyll: 叶绿素                       | 6) saturated air: 饱和空气 |
| 7) concentration: 浓度                      | 8) carbohydrate: 碳水化合物 |
| 9) intake: 总量                             |                        |

### Text 3

School authorities often refuse to face the problem: government drug - abuse agencies have done all too little to inform the public about it; many physicians still seem unaware of it when they examine teen - agers. As a result, parents may still be the last to know that their children have fallen victim to the drug epidemic that has been raging for more than a decade among American's youth. In a 1980 survey of a middle - income Cincinnati suburb, 38 percent of the sixth grade and 89 percent of the senior class said they used drugs and/or alcohol; 48 percent of the parents thought their children used alcohol, but only 8 percent thought their children used drugs.

Fortunately, there is a new force at work against this epidemic—a nationwide movement of more than 400 parent groups formed to expose and battle drug use among teen - agers and preteens. The groups, ranging in size from 15 members to more than 800, have different approaches and widely varying rates of success. Yet this parental crusade is the only major force in the country to have taken active, organized and effective steps aimed at stopping marijuana use.

Why the concentration on marijuana? Because it is the illegal drug most used by kids. According to the 1982 National High School Senior Survey, 44 percent of U. S. high - school seniors had smoked pot during the year, and one out of seven of these were daily or near daily smokers.

Moreover, in 1982, sociologists Richard Clayton and Harwin Voss reported a close related connection between pot smoking and subsequent use of cocaine and heroin by young men. Of those who had smoked pot fewer than 100 times, seven percent had graduated to cocaine, four percent to heroin. But of those who had smoked pot at least 1000 times, the equivalent of once a day for those years, 73 percent had gone on to cocaine, and one out of three had graduated to heroin.

Parent groups have found that by stopping their kids from smoking pot, they almost automatically stop all other illegal drugs, and cut down on alcohol use as well. The High School Senior Survey's statistics show that heavy pot smokers tend to be heavy drinkers, while those who do not use pot tend not to drink heavily.

Since virtually all over the country teen - age "partying" has come to mean "getting smashed and getting stoned"—on anything from pot to pills to hashish, LSD, angel dust and alcohol—some parent groups home in on the partying aspect. Parents Who Care (PWC) was started in November

1979 by 15 Palo Alto, Calif., parents who were upset by stories of drugs senior proms. They held talk sessions with their children and learned, as founder Joann Lundgren observed, that most of them had never been to a party where the main activity was not getting high.

The parents' solution: work shops showing kids how to give successful drug - and alcohol - free parties. Says Margery Ranch, PWC director, "We've seen a change in attitude. Young people are feeling more comfortable saying no." (506 words)

1. What does "the problem" in the first sentence of para. 1 refer to?
  - [A] the fact that government drug - abuse organizations are reluctant to inform the public of the drug - taking phenomenon among teenagers.
  - [B] the fact that many doctors are ignorant of the drug - taking phenomenon among teenagers.
  - [C] the fact that many parents are ignorant of the drug - taking phenomenon among their children.
  - [D] the fact that many young people have yielded to the wide use of drugs.
2. What is the new force against the popular drug addiction in the United States?
  - [A] The parental movement
  - [B] The organized school authorities
  - [C] The child organizations
  - [D] The youth movement
3. What is the significance for the parents of young drug users to focus their efforts on pot smoking?
  - [A] Marijuana is the illegal drug most used by kids.
  - [B] Pot smoking may directly lead to the use of cocaine and heroin by young people.
  - [C] The withdrawal from pot smoking contributes to abandoning other drugs.
  - [D] This is the way they found effective to make contributions to society.
4. What method does PWC take to prevent their children from holding parties where they get completely intoxicated?
  - [A] Parents held talk sessions with their children in order to persuade them to give up pot smoking.
  - [B] PWC established workshops to help young people give drug - and - alcohol - free parties.
  - [C] PWC helped the school authorities set up workshops of this kind.
  - [D] They held talk sessions and invited experts to make lectures on how to give up drug - taking.
5. In the eyes of the author, the solution taken by the parents \_\_\_\_\_.
  - [A] is not so fruitful
  - [B] seems effective
  - [C] needs testing
  - [D] is directed by government drug - abuse agencies

【常用词】

- |                                  |                        |
|----------------------------------|------------------------|
| 1) drug - abuse agency: 控制滥用药品部门 | 2) drug epidemic: 毒品泛滥 |
| 3) victim: 受害者                   | 4) illegal drug: 违禁药品  |
| 5) organized: 有组织的               | 6) effective: 有效率的     |
| 7) marijuana: 大麻烟                | 8) cocaine: 可卡因        |
| 9) heroin: 海洛因                   | 10) pot: 大麻烟           |
| 11) drink heavily: 酗酒            | 12) pill: 烟泡           |
| 13) ISD: 印度大麻                    | 14) angel dust: 天使粉    |

## Text 4

Human relations have commanded people's attention from early times. The ways of people have been recorded in innumerable myths, folk tales, novels, poems, plays and philosophical essays. Although the full significance of a human relationship may not be directly evident, the complexity of feelings and actions that can be understood at a glance is surprisingly great. For this reason psychology holds a unique position among the sciences.

"Intuitive" knowledge may be remarkably penetrating and can significantly help us understand human behavior, whereas in the physical sciences such commonsense knowledge is relative primitive. If we erased all knowledge of scientific physics from our modern world, not only would we not have cars and television sets, we might even find that the ordinary person was unable to cope with the fundamental mechanical problems of pulleys and levers. On the other hand, if we removed all knowledge of scientific psychology from our world, problems in interpersonal relation might easily be coped with and solved much as before. We would still "know" how to avoid doing something asked of us and how to get someone to agree with us; we would still "know" when someone was angry and when someone was pleased. One could even offer sensible explanations for the "whys" of much of the self's behavior and feelings. In other words, the ordinary person has a great and profound understanding of the self and of other people which, though not formulated or only vaguely conceived, enables one to interact with others in more or less adaptive ways. Kohler, in referring to the lack of great discoveries in psychology as compared with physics, accounts for this by saying that "people were acquainted with practically all territories of mental life a long time before the founding of scientific psychology."

Paradoxically, with all this natural, intuitive, commonsense capacity to grasp human relations, the science of human relations has been one of the last to develop. Different explanations of this paradox have been suggested. One is that science would destroy the vain and pleasing illusions people have about themselves; but we might ask why people have always loved to read pessimistic, critical writings, from Ecclesiastics to Freud. It has also been proposed that just because we know so much about people intuitively, there has been less incentive for studying them scientifically: why should one develop a theory, carry out systematic observations, or make predictions about the obvious? In any case, the field of human relations, with its vast literary documentation but meager scientific treatment, is in great contrast to the field of physics in which there are relatively few nonscientific books.

(436 words)

1. The author's statement that psychology holds a unique position among the sciences is supported by which of the following claims in the passage?
  - [A] The full significance of a human relationship is evidently clear.
  - [B] Human feelings and actions are so complex that they are not readily coped with and solved.
  - [C] Psychology deals with human relations which can be understood by commonsense knowledge.
  - [D] Psychology has much in common with physical sciences which we are all acquainted with.
2. According to this passage, people's commonsense knowledge of human relations \_\_\_\_\_.



- [A] is relatively primitive and is derived much from physical sciences  
 [B] was considerably more sophisticated before the founding of scientific psychology.  
 [C] is somewhat limited since it is not formulated or vaguely conceived  
 [D] is so well developed as to understand one's own and others' behavior and feelings
3. Which of the following is the conclusion that we can not draw from the passage?  
 [A] Commonsense knowledge of human relations is equally well developed among people within a given society.  
 [B] Intuitive knowledge plays an important part in understanding human relations.  
 [C] People tend to ignore scientific explanations of human relations.  
 [D] The knowledge of scientific psychology is not as important to people as the knowledge of physics.
4. It is stated in the passage that the science of psychology is slow to develop because \_\_\_\_\_.  
 [A] there is less great discoveries in human relations as compared with those in physical sciences  
 [B] people have so many vain and pleasing illusions about themselves  
 [C] the field of human relations is so vast that there are different explanations for human relations  
 [D] people are reluctant to investigate the obvious
5. The word "meager" in the sentence "... , with its vast literary documentation but meager scientific treatment, ..." (last para. ) most probably means \_\_\_\_\_.  
 [A] poor [B] dense  
 [C] modest [D] proper

【常用词】

- |                          |                            |
|--------------------------|----------------------------|
| 1) human relation: 人际关系  | 2) innumerable: 无数的        |
| 3) myths: 神话             | 4) folk tales: 民间传说        |
| 5) novel: 小说             | 6) poem: 诗歌                |
| 7) play: 剧本              | 8) philosophical essay: 哲学 |
| 9) penetrate: 深刻         | 10) primitive: 简单          |
| 11) paradoxically: 自相矛盾的 | 12) mental: 精神的            |
| 13) intuitive: 直觉的       | 14) commonsense: 常识性       |
| 15) illusions: 错觉        | 16) vain: 自负的              |
| 17) incentive: 刺激        | 18) meager: 贫乏的            |

Text 5

The moon moves around Earth at an average distance of 384,403 km ( 238, 857 mi ), and at an average speed of 3700 km per hr ( about 2300 mph ). It completes one revolution around Earth in 27 days, 7 hours, 43 minutes, and 11.5 seconds. The moon rotates on its axis in about the same time that it revolves, and so almost the same portion of the moon always faces Earth.

Half the moon is always in sunlight. The shapes of the moon depend on how much of the half visible from Earth is sunlit. The moon is full when it is farther away from the sun than Earth is; it is new