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首先要感谢所有选择此书的读者，你们的乐观坚强和求知若渴是激励我不断前进的永恒动力。接下来要感谢包括陈剑老师、曹其军老师、冯正波老师、陈磊老师、孔鹏老师、藉俊杰老师、李红艳老师、赵志刚老师、李焕老师、王志宽老师、赖班文老师、王健老师、张雅老师、龙辉老师、马乙平老师、毕潇潇老师等在内的所有同事在本书成书过程中的鼓励、意见和帮助。最后，感谢为此书提出高屋建瓴意见的各位编辑老师，为此书成稿印刷上市而付出努力的所有出版社同人。

考研中，大家都知道阅读重要，有所谓得英语者得天下，得阅读者得英语天下的说法；也看到了市面上关于英语二阅读的书汗牛充栋，恒河沙数。那么，我为什么仍有自信出版一本这样的书呢？那是因为我坚信此书独具的六大特色：

第一，选材精细。从数千篇和真题阅读来源一致的外刊材料中精挑细选出90篇，可谓篇篇经典。

第二，分析到位。每个选项的意思都进行了分析和讲解，每道题的答案都是从文章中找到的，而不是知道答案后套上去的。此外，所有难题的错误选项都告诉你它错误的类型叫什么。

第三，译文精彩。所有阅读的译文，均由笔者心怀匠人精神，字斟句酌，反复推敲，可经得起时间检验。

第四，命题考究。笔者与英语二命题组资深命题者合作，对每篇语料的每道题进行了反复打磨，难度稍高于真题，所以你觉得有些题较难是正常的。

第五，题型全面。笔者在16个单元中，设置了英语二阅读的所有题型。所以，读者在做好这本书后就了解了所有阅读题型。

第六，读者至上。此书中一切的编排均站在读者的角度来考虑，先做题，再看解析，再动手翻译全文，方便读者记忆单词，熟悉句型和了解全文。

那么，理想化的状态对此书中的每篇阅读要做到什么样的程度呢？

第一，每篇文章，大家需要做到无一词是生词，即所有此书中的单词你都能了然于胸。

第二，每篇文章，大家需要做到无一句语法不懂，即所有此书中的句子你都能用自己的话翻译出来。

第三，每篇文章，大家需要做到无一题找不到出处，即所有阅读的题你都能在原文中找到出处。

第四，每篇文章，大家需要做到无一题不知其为何种题型，即每道阅读题你都知道它是细节题中的哪种题，主旨题中的主要讨论题还是最佳标题题，推断题中的偏细节推断题还是偏逻辑推断题，态度题中的对事物的态度题还是对人物的态度题。

第五，每篇文章，大家需要做到无一题不知其去何处寻找，即态度题去找三词一句，Except题去找平行结构，纯细节题去找同义对应，判断题去找定位段落；余不列举。

第六，每篇文章，大家需要做到无一题不知其正确或错误类型，即如果正确，它和原文某处进行了什么样的改写；如果错误，它是无中生有还是偷换概念，是事理不明还是因果倒置，是范围扩大还是范围缩小，是针锋相对还是手目混淆。

最后，我想与大家一起分享我一直以来思考的一个问题及拙见来作为此书的序言：

为什么要不停学习？

第一，与时代同步。固步自封，顾雄自盼，躺在过去的功劳簿上睡大觉，注定会被时代淘汰。当今的社会已经不是“今天学习不努力，明天努力找工作”，而是“今天学习不努力，明天努力也找不到工作”。事实就是这么残酷，逆水行舟，不进则退。就像我原来的一个同事在每个班结班时都会给同学们讲的一个故事：静谧的非洲大草原，一头雄狮在想：明天我一定要努力学习更好地奔跑，以便追上那只羚羊。而与此同时，羚羊也在想：明天我一定要努力学习更好地奔跑，以便躲开雄狮的追捕。狮子和羚羊没有选择，它们只能学习如何更好地奔跑以便生存。我们有选择，但如果我们选择不努力学习，在日新月异的21世纪必将成为弃儿。

第二，提高自身修养。不停地学习能让我们提高自身的修养。高兴时你可以诵出：人生得意须尽欢，莫使金樽空对月。难过时你可以诵出：物是人非事事休，欲语泪先流。担当时你可以诵出：苟利国家生死以，岂因祸福避趋之。不解时你可以诵出：玄之又玄，众妙之门。难过时你可以诵出：此情可待成追忆，只是当时已惘然。警示时你可以诵出：福祸无门，唯人所召。思念时你可以诵出：两情若是久长时，又岂在朝朝暮暮。郁闷时你可以诵出：此情无计可消除，才下眉头，又上心头。鼓舞时你可以诵出：为天地立心，为生民立命，为往圣继绝学，为万世开太平。怜悯时你可以诵出：长太息以掩涕兮，哀民生之多艰。思乡时你可以诵出：近乡情更怯，不敢问来人。交友时你可以诵出：以文常会友，唯德自成邻。避嫌时你可以诵出：瓜田不纳履，李下不正冠。不停学习，能让我们在面对任何情景时，都能用合适的词句表达此刻的心情。

第三，幸福的源泉之一。依鄙人之拙见，幸福就是用自己的方式，依自己的心情，与自己的团圆。不学习，我们无法知道采取什么样的方式是合适的；不学习，我们很难控制自己的心情；不学习，我们不懂什么是真正的团圆。通过学习，我们知道了合适的方式就是让自己和他人满意，至少让双方都不难堪。通过学习，我们知道了：①依自己的心情不是随心所欲，而是在照顾别人情绪的前提下不委屈自己。②谁都会有情绪，但我们不应该将私人情绪带入公事。通过学习，我们知道了：人生没有完美，团圆只是相对。明白自己的权利，承担自己的责任，静坐常思己过，闲谈莫论人非，做人要浅，做事要深，提升自己，帮助他人，谓之团圆。

齐轶

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# 第一单元

## 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 the ANSWER SHEET. (40 points)

#### Text 1

【来源】《经济学人》

【字数】426

Foreign Internet giants often struggle in China. Facebook, Twitter and Google are largely irrelevant on the mainland. Uber, an American car-hailing app that is conquering markets everywhere else, is also finding China hard to crack. But unlike those other tech titans, the taxi disrupter is not being frozen out by Chinese regulations favoring local firms. Uber's biggest problem is that it has encountered a world-class local upstart.

Didi Kuaidi was forged last year by the merger of rival taxi-hailing apps controlled by Alibaba and Tencent, two Chinese Internet giants. It now dominates China's online market for personal transport. Last year it arranged 1.4 billion rides in China, more than Uber has done worldwide in its history. It has perhaps two-thirds of the market for private-car rides (the source of most of its revenues) and provides a taxi-hailing service in several hundred cities. Uber, with a third of the market for private-car service, this week announced plans to expand to cover 55 Chinese cities. Both have spent heavily on subsidies to lure drivers to sign up.

Unlike Uber, which in China focuses on private-car services, Didi lets users select a taxi, private car, shared car, shuttle van or bus to pick them up. During next month's Chinese New Year mass migration, when millions of travellers will encounter sold-out flights and trains, Didi will help users share intercity rides at prices comparable to train fares.

But getting people from A to B is just the start of Didi's ambitions. It plans to offer a variety of other services that make the most of its huge base of users and the trove of data it holds on them. On January 26th the firm announced an agreement with China Merchants Bank (CMB). A growing number of Didi's drivers want to buy a new car, and many have a steady income thanks to the app, but often lack formal credit. Didi and CMB will start offering car loans — first to drivers, but in future perhaps to passengers as well.

Perhaps Didi's quirkiest new sideline is that of matchmaker. Hitch, its ride-sharing service, will soon allow drivers and passengers to select each other based on their shared interests. It already has a deal with LinkedIn, to let people join up their accounts on the two networks. The intention of such initiatives is that white-collar workers, who often endure daily commutes of an hour or two, will have more fruitful journeys during which business, friendship and maybe even romance will develop.

21. Uber is now confronted with

- A. Chinese government's strict restrictions.
- B. severe slump in car-renting industry.



- C. similar problems of other tech giants.  
D. huge challenge from a Chinese company.
22. Which of the following statements is False according to paragraph 2?  
A. Both companies give drivers a lot of allowances.  
B. Didi and Kuaidi were once two independent firms.  
C. Uber will be eliminated from the taxi-hailing service.  
D. Uber can't be compared with its rival in service size.
23. It can be inferred from paragraph 4 that  
A. driving passengers to destinations is far from Didi's ultimate target.  
B. Didi helps many banks collect consumers' data and personal information.  
C. Didi drivers usually earn less money than their counterparts driving taxis.  
D. both drivers and passengers will benefit from Didi's selfless loan plans.
24. The word matchmaker in the last paragraph is closest in meaning to  
A. go-between.  
B. money-maker.  
C. commander-in-chief.  
D. house-keeper.
25. Which of the following could be the most appropriate title for the text?  
A. More than Luck.  
B. More than Mobility.  
C. More than Time.  
D. More than Utility.

## Text 2

【来源】《哲学家邮报》

【字数】435

Adverts wouldn't work as well as they do if they didn't operate with a very good sense of what our real needs are; what we really require to be happy. Their emotional pull is based on knowing us extremely well. We are creatures who hunger for love, good family relationships, connections with others and the feeling that we are respected. Adverts understand.

Of course, ads do sell us things. But they are in no relation to the hopes they arouse. Calvin Klein makes lovely cologne. Patek Philippe's watches are extremely reliable agents of time-keeping. But it's hard to see how these products are going to help us secure the goods that we unconsciously think are on offer. A watch, or a bottle of scent — however excellent in its own way — doesn't have the answers to our true dilemmas. Our troubles are so much bigger than these products seem to understand.

We're selling each other the wrong things. We've pretty much sorted our needs for two kinds. But there are far bigger, more meaningful commercial challenges out there for the next generation of entrepreneurs to tackle (a business opportunity is, at heart, just an unattended need; and we have plenty). Collectively we should turn our ambitions to creating new kinds of products — as strange sounding today as a wrist watch would have seemed in 1500. We need the drive of commerce and industrialization to get behind filling the world — and our lives — with products that really can help us to thrive, flourish, find contentment and manage our relationships well. Only this will help



us to make real the lovely ideals which the adverts of today make us gaze at from far away.

The people who work in advertising know in their hearts that they're usually arousing longings they can't fulfill. It's why many of them, particularly the most talented, suffer crises in mid-life. They know their genius has been devoted to making images of happiness that the products they're selling can't generate. Struck by the untruthfulness of their lives, with some cash in the bank, many of these ad people tend to leave the field and try out something new: they do a philosophy degree, start a bar, or travel around the world in search of meaning. We invite them to return to work to spearhead a new kind of advertising: one that not only identifies what makes us happy, but also helps us to have a better shot at actually being so.

26. Advertisements would play a vital role in our lives if they could
- A. satisfy our unlimited needs.
  - B. mirror our authentic demands.
  - C. sell what we really require.
  - D. reflect our true feelings.
27. Two examples are mentioned in paragraph 2 to show that
- A. some products have nothing to do with hopes.
  - B. some products leave much to be desired.
  - C. we buy some products out of subconsciousness.
  - D. we buy some products under others' influence.
28. Which of the following statements is True according to paragraph 3?
- A. Producers should focus on devising novel goods to get along with consumers.
  - B. The goods we are selling one another are far from satisfactory and desirable.
  - C. Business and industry have been playing an indispensable role in the history.
  - D. Only when customers are wise enough will they tell the right from the wrong.
29. Many mid-aged people with gift encounter crisis because
- A. they are faced with cut-throat competition from their talented young rivals.
  - B. they can create advertisements full of happiness though their lives are awful.
  - C. they know what they produce in advertisements is hardly to be achieved.
  - D. they have to accept the fact that their talent will fade and never come back.
30. The author's attitude toward ad people's doing something new is
- A. critical.
  - B. ambiguous.
  - C. sympathetic.
  - D. supportive.

### Text 3

【来源】《科学美国人》

【字数】429

We would all appreciate a healthy work-life balance, but even those of us who try to unwind outside the office are frustrated by the gentle chime of e-mail at all hours. To our delight and horror, smartphones and tablets have given us the flexibility to respond to work from anywhere, practically becoming one of the family. Entrepreneurs and executives are known for a round-the-clock devotion to work, in contrast to the four-day-week gurus, but what toll does availability take for those whose jobs require it?

A recent study links extended work availability with decreased calmness, mood, and energy

levels. By looking at industries from technical services to nursing, the study evaluated the effects of being on-call — that is, not at work, but being expected to remain available by phone for questions or customer requests. Participants answered questions in the evening after an on-call day about how often they thought about work or how constrained their activities felt. The next morning, they were quizzed again to better understand how the previous day's mental requirements affected their mood.

Participants marked lower moods the morning after being on-call compared to mornings after days when they were not required to be available, which the researchers believe occurs because readiness to respond makes it harder to recover from work. The possibility alone impeded recovery from work, as the effects persisted even when no calls came.

These results were strengthened by an association between psychology and physiology. Cortisol is a stress hormone, and changes in cortisol levels are associated with health problems. While hunter-gatherers probably found these changes useful in preparing for predator attacks, today's consensus is that the unavoidable daily stresses of modern life change cortisol levels in ways more harmful than helpful.

Normally, a person's cortisol level rises each morning and falls over the course of the day, but stressed people tend to have different cortisol profiles. The baseline levels of cortisol in the chronically stressed remain higher overall, and the natural morning peak is quicker to rise. ("Burnout," heralded by fatigue and exhaustion, occurs when a stressed person's baseline cortisol falls from the elevated levels right past the norm to unusually low levels, and the morning peak in the hormone is slower or absent.) In this study, an individual's morning levels of cortisol increased more quickly when participants would be on call, resembling the higher hormone levels seen in job stress. This may simply be the body's way of preparing for the anticipated stresses ahead, the authors suggest.

31. The biggest difference between industrialists and experts is that

- A. the latter have more flexibility in what they are doing.
- B. the latter have more expertise in what they are doing.
- C. the former work smarter and harder than the latter.
- D. the former work longer and harder than the latter.

32. The survey points out

- A. workers in technical services have more job satisfaction than those in nursing.
- B. lengthening working time affects workers' job stability, emotion and vigor.
- C. some people are expected to remain available even when they are on holiday.
- D. people who are asked to do some repetitive jobs often feel depressed and sad.

33. It is implied in paragraph 3 that

- A. blue emotions may not derive from the real work.
- B. people surveyed may feel more depressed than others.
- C. there is a link between stress and readiness to react.
- D. there is a link between no calls and lower emotions.

34. Morning levels of cortisol ascended more swiftly because

- A. most people are usually more excited and joyful in the morning.
- B. tiredness and feebleness lead to the rise in morning cortisol.
- C. one's body is getting ready for today's forthcoming pressure.

- D. long-lasting pressure has something to do with higher cortisol.
35. The passage mainly centers on
- A. friendship, happiness and family.
  - B. friendship, stress and family.
  - C. work, stress and health.
  - D. work, happiness and health.

#### Text 4

【来源】《卫报》

【字数】384

The first world war stimulated demand, and after a postwar decline in production, when the People's Republic of China was established, self-sufficiency rather than global industry domination was the driving force in a diplomatically isolated country. Steel production expanded through the 1950s as Soviet-influenced heavy industrialization kicked in. Annual output was 158,000 tonnes; by 1976, it was 20.5 million tonnes.

But in the 1980s, China imported more and more steel as it struggled to meet domestic demand. As the country's economic clout grew, the government set a target of increasing crude steel production to 60 million tonnes by the end of 1990 and 80 million by 1995. Early signs of the recent, disastrous, overproduction were apparent as these targets were surpassed. In 1996, China overtook Japan to become the world's biggest steel producer, churning out more than 101 million tonnes that year.

The 2008 global recession failed to put the brakes on. While much of the developed world was mired in crisis, China boasted a 9% GDP growth rate in 2009. Steel production was still rocketing, with output of 683 million tonnes in 2011.

After 2014, China's economic growth slowed, and so did domestic demand. China responded by increasing steel exports, which led to accusations of dumping. In 2015 exports increased by 20% to 107 million tonnes. Prices were slashed as Chinese steel companies battled to survive.

The dumping cast a shadow over the UK steel industry, and has also meant shutdowns and layoffs at Chinese plants. Last month, before it became clear that 40,000 jobs were at risk in the UK, the Chinese government announced that 500,000 steel workers were to lose their jobs. All this is the result of China's first annual steel industry contraction in a quarter of a century, announced last January. The government is aiming to cut steel production by 150 million tonnes by 2020.

China has risked raising tensions over its role in the UK steel crisis by imposing a 46% import duty on a type of hi-tech steel made in Wales. The Chinese government said it had slapped the tariff on "grain-oriented electrical steel" imported from the EU, South Korea and Japan because imports were causing "substantial damage" to its domestic steel industry.

36. The author's attitude toward China's steel industry is
- A. subjective.
  - B. objective.
  - C. critical.
  - D. supportive.
37. The expression mired in in paragraph 3 is closest in meaning to
- A. stuck in.
  - B. confident in.
  - C. involved in.
  - D. skillful.
38. We can infer from paragraph 4 that
- A. China's economy and domestic demand all slowed down since 2014.

- B. China's steel exports experienced their peak in year of 2015.  
 C. China expanded its steel exports in reaction to the recession.  
 D. Collapse in prices is sometimes unrelated to the decrease in demands.
39. "Grain-oriented electrical steel" was taxed for the reason that  
 A. this import was exerting serious influences on China's economy.  
 B. steel industry was weak and called for revenues' support.  
 C. this import was wrecking havoc with local steel industry.  
 D. steel industry was weak and called for government's protection.
40. In the following part immediately after this text, the author will most probably focus on  
 A. UK's reaction to China's economic recession.  
 B. the causes why steel industry is sluggish.  
 C. the causes why China collected the tax.  
 D. UK's reaction to China's levying tariff.

## Part B

**Directions:** Read the following text and answer the questions by choosing the most suitable subheading from the list A–G for each numbered paragraph (41–45). There are two extra subheadings which you do not need to use. Mark your answers on the ANSWER SHEET. (10 points)

【来源】《哈佛商业评论》

【字数】630

I had the opportunity to chat with Hannah Riley Bowles, a negotiation expert, who teaches the course Women and Career Negotiations at Harvard's Kennedy School. Based on our conversation, here's my updated crib sheet:

41. \_\_\_\_\_

For most people in the corporate world, unless you are in "sales," it's a soft sell. The transaction is implicit as you interact with clients, but you may never have to actually ask for their business. When you are in business for yourself, however, you most definitely do — which means you need to give cues that you are talking business rather than engaging in a social nicety. Bowles advises, "One way to signal that you are talking business and not just acting 'out of the goodness of your heart,' is to say things like, 'This is the kind of advice that I give to my clients.' Or, 'Call me if you'd like to explore working together.'" She also suggests, "Carry business cards and use them." I didn't have cards with me at Summit. Next time.

42. \_\_\_\_\_

To be successful professionally, you need to command respect — and this involves the ability to negotiate effectively. However, negotiating for oneself makes both men and women less likable — but more so for women. While men who are no-nonsense negotiators are respected and rewarded for this skill, women may be labeled as a tough and unlikeable. (The alternative is being a likeable woman who doesn't get ahead.) So it's actually a good sign if women are nervous walking into a negotiation: "It means that you are correctly reading the social environment," says Bowles.

43. \_\_\_\_\_

Overconfident negotiators risk becoming self-centered and oblivious to others' needs. But underconfident negotiators have a different problem: appearing as a supplicant, not a peer. If you're not yet feeling powerful? Do what Harvard professor Amy Cuddy advises: "Strike a power pose, adopting expansive, non-verbal postures that are strongly associated with power and dominance across the animal kingdom. Think Wonder Woman." Priming the pump of power allows you to behave as if you expect the deal you are offering will work, which is more likely to result in an optimal agreement for all parties.

44. \_\_\_\_\_

When I want something too much, my emotions can take over. Early in her career, Liz O'Donnell, author of *Mogul, Mom and Maid*, was advised to try this exercise to prevent that from happening: "Point at the conference room table, and say 'This is a table.' The statement was neutral and non-controversial. It was almost impossible to attach any feeling to it. After repeating the phrases several times, the coach had her say what she needed to say to her boss, devoid of emotion." Intense negative or positive feelings can be instrumental in attaining concessions, but in my case, it means I'm the one giving up ground. I have needed a "just the facts, ma'am" approach, as well.

45. \_\_\_\_\_

"The most important thing as you negotiate is to look at where you want to go," says Bowles. On some level, I know this, but I haven't really applied it to my negotiating technique. *I'm discovery-driven*, I aver. It's also a little scary to think too far into the future; that requires a long game and the confidence that you actually can navigate to that future. But understanding where you want to end up is critical, because it gives you power to own your career and to be seen as a strong visionary who knows what she wants and how to get it.

- A. Sit on Both Sides of the Table
- B. Power Up
- C. Signal that You Are Transacting
- D. Never Say Never
- E. Look to the Horizon
- F. Excise Emotion
- G. Be Helpful and Hopeful

## 答案详解

### Part A

#### Text 1

#### 21. 【答案】D

【解析】纯粹细节题。根据题干中的关键词Uber定位到文章的第一段的第三句和最后一句“Uber, an American car-hailing app that is conquering markets everywhere else, is also finding China hard to crack. ... Uber's biggest problem is that it has encountered a world-class local upstart”。题干的谓语动词be confronted with 等同于最后一句的encountered, 因此确定答案应该是出在最后一句: 优步最大的问题是它遭遇到一个具有世界级水平的民族企业。故D项来自中国公司的巨大挑战为正确答案。

## 22.【答案】C

【解析】排除题。题干问根据第二段下面四个说法中哪一个错了。根据题干中的信号词“第二段”定位到第二段。针对C项“优步将从线上打车服务中消除”，根据第二段倒数第二句Uber, with a third of the market for private-car service, this week announced plans to expand to cover 55 Chinese cities可知，优步仅占私车服务的三分之一，此周宣布将把服务的市场扩大到55个中国城市，并没有说消除，故C项是错误的说法，为正确答案。

## 23.【答案】A

【解析】推断题。根据题干段落信号词定位到第四段，即第四段的第一、二句：“But getting people from A to B is just the start of Didi’s ambitions. It plans to offer a variety of other services that make the most of its huge base of users and the trove of data it holds on them 然而，仅仅把人们从A点带到B点只是滴滴的雄心抱负的一个开端。滴滴计划提供一系列其他服务来收集大量的用户数据，以便更好地提供服务。”由这两句我们不难推出把人们带到目的地远远不是他们的最终目标。故A项为正确答案。

## 24.【答案】A

【解析】词义猜测题。根据题干信号词matchmaker和last paragraph定位到最后一段第一、二句：“Perhaps Didi’s quirkiest new sideline is that of matchmaker. Hitch, its ride-sharing service, will soon allow drivers and passengers to select each other based on their shared interests 也许，滴滴最令人吃惊的副业会是一个媒人。Hitch，滴滴的拼车服务，将会很快允许司机和乘客在共同兴趣的基础之上自由交往。”由此可知，matchmaker的意思应该是和go-between“连线搭桥”的意思接近，故A项为正确答案。

## 25.【答案】B

【解析】主旨大意题。问这篇文章最合适的标题。本篇文章主要讲述了当下比较热门的一个话题，就是滴滴和优步线上打车的服务，重心偏重于滴滴打车，通过和优步进行对比，指出滴滴的规模大、服务好，而且滴滴的目标远不仅是把乘客带到目的地，还致力于拓展更多的业务，以更好地服务于乘客。因此B项的不止于“移动”——把顾客送到目的地更贴合文章主题，故为正确答案。

## 全文翻译

国外的网络巨头在中国市场往往举步维艰。脸谱网、推特和谷歌都很难适应大陆市场。优步，一个在其他市场旗开得胜的美国叫车应用，却发现在中国举步维艰。但是不像其他的网络巨头，这个出租车行业的入侵者并没有被支持民族企业的中国市场管控措施所冻结。优步最大的问题是它遭遇到一个具有世界级水平的民族企业。

去年，滴滴快滴由腾讯和阿里巴巴两大网络巨头支持且相互竞争的两个不同打车软件合并而成。现在，它已经占据了线上个体交通市场的大片江山。去年，滴滴快滴在中国市场有14亿次的出行，比优步在全球市场上的历史记录都多。它可能已经占据了私家车服务市场（它的大部分收益来源）的三分之二，并且滴滴快滴在数百个城市提供打车服务。优步

仅占私车服务的三分之一，此周宣布将把服务的市场扩大到55个中国城市。滴滴快滴和优步都为了吸引车主注册成为司机而提供了大量的补贴。

不像优步，滴滴在国内只聚焦于快车服务。滴滴的用户们可以选择出租车、私家车、拼车、班车或大巴车。在接下来的数个月的春节回乡潮期间，数百万名回乡人会遭遇机票和火车票全部售罄的局面，滴滴会帮助用户们以和火车票价相当的价格拼车跨城回家。

然而，仅仅把人们从A点带到B点并不是滴滴的最终抱负。滴滴计划提供一系列其他服务来收集大量的用户数据，以便更好地提供服务。1月26号，滴滴宣布了和中国招商银行的合作协议。越来越多的滴滴司机们想要买一辆新车，他们中的很多人可以通过滴滴软件得到一份固定的收入，但往往缺少正规信贷。滴滴和招商银行将首次开启为司机提供汽车贷款，在将来，可能也会为乘客提供此项服务。

也许，滴滴最令人吃惊的副业会是一个媒人。Hitch，滴滴的拼车服务，将会很快允许司机和乘客在共同兴趣的基础之上自由交往。滴滴已经和LinkedIn有协议，人们可以在这两个网络平台互通注册。这些举措的目的是让那些经常需要每天花费一两个小时上下班的白领们可以在商业、友谊，甚至爱情上面有更多的收获。

## Text 2

### 26. 【答案】B

【解析】细节题，实际为一道细节推断题，是对文章第一段第一句的一个反向推断。第一句为：“Adverts wouldn't work as well as they do if they didn't operate with a very good sense of what our real needs are; what we really require to be happy 如果广告不能很好地体现出我们的真实需求、告诉我们怎样做才会快乐，那么这样的广告对我们不会起太大的作用。”反过来推断，广告要想对我们起作用，就必须反映我们的真实需求，故B项为正确答案。

### 27. 【答案】A

【解析】例证题。例子通常是为了证明观点的，第二段两个例子是为了证明第二段的第二句，也就是第二段的观点句：“But they are in no relation to the hopes they arouse 只不过这些商品和广告传达的希望没有一点关系。”Be in no relation to 和A项的have nothing to do with 是同义替换，故A项为正确答案。

### 28. 【答案】B

【解析】排除题，只是这道题问的是哪个说法是对的，所以大家在做的时候一定要看清题干，是让选对的，还是选不对的。根据题干信号词定位到第三段。对于A项“生产者应该注重设计新奇的产品去和消费者和睦相处”，文章中提到设计新奇的产品：“Collectively we should turn our ambitions to creating new kinds of products — as strange sounding today as a wrist watch would have seemed in 1500 我们大家应该把重心放在创造新产品上——这个想法听起来可能会很奇怪，就像腕表这个设计在1500年听起来也很奇怪一样。”但是并未说这样做的目的是生产者想和消费者和睦相处，故排除。C项说商业和产业已经正在历史上扮演着一个不可或缺的角色，文章中并未提及，属于无中生有。D项说只有当消费者足够明智的时候，他们才能够辨别是非，文章中也未提及，故排除。B项说现在我们卖的产品远没有达到期望，第三段最后一句“Only this will help us to make real the lovely ideals which the adverts of today



make us gaze at from far away 只有这样,我们才会注意到远处的广告,才能实现广告里宣传的理想”,说明现在卖的产品并没有达到广告里所描述的理想,故B项为正确答案。

### 29. 【答案】C

【解析】原因细节题。根据题干的信号词定位到最后一段第一、二句“The people who work in advertising know in their hearts that they’re usually arousing longings they can’t fulfill. It’s why many of them, particularly the most talented, suffer crises in mid-life 广告工作者心里都很清楚广告所表达的理念都是他们无法实现的,这就是为什么他们中的大多数人,尤其是那些富有才华的人,会遭受中年危机”。由此可知富有才华的中年人遭受危机是因为广告所表达的理念都是他们无法实现的,故C项为正确答案。

### 30. 【答案】D

【解析】态度题。问作者对之前做广告的人去尝试一些新事情的态度。根据题干定位到文章最后一段的第四句“Struck by the untruthfulness of their lives, with some cash in the bank, many of these ad people tend to leave the field and try out something new 因为受生活中诸多假象的困扰,银行里又有些存款,大多数广告工作者都倾向于摆脱现有的生活领域,做一些新鲜的尝试”。根据untruthfulness一词,可以判断作者对他们之前做虚假广告的事情是持批评态度的,而且他们自己也受到了困扰,然后决定去尝试一些新的事情,由此可知作者对他们尝试新的事情是持积极态度的,故正确答案选D。

## 全文翻译

如果广告不能很好地体现我们的真实需求、告诉我们怎样做才会快乐,那么这样的广告对我们不会起太大的作用。广告商打出的感情牌是基于完全了解我们的真实需求。作为人类,我们渴望享受爱,拥有美满的家庭、和谐的人际关系,还希望受人尊重。这些需求,广告商都明白。

当然,广告的确是在卖一些商品。只不过这些商品和广告传达的希望没有一点关系。CK生产制造的古龙香水充满魅力,百达翡丽手表在时间精准度方面是非常可靠的。但是,我们很难发现这些出售的商品及其宣传理念是如何与我们潜意识里的思想保持一致的。一块手表,或者一瓶香水——即使产品本身很优秀——也没有办法帮我们解决所面临的困难。我们面临的困难远比这些商品所理解的大得多。

我们互相交易的商品都不适合彼此。通常,我们会把自身需求分为两种。但是,除了这两类之外,还有更多、更有意义的商业挑战等待下一代企业家来解决(商机,从本质上讲,就是一个未引起重视的需求,而且这种需求我们有很多)。我们大家应该把重心放在创造新产品上——这个想法听起来可能会很奇怪,就像腕表这个设计在1500年听起来也很奇怪一样。我们需要来自工商界的动力来填补我们背后的世界以及我们的生活,研发的新产品能真正帮我们繁荣昌盛,获得满足感,正确处理人际关系。只有这样,我们才会注意到远处的广告,才能实现广告里宣传的理想。

广告工作者心里都很清楚广告所表达的理念是他们无法实现的。这就是为什么他们中的大多数人,尤其是那些富有才华的人,会遭受中年危机。他们知道自己的天赋都致力于

在广告中创造幸福的画面，然而，他们所卖的商品却不能制造幸福。因为受生活中诸多假象的困扰，银行里又有些存款，大多数广告工作者都倾向于摆脱现有的生活领域，做一些新鲜的尝试：继续学习深造，获得哲学学位；开一间酒吧；或者环游世界，寻求生命的意义。然后，我们再邀请他们重返岗位，想出新的广告创意：这种广告创意不仅能使我们开心，也能帮助我们更好地做当下的自己。

### Text 3

#### 31. 【答案】D

【解析】细节题。题干问实业家和专家最大的不同在哪里，根据题干定位到文章第一段最末尾的位置“Entrepreneurs and executives are known for a round-the-clock devotion to work, in contrast to the four-day-week gurus, but what toll does availability take for those whose jobs require it”与那些一周工作四天的业界专家不同，企业家和管理者对工作向来全天候投入。但这种对工作时间的要求，到底给那些必须时刻准备迎接工作的人们带来了何种负担呢？”故正确答案为D项。

#### 32. 【答案】B

【解析】细节题。根据题干定位到第二段第一句“A recent study links extended work availability with decreased calmness, mood, and energy levels”近期有研究指出：延长工作时间会导致情绪稳定性下降、心情变糟、活力减退”。与这句话意思比较接近的只有B项，故B项为正确答案。

#### 33. 【答案】A

【解析】推断题。题干问从第三段我们能推断出什么，没有问具体的从文章中的某个细节可以推断出什么，属于一道结论推断题。根据整个第三段“Participants marked lower moods the morning after being on-call compared to mornings after days when they were not required to be available, which the researchers believe occurs because readiness to respond makes it harder to recover from work. The possibility alone impeded recovery from work, as the effects persisted even when no calls came”度过随时可能接到工作任务的一天后，受访者在第二天清晨的情绪状况要比平时差。调查人员相信：这是因为时刻处于‘准备接受任务’的状态使人更难从工作中恢复过来。是‘接到工作任务’的可能性让人们难以调整状态，因为即使没有真正下达工作任务，这种影响也依然存在”，我们可以推出接受工作任务的可能性让人们情绪低落，而并不是真正的工作本身，故A项为正确答案。

#### 34. 【答案】C

【解析】原因细节题。题干问早上的皮质醇迅速上升的原因是什么，根据题干信号词“早上的皮质醇”定位到文章最后一段的倒数一、二句“In this study, an individual’s morning levels of cortisol increased more quickly when participants would be on call, resembling the higher hormone levels seen in job stress. This may simply be the body’s way of preparing for the anticipated stresses ahead, the authors suggest”在这项研究中，清晨的皮质醇水平在一个人即将整日准备迎接可能到来的工作时上升得更快，这一现象与工作压力导致的现象类似。