

MBA MPA MPAcc

管理类联考



2019

温牧澜 编著

英语

(二)

历年真题详解

适用于管理类专业硕士研究生入学考试:

MBA (工商管理硕士)/EMBA (高级管理人员工商管理硕士)/

MPA (公共管理硕士)/MPAcc (会计硕士)/MEM (工程管理硕士)/

MTA (旅游管理硕士)/MAud (审计硕士)/MLIS (图书情报硕士)

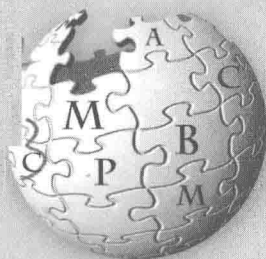
清华大学出版社



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清华大学出版社
北京

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总 序

我国自 1997 年开始组织工商管理硕士(MBA)研究生入学考试(简称 MBA 联考)。2010 年,我国扩大了专业硕士学位招生,把 MBA(工商管理硕士)、MPA(公共管理硕士)、MPAcc(会计硕士)、MEM(工程管理硕士)、MTA(旅游管理硕士)、MAud(审计硕士)、MLIS(图书情报硕士)等专业硕士的入学考试组成了管理类硕士联考。2016 年 12 月,EMBA(高级管理人员工商管理硕士)也加入了这个考试,这样参加管理类硕士联考的考生数量更加庞大了。

2003 年以来,笔者一直从事管理类硕士联考辅导工作,深知参加联考同学之不易。在繁忙的工作中备考,复习过程中往往要放弃许多与家人共度周末、与朋友娱乐休闲的机会。复习范围广,时间紧,丢掉书本多年,等等,这些都是备考 MBA、MPA、MPAcc 等联考的同学所面临的共同难题。

在管理类联考试卷中,绝大部分考生都感觉“综合能力”这张试卷时间特别紧迫,在数学、逻辑、写作三个科目中,往往顾此失彼,交卷的铃声一响,许多考生只能望卷兴叹。因此,一套能帮助广大考生在极其有限的时间内缩小复习范围、抓住考试重点、直击考试真题、提高解题速度、预测命题趋势的备考丛书对考生来说无疑是雪中送炭。为此,笔者在积累十几年一线教学经验的基础上,编写了这套管理类联考备考丛书。丛书分 4 个系列,分别是“考点解码”系列、“快速解题技巧”系列、“历年真题详解”系列和“考前预测密卷”系列。

一、“考点解码”系列

“考点解码”是这套丛书的基础,着眼于帮助考生厘清基本考点、熟练基本概念、掌握基本方法。

本系列图书与市面上其他辅导书不同之处在于撇开了传统书籍按章节笼统介绍的特点,而是把各考试科目的内容按考点进行分类,逐个考点进行讲解,每个考点分为“透析”“典型例题”“巩固练习”“答案与解析”四个部分。考生在阅读过程中就像老师在身边讲解一样。而且按考点来分的好处就是把整个复习内容分解为各个微模块,方便考生查阅,哪里不懂就直接复习哪个环节,哪里不熟就练习哪个环节。

本系列图书适合在备考复习的第一阶段使用,考生应该仔细阅读每个考点的每个环节,有时间的同学可以反复阅读三遍,时间紧张的同学最好是阅读两遍。

对其中每一道例题与练习题要求能独立解题,遇到不懂的地方再看解答过程。在练习题的解答过程中,有些题目给出了不止一种解法,使考生对不同的解题方法都有所了解。

二、“快速解题技巧”系列

在初步掌握联考要考的各个考点之后,要想考取比较好的成绩,还需了解真题特点与趋势,提高解题速度,“快速解题技巧”系列就着眼于此。

“快速解题技巧”在详细总结联考各科各种题型的基础上,介绍了快速解题的方法技巧,帮助考生提高解题速度,节省解题时间。在“综合能力”考试中,最宝贵的就是时间,因此每道题都需要争分夺秒来解答。传统的解题方法往往难以取得好的成效,快速而行之有效的解题方法对考生来说就极为重要。本书中的解题方法都是笔者在十几年的教学过程中逐步摸索总结出来的,有些甚至是独创。熟练掌握了这些解题方法,可以极大地提高解题速度,有些还可以达到“秒杀”的效果。比如数学部分中的“排除法”“特值法”“经验公式法”都是应用很普遍的快速解题方法。

三、“历年真题详解”系列

备考和考试始于真题,终于真题。真题是最好的备考材料。真题是一座宝藏,里面藏着丰富的“干货”;真题是一面镜子,可以照出考生离考试要求的差距;真题是一台测速仪,可以检测你真正的解题速度。考点是有限的,未来的真题也只是过去真题对相同的考点在不同程度上的翻版。

“历年真题详解”是价值非常之高的复习材料,应该最大可能地发挥其价值,善加利用。考生在使用时可以先独立检测,然后再对照解析明确方向、找出差距。真题可以反复研习三遍,做到对近几年的考题特点了然于胸。

四、“考前预测密卷”系列

如果仔细研究真题是为了鉴古,那么“考前预测密卷”系列就是为了测今。

“考前预测密卷”是由仿真度极高的五套模拟试卷及详细解答组成。考生在阅读完前两个系列之后,可以用这五套试卷来检测复习的效果,查漏补缺,把各种解题方法与技巧转化成得分的武器。

这五套试卷花费了笔者极大的心血,是对命题趋势的预测。考生在自测时,要按照考试的真实时间来测试,比如说上午 8:30—11:30 用来测试综合能力,下午 14:00—17:00 用来测试英语。切不可用零碎的时间来练习,也不可一天连续测试两 three 套,这样达不到好的效果。最好是两三天做一套,每一次测试时,都把它当作真正的考试来进行,考前一个月完成这五套试卷。

五、丛书使用方法

情况	适合对象	学习方案	备考用书	时间规划
1	6月之前开始复习的考生	学习时间充裕,可以按部就班地学习本系列教材,循序渐进地掌握每个知识点	考点解码	7月底之前
			快速解题技巧	8—9月
			历年真题详解	9—10月
			考前预测密卷(五套)	11—12月
2	7—9月开始复习的考生	学习时间相对充裕,可以按部就班地学习本系列教材,循序渐进地掌握每个知识点	考点解码	7—8月
			快速解题技巧	9月
			历年真题详解	10月
			考前预测密卷(五套)	11—12月
3	10月开始复习的考生	学习时间比较紧张,可以先集中时间快速复习完考点解码,掌握考试的基本公式与概念,重点放在快速解题技巧与历年真题的学习上,最后做完五套预测试卷	考点解码	10月
			快速解题技巧	11月
			历年真题详解	11月
			考前预测密卷(五套)	12月

六、辅助学习资源

III

为了更好地解决部分考生在学习中的困惑,我们将免费提供网络在线答疑服务,回答考生的各种疑问。欢迎考生加入管硕联考读者交流QQ群:342254034。

在条件允许的情况下,部分考生可以选择我们的高清网络辅导课程进行学习,里面有系统的全套课程。网址为 www.szhzmba.com。

最后祝广大考生备考顺利,并以一首小词献给大家。

临江仙

百战职场终觉浅,剑收暂锁征袍。书山纵险喜登高。胸藏经世志,老骥习戎韬。
一度春犁濡汗水,东风又放新桃。鲲鹏腊月驾云涛。雄关真似铁,成败亦风骚。

周洪桥

2018年3月于深圳

2019 MBA、MPA、MPAcc

管理类联考历年真题详解 英语(二)

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Part 1

第一部分

2010—2018 真题

2010 年全国硕士研究生入学 统一考试英语(二)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)

The outbreak of swine flu that was first detected in Mexico was declared a global epidemic on June 11, 2009. It was the first worldwide epidemic 1 by the World Health Organization in 41 years.

The heightened alert 2 an emergency meeting with flue experts in Geneva that assembled after a sharp rise in cases in Australia, and rising 3 in Britain, Japan, Chile and elsewhere.

But the epidemic is “4” in severity, according to Margaret Chan, the organization’s director general, 5 the overwhelming majority of patients experiencing only mild symptoms and a full recovery, often in the 6 of any medical treatment.

The outbreak came to global 7 in late April 2009, when Mexican authorities noted an unusually large number of hospitalizations and deaths 8 healthy adults. As much of Mexico City shut down at the height of a panic, cases began to 9 in New York City, the southwestern United States and around the world.

In the United States, new cases seemed to fade 10 warmer weather arrived. But in late September 2009, officials reported there was 11 flu activity in almost every state and that virtually all the 12 tested are the new swine flu, also known as (A) H1N1, not seasonal flu. In the U. S. , it has 13 more than one million people, and caused more than 600 deaths and more than 6,000 hospitalizations.

Federal health officials 14 Tamiflu for children from the national stockpile and began 15 orders from the states for the new swine flue vaccine. The new vaccine,

which is different from the annual flu vaccine, is 16 ahead of expectation. More than three million doses were to be made available in early October 2009, though most of those 17 doses were of the FluMist nasal spray type, which is not 18 for pregnant women, people of 50 or those with breathing difficulties, heart disease or several other 19. But it was still possible to vaccinate people in other high-risk groups: health-care workers, people 20 infants and healthy young people.

- | | | | |
|--------------------|---------------|-------------------|----------------|
| 1. A. criticized | B. appointed | C. commented | D. designated |
| 2. A. proceeded | B. activated | C. followed | D. prompted |
| 3. A. digits | B. numbers | C. amounts | D. sums |
| 4. A. moderate | B. normal | C. unusual | D. extreme |
| 5. A. with | B. in | C. from | D. by |
| 6. A. progress | B. absence | C. presence | D. favor |
| 7. A. reality | B. phenomenon | C. concept | D. notice |
| 8. A. over | B. for | C. among | D. to |
| 9. A. stay up | B. crop up | C. fill up | D. cover up |
| 10. A. as | B. if | C. unless | D. until |
| 11. A. excessive | B. enormous | C. significant | D. magnificent |
| 12. A. categories | B. examples | C. patterns | D. samples |
| 13. A. imparted | B. immersed | C. injected | D. infected |
| 14. A. released | B. relayed | C. relieved | D. remained |
| 15. A. placing | B. delivering | C. taking | D. giving |
| 16. A. feasible | B. available | C. reliable | D. applicable |
| 17. A. prevalent | B. principal | C. innovative | D. initial |
| 18. A. presented | B. restricted | C. recommended | D. introduced |
| 19. A. problems | B. issues | C. agonies | D. sufferings |
| 20. A. involved in | B. caring for | C. concerned with | D. warding off |

Section II Reading Comprehension

Part A

Directions: Read the following four texts. Answer the questions after each text by choosing A, B, C or D. Mark your answers on ANSWER SHEET 1. (40 points)

Text 1

The longest bull run in a century of art-market history ended on a dramatic note with a sale of 56 works by Damien Hirst, Beautiful Inside My Head Forever, at Sotheby's in London on September 15th 2008. All but two pieces sold, fetching more

than £70m, a record for a sale by a single artist. It was a last victory. As the auctioneer called out bids, in New York one of the oldest banks on Wall Street, Lehman Brothers, filed for bankruptcy.

The world art market had already been losing momentum for a while after rising bewilderingly since 2003. At its peak in 2007 it was worth some \$65 billion, reckons Clare McAndrew, founder of Arts Economics, a research firm—double the figure five years earlier. Since then it may have come down to \$50 billion. But the market generates interest far beyond its size because it brings together great wealth, enormous egos, greed, passion and controversy in a way matched by few other industries.

In the weeks and months that followed Mr. Hirst's sale, spending of any sort became deeply unfashionable. In the art world that meant collectors stayed away from galleries and salerooms. Sales of contemporary art fell by two-thirds, and in the most overheated sector—for Chinese contemporary art—they were down by nearly 90% in the year to November 2008. Within weeks the world's two biggest auction houses, Sotheby's and Christie's, had to pay out nearly \$200m in guarantees to clients who had placed works for sale with them.

The current downturn in the art market is the worst since the Japanese stopped buying Impressionists at the end of 1989. This time experts reckon that prices are about 40% down on their peak on average, though some have been far more fluctuant. But Edward Dolman, Christie's chief executive, says, "I'm pretty confident we're at the bottom."

What makes this slump different from the last, he says, is that there are still buyers in the market. Almost everyone who was interviewed for this special report said that the biggest problem at the moment is not a lack of demand but a lack of good work to sell. The three Ds—death, debt and divorce—still deliver works of art to the market. But anyone who does not have to sell is keeping away, waiting for confidence to return.

21. In the first paragraph, Damien Hirst's sale was referred to as "a last victory" because _____.

- A. the art market had witnessed a succession of victories
- B. the auctioneer finally got the two pieces at the highest bids
- C. beautiful *Inside My Head Forever* won over all masterpieces
- D. it was successfully made just before the world financial crisis

22. By saying "spending of any sort became deeply unfashionable" (Para. 3), the author suggests that _____.

- A. collectors were no longer actively involved in art-market auctions
- B. people stopped every kind of spending and stayed away from galleries
- C. art collection as a fashion had lost its appeal to a great extent
- D. works of art in general had gone out of fashion so they were not worth

buying

23. Which of the following statements is NOT true?

- A. Sales of contemporary art fell dramatically from 2007 to 2008.
- B. The art market surpassed many other industries in momentum.
- C. The market generally went downward in various ways.
- D. Some art dealers were awaiting better chances to come.

24. The three Ds mentioned in the last paragraph are _____.

- A. auction houses' favorites
- B. contemporary trends
- C. factors promoting artwork circulation
- D. styles representing impressionists

25. The most appropriate title for this text could be _____.

- A. Fluctuation of Art Prices
- B. Up-to-date Art Auctions
- C. Art Market in Decline
- D. Shifted Interest in Arts

Text 2

I was addressing a small gathering in a suburban Virginia living room—a women's group that had invited men to join them. Throughout the evening one man had been particularly talkative, frequently offering ideas and anecdotes, while his wife sat silently beside him on the couch. Toward the end of the evening I commented that women frequently complain that their husbands don't talk to them. This man quickly nodded in agreement. He gestured toward his wife and said "She's the talker in our family." The room burst into laughter. The man looked puzzled and hurt. "It's true," he explained. "When I come home from work I have nothing to say. If she didn't keep the conversation going, we'd spend the whole evening in silence."

This episode crystallizes the irony that although American men tend to talk more than women in public situations, they often talk less at home. And this pattern is wreaking havoc with marriage.

The pattern was observed by political scientist Andrew Hacker in the late 1970s. Sociologist Catherine Kohler Riessman reports in her new book *Divorce Talk* that most of the women she interviewed—but only a few of the men—gave lack of communication as the reason for their divorces. Given the current divorce rate of nearly 50 percent, that amounts to millions of cases in the United States every year—a virtual epidemic of failed conversation.

In my own research, complaints from women about their husbands most often focused not on tangible inequities such as having given up the chance for a career to accompany a husband, or doing far more than their share of daily life-support work like cleaning, cooking and social arrangements. Instead, they focused on communication;

"He doesn't listen to me", "He doesn't talk to me." I found, as Hacker observed years before, that most wives want their husbands to be, first and foremost, conversational partners, but few husbands share this expectation of their wives.

In short, the image that best represents the current crisis is the stereotypical cartoon scene of a man sitting at the breakfast table with a newspaper held up in front of his face, while a woman glares at the back of it, wanting to talk.

26. What is most wives' main expectation of their husbands?
 - A. Talking to them.
 - B. Trusting them.
 - C. Supporting their careers.
 - D. Sharing housework.
27. Judging from the context, the phrase "wreaking havoc" (Para. 2) most probably means _____.
 - A. generating motivation
 - B. exerting influence
 - C. causing damage
 - D. creating pressure
28. All of the following are true EXCEPT _____.
 - A. men tend to talk more in public than women
 - B. nearly 50 percent of recent divorces are caused by failed conversation
 - C. women attach much importance to communication between couples
 - D. a female tends to be more talkative at home than her spouse
29. Which of the following can best summarize the main idea of this text?
 - A. The moral decaying deserves more research by sociologists.
 - B. Marriage break-up stems from sex inequalities.
 - C. Husband and wife have different expectations from their marriage.
 - D. Conversational patterns between man and wife are different.
30. In the following part immediately after this text, the author will most probably focus on _____.
 - A. a vivid account of the new book *Divorce Talk*
 - B. a detailed description of the stereotypical cartoon
 - C. other possible reasons for a high divorce rate in the U. S.
 - D. a brief introduction to the political scientist Andrew Hacker

Text 3

Over the past decade, many companies had perfected the art of creating automatic behaviors—habits—among consumers. These habits have helped companies earn billions of dollars when customers eat snacks or wipe counters almost without thinking, often in response to a carefully designed set of daily cues.

"There are fundamental public health problems, like hand washing with soap, that remain killers only because we can't figure out how to change people's habits," said Dr. Curtis, the director of the Hygiene Center at London School of Hygiene & Tropical

Medicine. “We wanted to learn from private industry how to create new behaviors that happen automatically.”

The companies that Dr. Curtis turned to—Procter & Gamble, Colgate-Palmolive and Unilever—had invested hundreds of millions of dollars finding the subtle cues in consumers’ lives that corporations could use to introduce new routines.

If you look hard enough, you’ll find that many of the products we use every day—chewing gums, skin moisturizers, disinfecting wipes, air fresheners, water purifiers, health snacks, antiperspirants, colognes, teeth whiteners, fabric softeners, vitamins—are results of manufactured habits. A century ago, few people regularly brushed their teeth multiple times a day. Today, because of shrewd advertising and public health campaigns, many Americans habitually give their pearly whites a cavity-preventing scrub twice a day, often with Colgate, Crest or one of the other brands.

A few decades ago, many people didn’t drink water outside of a meal. Then beverage companies started bottling the production of far-off springs, and now office workers unthinkingly sip bottled water all day long. Chewing gum, once bought primarily by adolescent boys, is now featured in commercials as a breath freshener and teeth cleanser for use after a meal. Skin moisturizers are advertised as part of morning beauty rituals, slipped in between hair brushing and putting on makeup.

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“Our products succeed when they become part of daily or weekly patterns,” said Carol Berning, a consumer psychologist who recently retired from Procter & Gamble, the company that sold \$76 billion of Tide, Crest and other products last year. “Creating positive habits is a huge part of improving our consumers’ lives, and it’s essential to making new products commercially viable.”

Through experiments and observation, social scientists like Dr. Berning have learned that there is power in tying certain behaviors to habitual cues through ruthless advertising. As this new science of habit has emerged, controversies have erupted when the tactics have been used to sell questionable beauty creams or unhealthy foods.

31. According to Dr. Curtis, habits like hand washing with soap _____.

- A. should be further cultivated B. should be changed gradually
C. are deeply rooted in history D. are basically private concerns

32. Bottled water, chewing gum and skin moisturizers are mentioned in paragraph 5 so as to _____.

- A. reveal their impact on people’ habits
B. show the urgent need of daily necessities
C. indicate their effect on people’ buying power
D. manifest the significant role of good habits

33. Which of the following does NOT belong to products that help create people’s habits?

A. Tide B. Crest C. Colgate D. Unilever

34. From the text we know that some of consumer's habits are developed due to _____.

A. perfected art of products B. automatic behavior creation
C. commercial promotions D. scientific experiments

35. The author's attitude toward the influence of advertisement on people's habits is _____.

A. indifferent B. negative C. positive D. biased

Text 4

Many Americans regard the jury system as a concrete expression of crucial democratic values, including the principles that all citizens who meet minimal qualifications of age and literacy are equally competent to serve on juries; that jurors should be selected randomly from a representative cross section of the community; that no citizen should be denied the right to serve on a jury on account of race, religion, sex, or national origin; that defendants are entitled to trial by their peers; and that verdicts should represent the conscience of the community and not just the letter of the law. The jury is also said to be the best surviving example of direct rather than representative democracy. In a direct democracy, citizens take turns governing themselves, rather than electing representatives to govern for them.

But as recently as in 1986, jury selection procedures conflicted with these democratic ideals. In some states, for example, jury duty was limited to persons of supposedly superior intelligence, education, and moral character. Although the Supreme Court of the United States had prohibited intentional racial discrimination in jury selection as early as the 1880 case of *Strauder v. West Virginia*, the practice of selecting so-called elite or blue-ribbon juries provided a convenient way around this and other antidiscrimination laws.

The system also failed to regularly include women on juries until the mid-20th century. Although women first served on state juries in Utah in 1898, it was not until the 1940s that a majority of states made women eligible for jury duty. Even then several states automatically exempted women from jury duty unless they personally asked to have their names included on the jury list. This practice was justified by the claim that women were needed at home, and it kept juries unrepresentative of women through the 1960s.

In 1968, the Congress of the United States passed the Jury Selection and Service Act, ushering in a new era of democratic reforms for the jury. This law abolished special educational requirements for federal jurors and required them to be selected at random from a cross section of the entire community. In the landmark 1975 decision

Taylor v. Louisiana, the Supreme Court extended the requirement that juries be representative of all parts of the community to the state level. The Taylor decision also declared sex discrimination in jury selection to be unconstitutional and ordered states to use the same procedures for selecting male and female jurors.

36. From the principles of the U. S. jury system, we learn that _____.
A. both literate and illiterate people can serve on juries
B. defendants are immune from trial by their peers
C. no age limit should be imposed for jury service
D. judgment should consider the opinion of the public
37. The practice of selecting so-called elite jurors prior to 1968 showed _____.
A. the inadequacy of antidiscrimination laws
B. the prevalent discrimination against certain races
C. the conflicting ideals in jury selection procedures
D. the arrogance common among the Supreme Court judges
38. Even in the 1960s, women were seldom on the jury list in some states because _____.
A. they were automatically banned by state laws
B. they fell far short of the required qualifications
C. they were supposed to perform domestic duties
D. they tended to evade public engagement
39. After the Jury Selection and Service Act was passed, _____.
A. sex discrimination in jury selection was unconstitutional and had to be abolished
B. educational requirements became less rigid in the selection of federal jurors
C. jurors at the state level ought to be representative of the entire community
D. states ought to conform to the federal court in reforming the jury system
40. In discussing the U. S. jury system, the text centers on _____.
A. its nature and problems
B. its characteristics and tradition
C. its problems and their solutions
D. its tradition and development

Part B

Directions: You are going to read a list of headings and a text. Choose the most suitable heading from the list A-F for each numbered paragraph (41-45). Mark your answers on ANSWER SHEET 1. (10 points)

Copying Birds May Save Aircraft Fuel

Both Boeing and Airbus have trumpeted the efficiency of their newest aircraft, the 787 and A350 respectively. Their clever designs and lightweight compositions certainly make a difference. But a group of researchers at Stanford University, led by Ilan Kroo,