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# 2011版

点石成金

# 考研英语 真题胜经

## 1999年—2010年

12套

总主编：任丽卿 杨怀恩 郝向丽

### ★ 最新收录：

2010年考研英语（一）  
试题及答案详解

### ★ 超值附赠：

2010年考研英语（二）  
试题及答案详解（见附录）

### 本书特色栏目先睹为快

考 研 必 备	归纳必备语法知识，夯实英语基础
融 会 贯 通	提炼文章精彩语句，供你写作参考
长 难 句 点 津	剖析句子结构，扫除理解盲点
酷 译 链 接	全文翻译忠实精准，助你理解细节
酷 词 链 接	直击高频核心词汇，例句助你记忆
翻 译 技 巧 点 拨	常用翻译技巧点津，攻克翻译瓶颈
构 思 点 津	点拨写作思路，指点行文运笔
模 板 共 享	总结经典写作套句，以不变应万变
佳 作 赏 析	范文标准、易模仿，附名师点评
耳 濡 目 染	放送经典美文，语感潜移默化

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12套

总主编：任丽卿 杨怀恩 郝向丽  
主 编：杨晓璐 栗丽娟  
副主编：王 菁 谢晓咏 夏金玉 张其香

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## 真题为什么重要？

全国硕士研究生入学考试是一种选拔性考试,对考生的英语能力有更高的要求。作为大规模、全国性的水平测试,在不断进行改革的同时也要保持其统一性、稳定性和连续性。从宏观的能力考查到微观的考点选取、出题的方式方法,乃至常考的词汇和结构,无不遵循这一原则要求。可以说随着考试次数的增多,考试的范围特点也就越清晰、越常态化,也就越容易为读者所掌握。总体来看,特点如下:

1. **重点突出:** 各类考试都遵循“重者恒重”这样一个规律,全国硕士研究生英语考试也不例外。英语语言万变不离其宗,认真、细致地分析、操练历年真题,有利于读者掌握出题规律、理清解题思路、评估现有水平,并熟悉考试材料的题材、体裁和难度。
2. **针对性强:** 从命题的角度而言,真题的命题人都是一些“重量级”专家,在征集题库的基础上,用专门的时间“封闭式”反复推敲而成。因此,真题的示范性和权威性非一般模拟题能比,其科学性和令读者产生的临场感远超一般的模拟题。
3. **覆盖面广:** 考研英语真题的材料内容多维、层次有序、梯度分明,是一个绝好的资源宝库,推敲琢磨这些资料是我们把握试题脉络的法宝。



## 考试题型发生了变化,以前的真题还有用吗?

纵览历年考研英语真题,大家会注意到考研英语真题在形式上有较大的调整,这反映出大学英语教学要求的变化。但是,在变化之中也有不变的因素。首先,考研英语真题对能力的考查要求基本不变;其次,最近几年的考题中也采用了很多原有的题型,如 Use of English, Reading Comprehension, Translation 以及 Writing 等。我们在编写本书时也考虑到了题型的变化,删去了原有的词汇与结构部分,方便读者集中精力攻克难关。



## 在复习备考过程中如何用好真题?

1. **了解全国硕士研究生入学考研英语试题:** 通过对历年真题的研究,可以感性认识考试的题型、命题风格、分值分布、考查重点及难易程度。
2. **掌握解题思路,培养解题技巧:** 本书会告诉读者各种题型的命题思路和意图,让读者明白每道题目的关键点,学会从命题者的角度分析问题,找准切入点,培养“题感”。另外,本书还会告诉读者解题时应该注意的事项等。



## 做真题时要了然于心的原则是什么?

要注意英语基础是第一位的,只有基础扎实了才能以不变应万变。因此,要确切地理解和掌握所学的知识,不能模棱两可、一知半解。无论是面对写作、翻译,还是阅读,都要有全局观,注重对题目及材料的整体把握,不可在单个词句上钻牛角尖。做题时还要注意充分调动自己的背景知识,需知“人同此情,情同此理”。考研英语真题材料涉及面广,与日常生活息息相关,在解答时联系常识和事理逻辑会有事半功倍的效果。





## 真题中的作文是否每篇都要练习？如何练习更有效？

进行考研英语真题写作题的训练时，应该注重实践，单单看解析、学习范文是无法提高的。因此，在进行套题练习时，最好能够限定时间，认认真真地完成题目作文，甚至可以对同一题目用不同的思路写出两三篇作文来进行比较，拓宽思路并练习各种表达方式的运用。练习时可以有意识地选取几种惯用的结构和表达方式，保证在考试中能够较快地上手写作。写好的文章可以与范文进行对比，选取更好的思路和表达方式，反复修改，并请同学和老师校阅。



## 做真题时遇到的生词该如何处理？

做题过程中遇到的生词有两种情况。一种是超出研究生英语考试大纲词汇范围的词，这样的词有可能是考点，需要结合上下文进行理解；也有可能是出题人认为不影响理解的词，或对理解有影响而用中文注明了含义的词，这类词的处理以能够准确答题、不妨碍理解为准，不需要特别记忆。另一种是属于研究生英语考试大纲词汇范围内的常见词，这类词如不认真掌握就会对理解造成障碍，不认识这类词说明考生的词汇量不过关。对于这类词汇，应当在做题的同时加以注意和总结，掌握其形、音、义和用法并在反复复习中加以巩固。



## 本书的与众不同之处在哪里？

本书不是一本告诉你“是什么”的书，而是告诉你“为什么”的书，是一本为你打造的通关“胜”经。本书打破了以往许多考研英语真题解析书只提供真题和答案的传统模式，为读者提供全国硕士研究生英语考试过关的总体攻略，使读者能够掌握正确的学习方法，而不是仅仅学到一些凌乱的知识。书中选取了近12年的真题，分析并归纳了考研英语历年真题里的高频考点，帮你省时省力地掌握重要知识。每套真题的答案详解部分都列有解题关键词汇、题目详解及全文翻译，同时归纳了阅读、英译汉等题型常考的表达方式以及其他考研必备知识，帮你巩固知识点，提升做题效率。此外，本书还注重语言的融会贯通，时刻提醒读者前后联系知识点，对各个题型进行分析，指点答题技巧和复习、应试方法，帮你系统、高效地进行备考。

本书的编写风格轻松活泼，让读者在学习真题之余还能拓宽知识面，享受英语学习的乐趣。每部分题型解析的结尾处设置了相关的小栏目：英语知识运用部分设有【水滴石穿】，讲述趣味性强的文化背景知识，让你感受学习的快乐和成就感；英译汉部分设有【翻译技巧点拨】，为你指点翻译迷津；写作部分设有【佳作赏析】和【耳濡目染】，让你身临其境，感受语言的魅力。此外，特色栏目还有【融会贯通】和【考研必备】等。



## 如何学习使用本书？

本书不仅是一本真题详解书，更是一本学习英语知识的宝典。所以，本书既适合考生突击备考使用，也适合有意考研者长期学习使用。建议读者先限时做题，然后对照“参考答案速查”给自己打分，再详细阅读题解。明白“所以然”后，给自己制订计划，学习、记忆、背诵书中总结的词句、语法和优美篇章。【水滴石穿】等栏目中的小知识可以在休息的时候品读。【融会贯通】、【考研必备】、【翻译技巧点拨】等栏目的知识可作为资料随时查阅。

亲爱的读者朋友，考研并非苦旅，而将是人生最闪光的经历之一。《考研英语真题胜经》将随你见证那一令人兴奋和愉悦的成功时刻！让我们静下心来汲取真题的精华，从容地迎接即将到来的挑战！

编者

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## 全国硕士研究生入学统一考试英语大纲

## 考试说明

全国硕士研究生入学统一考试是为高等学校和科研机构招收硕士研究生而设置的。其中，英语实行全国统一考试。它的评价标准是：高等学校非英语专业优秀本科毕业生能达到及格或及格以上水平，以保证被录取者具有一定的英语水平，有利于各高等学校和科研机构在专业上择优选拔。

## 一、评价目标

考生应掌握下列语言知识和技能：

## (一) 语言知识

## 1. 语法知识

考生应能熟练地运用基本的语法知识。

本大纲没有专门列出对语法知识的具体要求，其目的是鼓励考生用听、说、读、写的实践代替单纯的语法知识学习，以求考生能在交际中更准确、自如地运用语法知识。

## 2. 词汇

考生应能掌握 5500 左右的词汇以及相关词组。除掌握词汇的基本含义外，考生还应掌握词汇之间的词义关系，如同义词、近义词、反义词等；掌握词汇之间的搭配关系，如动词与介词，形容词与介词，形容词与名词等；掌握词汇生成的基本知识，如词源、词根、词缀等。

英语语言的演化是一个世界范围的动态的发展过程，它受到当今科技发展和社会进步的影响。这意味着需要对本大纲的词汇表不断地进行研究和定期的修订。

此外，全国硕士研究生入学英语统一考试是为非英语专业的考生设置的。考虑到实际交际的需要，考生还应自行掌握与本人的工作或专业相关的词汇，以及涉及个人好恶、生活习惯、宗教信仰等方面的词汇。

(二) 语言技能<sup>①</sup>

## 1. 阅读

考生应能读懂选自各类书籍和报刊的不同类型的文字材料（生词量不超过所读材料总词汇量的 3%），还应能读懂与本人学习或工作有关的文献、技术说明和产品介绍等。对所读材料，考生应能：

- 1) 理解主旨要义；
- 2) 理解文中的具体信息；
- 3) 理解文中的概念性含义；
- 4) 进行有关的判断、推理和引申；
- 5) 根据上下文推测生词的词义；
- 6) 理解文章的总体结构以及上下文之间的关系；
- 7) 理解作者的意图、观点或态度；
- 8) 区分论点和论据。

## 2. 写作

考生应能写不同类型的应用文，包括私人 and 公务信函、备忘录、摘要、报告等，以及一般的描述性、

① 考生应能掌握的语言技能包括听、说、读、写四种能力。但是由于听力能力和口语能力的考查在复试中进行，因此这里只列出读、写两种技能。

叙述性、说明性或议论性的文章。写作时,考生应能:

- 1) 做到语法、拼写和标点正确,用词恰当;
- 2) 遵循文章的特定文体格式;
- 3) 合理组织文章结构,使其内容统一、连贯;
- 4) 根据写作目的和特定读者,恰当地选用语域<sup>①</sup>。

## 二、考试形式、考试内容与试卷结构

### (一) 考试形式

考试形式为笔试。考试时间为180分钟。满分为100分。

试卷包括试题册和答题卡。答题卡分为答题卡1和答题卡2。考生应将1~45题的答案按要求填涂在答题卡1上,将46~52题的答案写在答题卡2上。

### (二) 考试内容与试卷结构

试题分为三部分,共52题,包括英语知识运用、阅读理解和写作。

#### 第一部分 英语知识运用

该部分不仅考查考生对不同语境中规范的语言要素(包括词汇、表达方式和结构)的掌握程度,而且还考查考生对语段特征(如连贯性和一致性等)的辨析能力等。共20小题,每小题0.5分,共10分。

在一篇240~280词的文章中留出20个空白,要求考生从每题给出的4个选项选出最佳答案,使补全后的文章意思通顺、前后连贯、结构完整。考生在答题卡1上作答。

#### 第二部分 阅读理解

该部分由A、B、C三节组成,考查考生理解书面英语的能力。共30小题,每小题2分,共60分。

A节(20题):主要考查考生理解主旨要义、具体信息、概念性含义,进行有关的判断、推理和引申,根据上下文推测生词的词义等能力。要求考生根据所提供的4篇(总长度约为1600词)文章的内容,从每题所给出的4个选项选出最佳答案。考生在答题卡1上作答。

B节(5题):主要考查考生对诸如连贯性和一致性等语段特征以及文章结构的理解。本部分有3种备选题型,每次考试从这3种备选题型中选择一种进行考查。考生在答题卡1上作答。

备选题型有:

1) 本部分的内容是一篇总长度为500~600词的文章,其中有5段空白,文章后有6~7段文字,要求考生根据文章内容,从这6~7段文字中选择能分别放进文章中5个空白处的5段。

2) 在一篇长度约为500~600词的文章中,各段落的原有顺序已经被打乱,要求考生根据文章内容和结构将所列段落(7~8个)重新排序。其中有2~3个段落位置已经给出。

3) 在一篇长度为500词的文章的前或后有6~7段文字或6~7个概括句或小标题,这些文字或标题分别是对文章中某一部分的概括、阐述或举例。要求考生根据文章内容,从这6~7个选项选出最恰当的5段文字或5个标题填入文章的空白处。

C节(5题)<sup>②</sup>:主要考查考生准确理解概念或结构较复杂的英语文字材料的能力。要求考生阅读一篇约400词的文章,并将其中的5个划线部分(约150词)译成汉语,要求译文准确、完整、通顺。考生在答题卡2上作答。

#### 第三部分 写作

该部分由A、B两节组成,考查考生的书面表达能力。共30分。

A节:考生根据所给情景写出一篇约100词(标点符号不计算在内)的应用性短文,包括私人 and 公务信函、备忘录、摘要及报告等。考生在答题卡2上作答。满分10分。

B节:考生根据提示信息写出一篇约160~200词(标点符号不计算在内)的短文。提示信息的形式有主题句、写作提纲、规定情景、图、表等。考生在答题卡2上作答。满分20分。

① 指在书面和口语表达中根据不同的交际对象所采用的话语方式,即正式、一般、非正式的话语。

② 全国硕士研究生入学英语统一考试将英译汉试题作为阅读理解的一部分,其目的是测试考生根据上下文准确理解概念或复杂结构并用汉语予以正确表达的能力。

## 2010年全国硕士研究生入学考试英语（一）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)

In 1924 America's National Research Council sent two engineers to supervise a series of experiments at a telephone-parts factory called the Hawthorne Plant near Chicago. It hoped they would learn how shop-floor lighting 1 workers' productivity. Instead, the studies ended 2 giving their name to the "Hawthorne effect", the extremely influential idea that the very 3 of being experimented upon changes subjects' behavior.

The idea arose because of the 4 behavior of the women in the plant. According to 5 of the experiments their hourly output rose when lighting was increased, but also when it was dimmed. It did not 6 what was done in the experiment; 7 something was changed, productivity rose. A(n) 8 that they were being experimented upon seemed to be 9 to alter workers' behavior 10 itself.

After several decades, the same data were 11 to econometric analysis. The Hawthorne experiments had another surprise in store. 12 the descriptions on record, no systematic 13 was found that levels of productivity were related to changes in lighting.

It turns out that the peculiar way of conducting the experiments may have led to 14 interpretations of what happened. 15, lighting was always changed on a Sunday. When work started again on Monday, output 16 rose compared with the previous Saturday and 17 to rise for the next couple of days. 18, a comparison with data for weeks when there was no experimentation showed that output always went up on Mondays. Workers 19 to be diligent for the first few days of the week in any case, before 20 a plateau and then slackening off. This suggests that the alleged "Hawthorne effect" is hard to pin down.

- |                      |                     |                   |                 |
|----------------------|---------------------|-------------------|-----------------|
| 1. [A] affected      | [B] achieved        | [C] extracted     | [D] restored    |
| 2. [A] at            | [B] up              | [C] with          | [D] off         |
| 3. [A] truth         | [B] sight           | [C] act           | [D] proof       |
| 4. [A] controversial | [B] perplexing      | [C] mischievous   | [D] ambiguous   |
| 5. [A] requirements  | [B] explanations    | [C] accounts      | [D] assessments |
| 6. [A] conclude      | [B] matter          | [C] indicate      | [D] work        |
| 7. [A] as far as     | [B] for fear that   | [C] in case that  | [D] so long as  |
| 8. [A] awareness     | [B] expectation     | [C] sentiment     | [D] illusion    |
| 9. [A] suitable      | [B] excessive       | [C] enough        | [D] abundant    |
| 10. [A] about        | [B] for             | [C] on            | [D] by          |
| 11. [A] compared     | [B] shown           | [C] subjected     | [D] conveyed    |
| 12. [A] Contrary to  | [B] Consistent with | [C] Parallel with | [D] Peculiar to |



- |                     |                  |                    |                |
|---------------------|------------------|--------------------|----------------|
| 13. [A] evidence    | [B] guidance     | [C] implication    | [D] source     |
| 14. [A] disputable  | [B] enlightening | [C] reliable       | [D] misleading |
| 15. [A] In contrast | [B] For example  | [C] In consequence | [D] As usual   |
| 16. [A] duly        | [B] accidentally | [C] unpredictably  | [D] suddenly   |
| 17. [A] failed      | [B] ceased       | [C] started        | [D] continued  |
| 18. [A] Therefore   | [B] Furthermore  | [C] However        | [D] Meanwhile  |
| 19. [A] attempted   | [B] tended       | [C] chose          | [D] intended   |
| 20. [A] breaking    | [B] climbing     | [C] surpassing     | [D] hitting    |

## 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

Of all the changes that have taken place in English-language newspapers during the past quarter-century, perhaps the most far-reaching has been the inexorable decline in the scope and seriousness of their arts coverage.

It is difficult to the point of impossibility for the average reader under the age of forty to imagine a time when high-quality arts criticism could be found in most big-city newspapers. Yet a considerable number of the most significant collections of criticism published in the 20th century consisted in large part of newspaper reviews. To read such books today is to marvel at the fact that their learned contents were once deemed suitable for publication in general-circulation dailies.

We are even farther removed from the unfocused newspaper reviews published in England between the turn of the 20th century and the eve of World War II, at a time when newsprint was dirt-cheap and stylish arts criticism was considered an ornament to the publications in which it appeared. In those far-off days, it was taken for granted that the critics of major papers would write in detail and at length about the events they covered. Theirs was a serious business, and even those reviewers who wore their learning lightly, like George Bernard Shaw and Ernest Newman, could be trusted to know what they were about. These men believed in journalism as a calling, and were proud to be published in the daily press. "So few authors have brains enough or literary gift enough to keep their own end up in journalism," Newman wrote, "that I am tempted to define 'journalism' as 'a term of contempt applied by writers who are not read to writers who are'."

Unfortunately, these critics are virtually forgotten. Neville Cardus, who wrote for the *Manchester Guardian* from 1917 until shortly before his death in 1975, is now known solely as a writer of essays on the game of cricket. During his lifetime, though, he was also one of England's foremost classical-music critics, and a stylist so widely admired that his *Autobiography* (1947) became a best-seller. He was knighted in 1967, the first music critic to be so honored. Yet only one of his books is now in print, and his vast body of writings on music is unknown save to specialists.

Is there any chance that Cardus's criticism will enjoy a revival? The prospect seems remote. Journalistic tastes have changed long before his death, and postmodern readers have little use for the richly upholstered Vicwardian prose in which he specialized. Moreover, the amateur tradition in music criticism has been in headlong retreat.

21. It is indicated in Paragraphs 1 and 2 that \_\_\_\_\_.  
 [A] arts criticism has disappeared from big-city newspapers  
 [B] English-language newspapers used to carry more arts reviews  
 [C] high-quality newspapers retain a large body of readers  
 [D] young readers doubt the suitability of criticism on dailies
22. Newspaper reviews in England before World War II were characterized by \_\_\_\_\_.  
 [A] free themes [B] casual style [C] elaborate layout [D] radical viewpoints
23. Which of the following would Shaw and Newman most probably agree on?  
 [A] It is writers' duty to fulfill journalistic goals.  
 [B] It is contemptible for writers to be journalists.  
 [C] Writers are likely to be tempted into journalism.  
 [D] Not all writers are capable of journalistic writing.
24. What can be learned about Cardus according to the last two paragraphs?  
 [A] His music criticism may not appeal to readers today.  
 [B] His reputation as a music critic has long been in dispute.  
 [C] His style caters largely to modern specialists.  
 [D] His writings fail to follow the amateur tradition.
25. What would be the best title for the text?  
 [A] Newspapers of the Good Old Days [B] The Lost Horizon in Newspapers  
 [C] Mournful Decline of Journalism [D] Prominent Critics in Memory

## Text 2

Over the past decade, thousands of patents have been granted for what are called business methods. Amazon.com received one for its "one-click" online payment system. Merrill Lynch got legal protection for an asset allocation strategy. One inventor patented a technique for lifting a box.

Now the nation's top patent court appears completely ready to scale back on business-method patents, which have been controversial ever since they were first authorized 10 years ago. In a move that has intellectual-property lawyers abuzz, the U.S. Court of Appeals for the Federal Circuit said it would use a particular case to conduct a broad review of business-method patents. In *re Bilski*, as the case is known, is "a very big deal", says Dennis D. Crouch of the University of Missouri School of Law. It "has the potential to eliminate an entire class of patents."

Curbs on business-method claims would be a dramatic about-face, because it was the Federal Circuit itself that introduced such patents with its 1998 decision in the so-called *State Street Bank* case, approving a patent on a way of pooling mutual-fund assets. That ruling produced an explosion in business-method patent filings, initially by emerging Internet companies trying to stake out exclusive rights to specific types of online transactions. Later, more established companies raced to add such patents to their files, if only as a defensive move against rivals that might beat them to the punch. In 2005, IBM noted in a court filing that it had been issued more than 300 business-method patents, despite the fact that it questioned the legal basis for granting them. Similarly, some Wall Street investment firms armed themselves with patents for financial products, even as they took positions in court cases opposing the practice.

The *Bilski* case involves a claimed patent on a method for hedging risk in the energy market. The Federal Circuit issued an unusual order stating that the case would be heard by all 12 of the court's judges, rather than a typical panel of three, and that one issue it wants to evaluate is whether it should "reconsider" its *State Street*

Bank ruling.

The Federal Circuit's action comes in the wake of a series of recent decisions by the Supreme Court that has narrowed the scope of protections for patent holders. Last April, for example, the justices signaled that too many patents were being upheld for "inventions" that are obvious. The judges on the Federal Circuit are "reacting to the anti-patent trend at the Supreme Court," says Harold C. Wegner, a patent attorney and professor at George Washington University Law School.

26. Business-method patents have recently aroused concern because of \_\_\_\_\_.  
[A] their limited value to business  
[B] their connection with asset allocation  
[C] the possible restriction on their granting  
[D] the controversy over authorization
27. Which of the following is true of the Bilski case?  
[A] Its ruling complies with the court decisions.  
[B] It involves a very big business transaction.  
[C] It has been dismissed by the Federal Circuit.  
[D] It may change the legal practices in the U.S.
28. The word "about-face" (Line 1, Para. 3) most probably means \_\_\_\_\_.  
[A] loss of good will  
[B] increase of hostility  
[C] change of attitude  
[D] enhancement of dignity
29. We learn from the last two paragraphs that business-method patents \_\_\_\_\_.  
[A] are immune to legal challenges  
[B] are often unnecessarily issued  
[C] lower the esteem for patent holders  
[D] increase the incidence of risks
30. Which of the following would be the subject of the text?  
[A] A looming threat to business-method patents.  
[B] Protection for business-method patent holders.  
[C] A legal case regarding business-method patents.  
[D] A prevailing trend against business-method patents.

### Text 3

In his book *The Tipping Point*, Malcolm Gladwell argues that social epidemics are driven in large part by the actions of a tiny minority of special individuals, often called influentials, who are unusually informed, persuasive, or well-connected. The idea is intuitively compelling, but it doesn't explain how ideas actually spread.

The supposed importance of influentials derives from a plausible sounding but largely untested theory called the "two-step flow of communication": Information flows from the media to the influentials and from them to everyone else. Marketers have embraced the two-step flow because it suggests that if they can just find and influence the influentials, those selected people will do most of the work for them. The theory also seems to explain the sudden and unexpected popularity of certain looks, brands, or neighborhoods. In many such cases, a cursory search for causes finds that some small group of people was wearing, promoting, or developing whatever it is before anyone else paid attention. Anecdotal evidence of this kind fits nicely with the idea that only certain special people can drive trends.

In their recent work, however, some researchers have come up with the finding that influentials have far less impact on social epidemics than is generally supposed. In fact, they don't seem to be required at all.

The researchers' argument stems from a simple observation about social influence: With the exception of a



few celebrities like Oprah Winfrey — whose outsize presence is primarily a function of media, not interpersonal, influence — even the most influential members of a population simply don't interact with that many others. Yet it is precisely these non-celebrity influentials who, according to the two-step-flow theory, are supposed to drive social epidemics by influencing their friends and colleagues directly. For a social epidemic to occur, however, each person so affected, must then influence his or her own acquaintances, who must in turn influence theirs, and so on; and just how many others pay attention to each of these people has little to do with the initial influential. If people in the network just two degrees removed from the initial influential prove resistant, for example, the cascade of change won't propagate very far or affect many people.

Building on the basic truth about interpersonal influence, the researchers studied the dynamics of social influence by conducting thousands of computer simulations of populations, manipulating a number of variables relating to people's ability to influence others and their tendency to be influenced. They found that the principal requirement for what is called "global cascades" — the widespread propagation of influence through networks — is the presence not of a few influentials but, rather, of a critical mass of easily influenced people, each of whom adopts, say, a look or a brand after being exposed to a single adopting neighbor. Regardless of how influential an individual is locally, he or she can exert global influence only if this critical mass is available to propagate a chain reaction.

31. By citing the book *The Tipping Point*, the author intends to \_\_\_\_\_.  
 [A] analyze the consequences of social epidemics  
 [B] discuss influentials' function in spreading ideas  
 [C] exemplify people's intuitive response to social epidemics  
 [D] describe the essential characteristics of influentials.
32. The author suggests that the "two-step-flow theory" \_\_\_\_\_.  
 [A] serves as a solution to marketing problems  
 [B] has helped explain certain prevalent trends  
 [C] has won support from influentials  
 [D] requires solid evidence for its validity
33. What the researchers have observed recently shows that \_\_\_\_\_.  
 [A] the power of influence goes with social interactions  
 [B] interpersonal links can be enhanced through the media  
 [C] influentials have more channels to reach the public  
 [D] most celebrities enjoy wide media attention
34. The underlined phrase "these people" in Paragraph 4 refers to the ones who \_\_\_\_\_.  
 [A] stay outside the network of social influence  
 [B] have little contact with the source of influence  
 [C] are influenced and then influence others  
 [D] are influenced by the initial influential
35. What is the essential element in the dynamics of social influence?  
 [A] The eagerness to be accepted. [B] The impulse to influence others.  
 [C] The readiness to be influenced. [D] The inclination to rely on others.

#### Text 4

Bankers have been blaming themselves for their troubles in public. Behind the scenes, they have been taking aim at someone else: the accounting standard-setters. Their rules, moan the banks, have forced them to report enormous losses, and it's just not fair. These rules say they must value some assets at the price a third party would

pay, not the price managers and regulators would like them to fetch.

Unfortunately, banks' lobbying now seems to be working. The details may be unknowable, but the independence of standard-setters, essential to the proper functioning of capital markets, is being compromised. And, unless banks carry toxic assets at prices that attract buyers, reviving the banking system will be difficult.

After a bruising encounter with Congress, America's Financial Accounting Standards Board (FASB) rushed through rule changes. These gave banks more freedom to use models to value illiquid assets and more flexibility in recognizing losses on long-term assets in their income statements. Bob Herz, the FASB's chairman, cried out against those who "question our motives." Yet bank shares rose and the changes enhance what one lobby group politely calls "the use of judgment by management."

European ministers instantly demanded that the International Accounting Standards Board (IASB) do likewise. The IASB says it does not want to act without overall planning, but the pressure to fold when it completes its reconstruction of rules later this year is strong. Charlie McCreevy, a European commissioner, warned the IASB that it did "not live in a political vacuum" but "in the real world" and that Europe could yet develop different rules.

It was banks that were on the wrong planet, with accounts that vastly overvalued assets. Today they argue that market prices overstate losses, because they largely reflect the temporary illiquidity of markets, not the likely extent of bad debts. The truth will not be known for years. But banks' shares trade below their book value, suggesting that investors are skeptical. And dead markets partly reflect the paralysis of banks which will not sell assets for fear of booking losses, yet are reluctant to buy all those supposed bargains.

To get the system working again, losses must be recognized and dealt with. America's new plan to buy up toxic assets will not work unless banks mark assets to levels which buyers find attractive. Successful markets require independent and even combative standard-setters. The FASB and IASB have been exactly that, cleaning up rules on stock options and pensions, for example, against hostility from special interests. But by giving in to critics now they are inviting pressure to make more concessions.

36. Bankers complained that they were forced to \_\_\_\_\_.  
[A] follow unfavorable asset evaluation rules [B] collect payments from third parties  
[C] cooperate with the price managers [D] reevaluate some of their assets.
37. According to the author, the rule changes of the FASB may result in \_\_\_\_\_.  
[A] the diminishing role of management [B] the revival of the banking system  
[C] the banks' long-term asset losses [D] the weakening of its independence
38. According to Paragraph 4, McCreevy objects to the IASB's attempt to \_\_\_\_\_.  
[A] keep away from political influences [B] evade the pressure from their peers  
[C] act on their own in rule-setting [D] take gradual measures in reform
39. The author thinks the banks were "on the wrong planet" in that they \_\_\_\_\_.  
[A] misinterpreted market price indicators [B] exaggerated the real value of their assets  
[C] neglected the likely existence of bad debts [D] denied booking losses in their sale of assets
40. The author's attitude towards standard-setters is one of \_\_\_\_\_.  
[A] satisfaction [B] skepticism [C] objectiveness [D] sympathy

## Part B

**Directions:**

For Questions 41-45, choose the most suitable paragraphs from the list A-G and fill them into the numbered boxes to form a coherent text. Paragraph E has been correctly placed. There is one paragraph which does not fit in with the text. Mark your answers on ANSWER SHEET 1. (10 points)

- [A] The first and more important is the consumer's growing preference for eating out; the consumption of food and drink in places other than homes has risen from about 32 percent of total consumption in 1995 to 35 percent in 2000 and is expected to approach 38 percent by 2005. This development is boosting wholesale demand from the food service segment by 4 to 5 percent a year across Europe, compared with growth in retail demand of 1 to 2 percent. Meanwhile as the recession is looming large, people are getting anxious. They tend to keep a tighter hold on their purse and consider eating at home a realistic alternative.
- [B] Retail sales of food and drink in Europe's largest markets are at a standstill, leaving European grocery retailers hungry for opportunities to grow. Most leading retailers have already tried e-commerce, with limited success, and expansion abroad. But almost all have ignored the big, profitable opportunity in their own backyard: the wholesale food and drink trade, which appears to be just the kind of market retailers need.
- [C] Will such variations bring about a change in the overall structure of the food and drink market? Definitely not. The functioning of the market is based on flexible trends dominated by potential buyers. In other words, it is up to the buyer, rather than the seller, to decide what to buy. At any rate, this change will ultimately be acclaimed by an ever-growing number of both domestic and international consumers regardless of how long the current consumer pattern will take hold.
- [D] All in all, this clearly seems to be a market in which big retailers could profitably apply their scale, existing infrastructure, and proven skills in the management of product ranges, logistics, and marketing intelligence. Retailers that master the intricacies of wholesaling in Europe may well expect to rake in substantial profits thereby. At least, that is how it looks as a whole. Closer inspection reveals important differences among the biggest national markets, especially in their customer segments and wholesale structures, as well as the competitive dynamics of individual food and drink categories. Big retailers must understand these differences before they can identify the segments of European wholesaling in which their particular abilities might unseat smaller but entrenched competitors. New skills and unfamiliar business models are needed too.
- [E] Despite variations in detail, wholesale markets in the countries that have been closely examined — France, Germany, Italy, and Spain — are made out of the same building blocks. Demand comes mainly from two sources: independent mom-and-pop grocery stores which, unlike large retail chains, are too small to buy straight from producers, and food service operators that cater to consumers when they don't eat at home. Such food service operators range from snack machines to large institutional catering ventures, but most of these businesses are known in the trade as "horeca": hotels, restaurants, and cafes. Overall, Europe's wholesale market for food and drink is growing at the same sluggish pace as the retail market, but the figures, when added together, mask two opposing trends.
- [F] For example, wholesale food and drink sales came to \$268 billion in France, Germany, Italy, Spain and the United Kingdom in 2000 — more than 40 percent of retail sales. Moreover, average overall margins are higher in wholesale than in retail; wholesale demand from the food service sector is growing quickly as more Europeans eat out more often; and changes in the competitive dynamics of this fragmented industry are at last making it feasible for wholesalers to consolidate.



[G] However, none of these requirements should deter large retailers (and even some large food producers and existing wholesalers) from trying their hand, for those that master the intricacies of wholesaling in Europe stand to reap considerable gains.

Order:



### Part C

#### Directions:

Read the following text carefully and then translate the underlined segments into Chinese. Your translation should be written carefully on ANSWER SHEET 2. (10 points)

One basic weakness in a conservation system based wholly on economic motives is that most members of the land community have no economic value. Yet these creatures are members of the biotic community and, if its stability depends on its integrity, they are entitled to continuance.

When one of these noneconomic categories is threatened, and, if we happen to love it, we invent excuses to give it economic importance. At the beginning of the century songbirds were supposed to be disappearing. (46) Scientists jumped to the rescue with some distinctly shaky evidence to the effect that insects would eat us up if birds failed to control them. The evidence had to be economic in order to be valid.

It is painful to read these roundabout accounts today. We have no land ethic yet, (47) but we have at least drawn nearer the point of admitting that birds should continue as a matter of intrinsic right, regardless of the presence or absence of economic advantage to us.

A parallel situation exists in respect of predatory mammals and fish-eating birds. (48) Time was when biologists somewhat overworked the evidence that these creatures preserve the health of game by killing the physically weak, or that they prey only on "worthless" species. Here again, the evidence had to be economic in order to be valid. It is only in recent years that we hear the more honest argument that predators are members of the community, and that no special interest has the right to exterminate them for the sake of a benefit, real or fancied, to itself.

Some species of trees have been read out of the party by economics-minded foresters because they grow too slowly, or have too low a sale value to pay as timber crops. (49) In Europe, where forestry is ecologically more advanced, the noncommercial tree species are recognized as members of the native forest community, to be preserved as such, within reason.

To sum up: a system of conservation based solely on economic self-interest is hopelessly lopsided. (50) It tends to ignore, and thus eventually to eliminate, many elements in the land community that lack commercial value, but that are essential to its healthy functioning. It assumes, falsely, that the economic parts of the biotic clock will function without the uneconomic parts.

## Section III Writing

### Part A

#### 51. Directions:

You are supposed to write for the Postgraduates' Association a notice to recruit volunteers for an international conference on globalization. The notice should include the basic qualifications for applicants and other information which you think is relevant.