

全国工商管理硕士(MBA)

教育指导委员会审定

复旦大学出版社

全国1997年工商管理硕士生
入学考试('97MBA联考)

考试大纲和考试指南

周三多 主编



全国工商管理硕士(MBA)教育指导委员会审定 流通 3 滑

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复旦大学出版社

内 容 提 要

我国经济体制和经济增长方式的转变,目前已进入了一个十分关键的历史时期,即企业如何在现代企业制度的条件下进一步深化改革。在这一关键的历史时期中,如何加速培养我国的工商管理硕士(MBA),造就一大批职业企业家队伍,已成为我国各界人士关注的一个热点。

本大纲和指南是在国家教委决定自1997年起试行工商管理硕士生(MBA)联考的条件下,由26所MBA试点院校联合编写而成,并经全国MBA教育指导委员会审定。全书共分英语、数学、管理、语文与逻辑四个独立部分,各部分的内容分考试大纲、'97联考样卷、样卷答案、样卷解析和考试指南等几个基本模块。本书编写的目的旨在供考生在26所MBA试点院校的辅导教师指导下复习迎考使用。鉴于有志于报考MBA的考生遍及全国各地,编写中也适当地兼顾了一般考生通过自学复习迎考的需要。

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前 言

传统的计划经济体制向社会主义市场经济体制转变,传统的以粗放型为主的经济增长方式向集约型为主的经济增长方式转变,已成为中国经济体制改革不可逆转的发展趋势。加快培养中国的企业家队伍,也成为增强企业活力,发展中国经济的关键。由于历史的和体制的原因,中国目前企业管理者素质不能适应急剧变化的客观环境的需要,急待提高。进一步创造条件,让优秀的企业管理干部攻读 MBA(工商管理硕士)学位,进行系统培训,获得现代经济管理的理论知识及能力,对企业改革具有十分重要的意义。然而,现行的 MBA 入学考试方法却难以保证使更多具有经济管理实践能力的人有入学深造的机会:

第一,现行的 MBA 入学考试采用试点院校单独考试的方法,与一般的硕士研究生一样考五门课,英语、数学不仅所占比较大,且难度也偏高,从而把许多具有丰富实践经验的企业管理人员拒之门外。

第二,MBA 单独考试的专业课同学术型的企业管专业硕士研究生入学考试基本相似,在管理基本知识方面有许多内容要死记硬背,而对考生的实践能力却重视不够,这既不符合 MBA 专业的特点,又不利于有实践经验的企业经济管理干部在入学考试中较好地发挥自己的长处而取得好成绩。

第三,各校在单独命题时,考试题型、难度以及应试要求各不相同,因此难以在各校之间进行横向比较与综合平衡,在宏观调控方面缺乏统一的尺度,不利于 MBA 考生质量的提高和 MBA 教育的发展。

因而,管理教学界和企业界的许多有识之士都深感 MBA 入学考试方法必须改革,国家教委领导也多次指出迫切需要研究一种既适应 MBA 专业特点又有利于政府和企业优秀中青年管理干部入学的考试方法。全国 MBA 教育指导委员会于 1995 年 1 月专门成立了 MBA 入学考试改革研究组,经过全国 26 所 MBA 试点院校的共同努力,确定了 MBA 入学考试改革方案的基本框架及各部分的基本要求,并将这种新的综合考试方法定名为工商管理硕士研究生入学综合考试(汉语拼音缩写为 GRK)。为了使 GRK 考试逐步走向成熟和完善,经国家教委高校学生司批准,决定 1997 年全国工商管理硕士生入学考试时,参照 GRK 考试的精神和方法,进行 26 所试点院校联合考试,简称'97MBA 联考。同时国家教委高校学生司决定将'97MBA 联考的命题、制卷、分发、阅卷和考分统计分析等组织实施工作委托给全国工商管理教育指导委员会承办,日常具体工作将由全国 MBA 教育指导委员会下属的全国工商管理硕士入学考试(GRK)研究中心负责执行。

1997 年工商管理硕士生入学考试仍为五门课,其中外语、数学、管理、语文与逻辑

辑四门课实行联考,外语、数学、语文与逻辑满分各为100分,管理满分为150分,政治由各校单考,满分为100分,五门考试总分为550分。每门考试时间为3小时,为了让有关院校及有志报考MBA的考生了解熟悉考试大纲和考试方式,便于考生复习迎考,我们从1994年3月开始,经过近两年的努力,终于编写并出版了这本'97联考考试大纲和指南。本考试大纲和指南在编写时系统考虑了'97联考的要求与基本特点,具有较强的针对性,全书内容也分为外语、数学、管理、语文与逻辑四个部分,总字数控制在80万字左右。

本考试大纲和指南具有以下特点:

1. 针对性较强,各部分内容及要求都是严格按照'97联考相应部分的考试大纲来编写的,考生通过指南的学习和掌握,即可熟悉'97联考各部分的考试题型、难度以及掌握基本的应试技巧。

2. 本书在编写时借鉴了国外有关考试的成功经验,从而有利于MBA入学考试的国际接轨。

3. 本书充分考虑了MBA招生对象的特点,侧重于训练考生的思维能力,广大考生通过本指南的系统学习,将会满怀信心地参加'97联考。

4. 本书涉及的知识面也较广阔,通过对本书的学习和掌握,可为考生录取后攻读MBA学位作好必要的知识准备。

5. 本书配备大量的模拟练习题,题型及难度同'97联考试题基本相近,可提高考生的应试技巧与答题速度,也有利于有关教师进行辅导。

本考试大纲和指南由全国26所MBA试点院校共同编写,其中语文与逻辑部分由北京大学、上海交大、大连理工大学、西南财大、复旦大学、天津大学、厦门大学、对外经贸大学、暨南大学、南京大学、华南理工大学、哈尔滨工业大学等院校承担,由北京大学谷衍奎、刘力任语文部分的主编,由大连理工大学管理学院何威任逻辑部分的主编;数学部分由湖南大学、北京理工大学、南京大学、西南财大等四所院校编写,由湖南大学国际商学院谢赤任该部分的主编;管理部分由浙江大学、中南财大、西安交大、东北财大、华中理工大学、南开大学、北方交大、武汉大学、同济大学、清华大学、中国人民大学、上海财大、南京大学等院校的专家承担,由浙江大学工商管理学院项保华任该部分主编;英语部分的编写工作由北京大学、南京大学、上海交大、中国对外经贸大学、天津大学、厦门大学等六所院校的有关人员完成,由南京大学国际商学院冯云霞、范锐担任该部分主编。

在本书编写过程中,各编写组的所有成员在繁忙的日常本职工作中抽出时间,来进行这项创造性很强的极其艰苦的工作,这是十分难能可贵的。全国MBA教育指导委员会顾问,西安交通大学管理学院院长汪应洛教授、全国MBA教育指导委员会副主任委员兼秘书长,清华大学经济管理学院副院长赵纯均教授、全国MBA教育指导委员会副主任委员,复旦大学管理学院院长郑绍濂教授、厦门大学工商管理学院吴世农教授等对

工作,给予了热情的关注和鼓励,上海交大、复旦大学、南京大学、西南财大等院校为各次研讨会议的召开和本书的编写出版工作也作出了积极的贡献。在此,仅向一切关心和帮助本书编写与出版工作的人员表示衷心感谢。在本书编写过程中还参阅了国内外许多 GMAT 考试方面的资料与文献,恕不一一列出,在此也向这些资料与文献的作者一并致谢。

由于 '97 联考是新考试方法的首次实践性试验,在本书编写的内容与体系上可能存在种种不妥之处,我们将根据实践的结果作进一步的修改,同时也竭诚欢迎广大读者批评指正。

愿 '97 联考式考试日趋完善,顺利进行,愿更多有实践经验的优秀中青年管理者进入 MBA 的行列,愿中国的 MBA 事业日益兴旺发达。

周三多

1996 年 3 月于南京

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英 语

英语 '97 联考大纲

一、考试要求

MBA'97 联考的英语考试,是为 MBA 招生而实施的选拔性考试,要求考生掌握英语的基本语法和词法,具有一定的语言运用能力,具备一定的语言基础,以保证录取的考生能适应 MBA 的课程学习。

二、考试方式和考试时间

MBA'97 联考英语考试为笔试,考试时间为 3 小时。

三、试题内容和试题结构

MBA'97 联考的英语考试,其难度略低于全国招收硕士生入学考试中英语统考的要求,试题结构设计中减少纯语法部分的比例,增加阅读理解和翻译的比重。试题的考分结构和内容要求具体说明如下:

(一) 语法结构和词语用法(Part I :Grammatical Structure & Vocabulary)

语法结构和词语用法占考试内容的 20%,其中语法结构和词语用法各占一半,要求考生从每题四个备选择的答案中选择一个正确的答案。本部分考试的目的是测试考生运用基本语法结构及常用词汇、短语的能力。

(二) 阅读理解(Part II :Reading Comprehension)

阅读理解占考试内容的 50%,要求考生阅读 1,200~1,500 个单词的文章,考生应根据文章内容从每个问题的四个选择项中选出一个最佳答案。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速度。

(三) 翻译(Part III : Translation)

翻译部分占考试内容的 15%,翻译内容的总长度约 100~120 个英文词。

(四) 写作(Part IV : Writing)

写作部分占考试内容 15%,要求考生写出一篇 100 个词左右的短文。出题形式为:给出题目;规定情景;给出段首句等。内容限定在考生熟悉的日常生活领域。

第一部分 MBA'97 联考英语试题实例解析

Test Paper(1)

Part I : Vocabulary & Grammatical Structure (20%)

Directions: There are 20 incomplete sentences in this part. For each sentence there are four choices marked A, B, C and D. Choose the ONE answer that best completes the sentence. Then blacken the corresponding letter on the Answer Sheet with a pencil.

Section A Vocabulary

1. He is among those lucky students who have won _____ to first-rate universities.
A. permission B. admittance C. profession D. admission
2. Security officials say that computer crime is easy to accomplish and hard to _____.
A. defy B. define C. deduce D. detect
3. Thomas Edison _____ his success as an inventor to 10% inspiration and 90% perspiration.
A. devoted B. executed C. attributed D. instituted
4. He said he had no intention of _____ relations with them.
A. breaking up B. breaking out C. breaking down D. breaking off
5. He offered to _____ her a hand as the suitcase was too heavy for her to carry.
A. help B. show C. borrow D. lend
6. The chief manager refused to _____ on the rumour that he was going to resign.
A. explain B. talk C. speak D. comment
7. We were frightened by the _____ of the crowd.
A. hospitality B. honesty C. humanity D. hostility
8. Can you _____ me on the phone by the sound of my voice?
A. make up B. make over C. make out D. make off
9. I have so much work to do that a holiday for me this year is _____.
A. in question B. out of question

- C. out of the question D. at random
10. Horseback riding _____ both the skill of handling a horse and mastery of diverse riding styles.
- A. fosters B. emphasizes C. exaggerates D. embraces

Section B Grammar

11. "Did your father go to New York?" "No, his doctor suggested that he _____."
- A. not go B. is not go C. won't go D. isn't going
12. _____ at the sad news, he couldn't say a single word for some time.
- A. Astonished B. Astonishing
C. To astonish D. Having astonished
13. It is strange that you _____ say such a thing.
- A. would B. should C. will D. shall
14. _____, we went to swimming.
- A. Being a hot day B. The day being hot.
C. Due to a hot day D. It was a hot day
15. Fifteen minutes _____ I can spare to talk over this matter with you.
- A. are that B. is all C. are all D. is that
16. I _____ a doctor now, if I had studied medical science in my youth.
- A. were B. should be
C. had been D. should have been
17. I had hardly sat down _____ he stepped in.
- A. when B. that C. until D. after
18. His proposal was rejected that the talks _____ in Geneva.
- A. would be held B. should be held
C. were to be held D. had been held
19. Helen apologized for _____ to attend the party.
- A. her not being able B. her being not able
C. her being able not D. not her being able
20. _____ is well-known to all, too much stress can cause disease.
- A. It B. That C. As D. Which

Part I : Reading Comprehension (50%)

Directions: There are 5 passages in this part. Each passage is followed by some questions or unfinished statements. For each of them there are four choices marked A, B, C and D. You should choose the ONE best answer and blacken the corresponding

letter on the Answer Sheet with a pencil.

Questions 21 to 24 are based on the following passage:

Passage 1

In former times doctors in Taiwan, who were considered saviors, were greatly admired. This is not only because they were able to relieve sick people of their pain and save their lives, but because they demonstrated admirable willingness to help the sick.

Now in this industrialized world people are inclined to choose material possessions. This is true of doctors, too. The high income of doctors is the envy of other people. Many high school graduates are eager to get into medical colleges, and countless girls consider doctors to be their best choice of husbands. For many years the public has charged that doctors in public hospitals demand money from patients. The amount of money the patients give determines the kind of treatment they receive. It has also been said that drug companies have to pay the doctors so that the latter will use their products.

Recently, a large medicine factory set up by U. S. investors declared that it will stop giving kickbacks to doctors as the factory has spent too much to promote sales over the years. This declaration has caused quite a stir in our society. We wonder what the officials who have denied the dealings mentioned above will say about this.

21. According to the passage, why did the doctors in Taiwan deserve our highest admiration in former times?
- A. They were a group of qualified doctors.
 - B. They ranked first in wealth.
 - C. They were able to cure the sick of poverty.
 - D. They were the doctors with medical morals as well as medical skill.
22. Why do many girls regard doctors as their ideal choice of husbands?
- A. Doctors are saviors.
 - B. Doctors are honest.
 - C. They get married to doctors for love.
 - D. They want to live in great luxury after marriage.
23. Why shouldn't doctors in public hospitals ask for the extra money from the sick?
- A. The so-called extra money is a tip to nurses.
 - B. The so-called extra money is ill-gotten money.
 - C. Doctors are honest.
 - D. Doctors have additional money given by the hospital every year.

24. The word "kickback" probably means _____.

- A. a doctor's legal income
- B. additional money for doctor's good service
- C. a doctor's retiring money
- D. money offered a doctor for unfair things

Questions 25 to 28 are based on the following passage:

Passage 2

There are three stages of culture shock. In the first stage, the newcomers like their environment. Then, when the newness wears off, they begin to hate the new culture. In the final stage of culture shock, the newcomers begin to adjust to their surroundings and, as a result, enjoy their life more.

Some of the factors in culture shock are obvious. Maybe the weather is unpleasant. Perhaps the customs are different. Perhaps the public service systems are difficult to figure out and you make mistakes. The simplest things seem difficult. The language may be difficult. The food may seem strange to you. You may feel like everyone is watching you. In fact, you are always watching yourself.

Culture shock produces a feeling of disorientation (迷惑). This disorientation may be homesickness, imagined illnesses, or even paranoia. When people feel the disorientation of culture shock, they sometimes feel like staying within their room or apartment to give themselves a sense of security. This escape does solve the problem of culture shock for the short term, but does nothing to familiarize the person more with the culture. Familiarity and experience are the long term solutions to the problem of culture shock.

25. It is _____ for a newcomer to hate the new environment at some time in the adjustment to the new surroundings.

- A. strange
- B. entertaining
- C. typical
- D. necessary

26. The word "paranoia" probably means a feeling of _____.

- A. security
- B. happiness
- C. experience
- D. fear

27. The author thinks that it is _____ idea for people to stay in their homes as a solution to culture shock.

- A. not a good
- B. a great
- C. not a bad
- D. a good

28. According to the author, adjustment to a new culture is _____.

- A. impossible
- B. difficult
- C. annoying
- D. easy

Questions 29 to 32 are based on the following passage:

Passage 3

One phase of the business cycle is the expansion phase. This phase is a two-fold one, including recovery and prosperity. During the recovery period there is evergrowing expansion of existing facilities, and new facilities for production are created. More businesses are created and older ones expanded. Improvements of various kinds are made. There is an ever increasing optimism about the future of economic growth. Much capital is invested in machinery or "heavy" industry. More labor is employed. More raw materials are required. As one part of the economy develops, other parts are affected. For example, a great expansion in automobiles results in an expansion of the steel, glass, and rubber industries. Roads are required; thus the cement and machinery industries are stimulated. Demand for labor and materials results in greater prosperity for workers and suppliers of raw materials, including farmers. This increases purchasing power and the volume of goods bought and sold. Thus prosperity is spread out among the various portions of the population. The prosperity period may continue to rise and rise without an apparent end. However, a time comes when this phase reaches a peak and stops spiralling(盘旋)upwards. This is the end of the expansion phase.

29. The title below that best expresses the idea of this passage is _____.
A. The Business Cycle B. The Recovery Stage
C. An Expanding Society D. The Period of Good Times
30. Prosperity in one industry _____.
A. reflects itself in many other industries
B. will affect the steel industry
C. will end abruptly
D. will help all portions of society except the farmers
31. Which of the following industries will probably be a good indicator of a period of expansion?
A. Toys B. Machine Tools. C. Foodstuffs D. Farming.
32. During the period of prosperity, people regard the future _____.
A. cautiously B. in a confident manner
C. practically D. unconcernedly

Questions 33 to 36 are based on the following passage:

Passage 4

In today's world, insurance plays a vital role in the economic and social welfare of the entire population. The wish to guard against dangers to life and property is basic