



苏晓玉 主编

# 大学英语四级考试 难点详解

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COLLEGE ENGLISH

首都经济贸易大学出版社

# 大学英语四级考试 难点详解

主 编	苏晓玉		
副主编	卢红芳	杜翔云	徐晓芳
	胡燕飞	杨为明	张东方
编 者	蔡艳玲	席爱玲	苏洪玉
	何玉敏	李 毅	王茹勤

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## 内 容 提 要

本书是按照教育部(原国家教委)颁布的《大学英语四级考试大纲》的内容、形式及要求编写的一本应试指导书。全书含有 12 套模拟试卷,每套包括阅读理解、词汇与语法结构、完形填空(或翻译与简答题)和写作四大部分。每套试题后面针对学生学习过程中所遇到的问题,安排有详细解释。

本书重点突出,针对性强。书中结合考试实践,从语言角度指导学生提高英语水平和应试能力。另外,本书选材适当,内容新颖,反映了 90 年代末大学英语四级考试的特点。因此,本书对学生准备四级考试和提高英语水平很有帮助。

## 前 言

随着改革开放的日渐深入,熟练掌握英语已成为高等院校学生的必备素质。1995年7月15日,教育部(原国家教委)所属的全国大学英语四、六级考试委员会发出《关于全国大学英语四级考试采用新题型的通知》,这就为广大考生提出了新问题和新要求。

本书是按照教育部(原国家教委)颁布的《大学英语四级考试大纲》及《关于全国大学英语四级考试采用新题型的通知》精神编写的。精心设计的12套模拟试题都严格按照四级考试标准编写,难易适当,内容新颖,可读性强。

在编写过程中,编著者参阅了数十种语言工具书和参考书,针对学生在学习过程中的困难和存在的问题,从阅读理解、词汇短语、典型语法结构、惯用法和写作等方面入手,详细阐明了大学英语四级考试中的重点与难点。这样,不但有助于学生巩固大学英语四级教材中的主要内容,同时也能有效地提高学生的应试能力。

由于编者水平有限,书中难免有缺点和疏漏之处,恳请同行及广大读者批评指正。

编 者

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# 试 卷 1

## Part I Listening Comprehension

(20 minutes) (略)

## Part II Reading Comprehension

(35 minutes)

**Questions 21 to 25 are based on the following passage:**

Basic academic subjects like reading, writing and arithmetic were the backbone of the schools during the 1920s and 1930s, until reform movements of the 1940s and 1950s reacted against heavy systematization to bring about methods that focused on taking advantage of students' interests. In 1957 when the Soviet Union sent Sputnik, the first satellite, into outer space, Americans got scared that our students were not as well prepared scientifically as Soviet children were, so a big wave of encouragement for science and math took over in our schools. During the politically eventful late-1960s, such curricula (课程) seemed less relevant (相关的) than children's ability to think for themselves and direct the course of their own education. Experiments such as "open classrooms" came into being, with children in the same room doing a variety of different activities, and teachers seen more as overseers' than transmitters (传授者) of knowledge. High school students made more of their own decisions on which courses to take, and as a result fewer studied foreign languages and hard science.

When the mid-1970s brought drops in the scores achieved by high school students, U.S. educators became concerned that our schools were not giving students enough grounding in basic academic skills and became convinced that students could best think for themselves if they had better basic skills. As a result, the idea is “back to basics” as schools emphasize these skills as part of standard curricula.

What do all these changes mean for U.S. children? They illustrate, for one thing, the underlying American faith that our future rests on the way our children turn out, and that a basic way to affect children's development is through their education.

21. In the 20s and 30s of this century, the instruction of basic subjects at schools was \_\_\_\_\_.
- A. advanced      B. ignored      C. backward      D. emphasized
22. The aim of “open classrooms” of the late-1960s was to \_\_\_\_\_.
- A. better prepare students in the natural sciences  
B. provide students with a variety of academic courses  
C. increase students’ interest in different activities  
D. cultivate the students’ ability to think and act independently
23. In an “open classroom” the teacher is supposed to \_\_\_\_\_.
- A. organize classroom activities rather than merely transmit knowledge  
B. rely on the students’ interests in classroom activities  
C. teach courses less relevant to the established curricula

- D. help the students improve their basic academic skills
24. In the 3rd paragraph, the sentence "our future rests on the way our children turn out" most probably means our future depends on \_\_\_\_\_.  
A. what our children are going to produce  
B. what our children grow up to be  
C. how our children develop their academic interests  
D. how our children learn at school
25. The author's purpose in writing the passage is to \_\_\_\_\_.  
A. comment on the attitude of society towards education  
B. comment on the various curricula in high school education  
C. stress the importance of basic academic skills in schools  
D. stress the importance of students making their own decisions

**Questions 26 to 30 are based on the following passage.**

Shakespeare said that "some are born great, some achieve greatness, and some have greatness thrust upon them." So it is with leadership. Some people are born with a capacity for leadership. Some acquire that art by watching and studying the actions of those around them. Other persons find themselves thrown into unusual situations which require them to draw on resources they never realized they had, and events bring out marked leadership. Most of us are never put to such tests. Most of us are not born leaders.

We often hear people say, "He's a great guy to work for." We see workers go out of their way to do things for certain supervisors (管理人员). We see them carry out instructions cheerfully and well or even add something to the doing of the job which was unexpected. In other words, they put themselves into the job and give it that "plus effort" which people give only when they feel that they are part of the team, that they are making a contribution to its success, and that their contributions are understood and appreciated.

Now this is not something which just happens. It is built on a one-to-one relationship. It is a reflection of the person's attitude toward the job, the supervisor, and the company. Where it exists, it has been developed over a period, as a result of three simple elements: confidence, co-operation and understanding of their supervisor who understands them, appreciates their efforts, and tries to give them all a fair deal.

26. At the beginning of the passage, Shakespeare's words are quoted \_\_\_\_\_.  
A. to make readers appreciate the writer's style  
B. to show the writer's appreciation of Shakespeare's ideas  
C. to stress the importance of good leadership  
D. to help describe different kinds of leaders
27. The sentence "Most of us are never put to such tests" (Para. 1, Line 6) means that "\_\_\_\_\_".  
A. Most of us just don't have the opportunity to display leadership ability



- B. Tests of leadership ability are unnecessary to most of us
  - C. Most of us are not born leaders
  - D. Most of us are not interested in being leaders
28. Workers are willing to do more than they are told to when \_\_\_\_\_.
- A. they are determined to achieve great successes
  - B. they want to be promoted
  - C. they have an understanding supervisor
  - D. they are faced with challenging tasks
29. What does "it" refer to in "Where it exists" (Para. 3, Line 3)?
- A. The one-to-one relationship between the supervisor and the workers.
  - B. The contribution made by a worker to his company.
  - C. The workers' willingness to work hard.
  - D. A good supervisor's leadership in a particular company.
30. The best title of the passage is \_\_\_\_\_.
- A. The Importance of the Art of Leadership
  - B. Supervisors and Workers
  - C. Good Supervisors Are Born Rather Than Made
  - D. Shakespeare on Leadership

**Questions 31 to 35 are based on the following passage:**

As is true in all cultures, Americans first hear music in the context of family life. Much of that music comes from the records on the family radio or television, and this "canned" music is especially important in developing children's musical taste. People often say they were very strongly influenced by the kind of music they heard before they were old enough to have their own records or choose the station on the family radio. There is usually some live music in the family as well. Many mothers and grandmothers sing lullabies (催眠曲), for example. These can be important since in America, as elsewhere, lullabies not only lull (催眠) a baby to sleep but promise, praise, and teach cultural values. Sometimes lullabies are the only songs in a foreign language that American children with strong ethnic (种族的) backgrounds hear, since people often fall back on old, familiar languages for intimate songs.

Another important family context is the automobile, where families learn songs and sing together on weekends and vacations. This is not as surprising as it appears, for the family car has become one of the basic centers of family experience, and it is one of the important places where the family gathers for an extended period of time without outside disturbance. The family used to have to choose between making their own music in the car or being forced by the radio, but the recent invention of automobile cassette recorders and eight-track playback machines allows a family to have more control over what they hear when they drive.

31. "Canned music" (Para. 1, Line 2—3) refers to \_\_\_\_\_.

- A. music passed down from older generations
  - B. recorded music in contrast to live music
  - C. modern music young people can enjoy
  - D. music children hear in an automobile
32. The music children first hear is important in \_\_\_\_\_.  
 A. maintaining their strong ethnic backgrounds  
 B. learning languages  
 C. developing their talent in music  
 D. shaping their likes and dislikes in music
33. Lullabies are usually sung in \_\_\_\_\_.  
 A. American English                      C. the parents' native language  
 B. a familiar language                  D. an African language
34. The word "context" (Para. 1. Line 1) means \_\_\_\_\_.  
 A. occasions                                  C. conditions  
 B. surroundings                              D. backgrounds
35. The recent invention of automobile cassette recorders allows a family to \_\_\_\_\_.  
 A. have more choice in the music they hear  
 B. extend the period of time they spend in cars  
 C. enjoy music without outside disturbance  
 D. have another place to get together

**Questions 36 to 40 are based on the following passage:**

To understand the marketing concept, it is only necessary to understand the difference between marketing and selling. Not too many years ago, most industries concentrated primarily on the efficient production of goods, and then relied on "persuasive salesmanship" to move as much of these goods as possible. Such production and selling focuses on the needs of the seller to produce goods and then convert them into money.

Marketing, on the other hand, focuses on the wants of consumers. It begins with first analyzing the preferences and demands of consumers and then producing goods that will satisfy them. This eye-on-the-consumer approach is known as the marketing concept, which simply means that instead of trying to sell whatever is easiest to produce or buy for resale, the makers and dealers first try to find out what the consumer wants to buy and then go about making it available for purchase. Every step — design, production, distribution, promotion — is made according to consumer demand.

This concept does not imply that consumer satisfaction is given priority (优先) over profit in a company. There are always two sides to every business activity — the firm and the customer — and each must be satisfied before trade occurs. Successful merchants and producers, however, recognize that the surest route to profit is through understanding customers. This concept has been recognized in such slogans (口号) as "Have It Your Way,"

and "You're the Boss." A good example of the importance of satisfying the consumer presented itself in mid-1985, when Coca Cola changed the flavor of its drink. The non-acceptance of the new flavor by a significant portion of the public brought about a quick restoration of the Classic Coke, which was then marketed alongside the new. King Customer ruled!

36. A good knowledge of the difference between marketing and selling leads to \_\_\_\_\_.  
A. the efficient production of goods  
B. a perfect command of salesmanship  
C. the conversion of goods into money  
D. a basic command of the marketing concept
37. Not too long ago, industries focused on \_\_\_\_\_.  
A. the needs and wants of customers  
B. producing and selling goods  
C. the selling of new products  
D. moving goods to the market
38. The very core of marketing lies in \_\_\_\_\_.  
A. developing new wants for consumer goods  
B. the efficient movement of goods  
C. an understanding of consumer needs  
D. making goods readily available to customers
39. A successful business deal can take place only when \_\_\_\_\_.  
A. priority is given to the requirements of the customer  
B. consumer satisfaction and company profit are given equal importance  
C. a company makes a big profit  
D. the customer is satisfied at the expense of the company
40. The last sentence of the passage suggests that \_\_\_\_\_.  
A. the consumer should have the final say in the selling of any product  
B. the consumer should be treated like a king  
C. the consumer should be allowed to do things in his own way  
D. the consumer should be advised on what to buy

### Part III

### Vocabulary and Structure

(20 minutes)

41. You should have enough courage to \_\_\_\_\_ up to various unexpected difficulties and never run away from them.  
A. face                      B. live                      C. bring                      D. come
42. The bridge was painted a dull green color. Under any other circumstances I probably \_\_\_\_\_ it ugly.  
A. had found              B. must have found      C. would have found      D. have found
43. There was no choice then but \_\_\_\_\_ ahead with the project.  
A. go                      B. went                      C. going                      D. to go

44. A police officer was sent to \_\_\_\_\_ the crime.  
A. search                      B. explore                      C. survey                      D. investigate
45. We place the highest value \_\_\_\_\_ our friendly relations with developing countries.  
A. to                      B. on                      C. for                      D. with
46. The customer complained that the dining table had not been delivered yet, \_\_\_\_\_.  
A. and neither had the chairs                      C. and not the chairs either  
B. and the chairs weren't either                      D. and neither the chairs had been
47. The enemy finally had to \_\_\_\_\_ their troops from the occupied area.  
A. retreat                      B. dismiss                      C. withdraw                      D. return
48. We're late. I expect the film \_\_\_\_\_ by the time we get to the cinema.  
A. will have started    B. has started                      C. will start                      D. may start
49. I feel a lot of \_\_\_\_\_ for her because I have been through the same kind of unhappiness myself.  
A. mercy                      B. bitterness                      C. worry                      D. sympathy
50. According to this morning's news, about two-thirds of the people present at the conference \_\_\_\_\_ the plan.  
A. is against                      B. are against                      C. being against                      D. against
51. \_\_\_\_\_ economically, one tin of oil will last at least three months.  
A. To use                      B. To be used                      C. Using                      D. Used
52. Canned foods are \_\_\_\_\_ with housewives because it takes so little time to cook them.  
A. popular                      B. welcome                      C. desirable                      D. usual
53. \_\_\_\_\_ so many people in the U. S. been out of work as today.  
A. In the past, there never have                      C. Never before have  
B. More than ever before have                      D. Formerly, there never were
54. \_\_\_\_\_ we have finished the course, we shall take a new one.  
A. Since that                      B. Now that                      C. Since now                      D. By now
55. I bought an old car cheaply, cleaned it up and sold it the next day at a \_\_\_\_\_.  
A. benefit                      B. bargain                      C. profit                      D. price
56. I enjoy travelling \_\_\_\_\_ I don't have to drive too far.  
A. lest                      B. unless                      C. but                      D. if
57. People are still talking about the historic event of years ago, \_\_\_\_\_ man walked in space for the first time.  
A. when                      B. how                      C. because                      D. while
58. He insisted on \_\_\_\_\_ with these old customs.  
A. doing away                      B. putting aside                      C. casting out                      D. handing over
59. \_\_\_\_\_ his eyes when she told him that it was time for them to leave.  
A. He had no sooner opened                      C. Scarcely did he open  
B. No sooner did he open                      D. Hardly had he opened
60. Although crowded cities seem to be a \_\_\_\_\_ of our crowded world, only 10 per cent

of the world's people live in cities as large as Madrid or larger.

- A. scene                      B. symbol                      C. signal                      D. site
61. The world is running very quickly \_\_\_\_\_ oil and once it is gone, there is no more.  
A. without                      B. out of                      C. down with                      D. off
62. It was a minor illness, and she soon \_\_\_\_\_ it.  
A. got on with                      B. got across                      C. got over                      D. got on to
63. The \_\_\_\_\_ man said that it was impossible for him to be at the scene of the crime because he was in another town.  
A. guilty                      B. accused                      C. evil                      D. criminal
64. Tom's father recommended that he \_\_\_\_\_ to Huangshan for his summer holidays.  
A. go                      C. must have gone  
B. went                      D. should have gone
65. Nylon is a kind of \_\_\_\_\_ material widely used in our daily lives.  
A. mixed                      B. combined                      C. synthetic                      D. systematic
66. \_\_\_\_\_ the bones of prehistoric man, scientists hope to determine what their owners ate.  
A. By studying                      B. Being studied                      C. To study                      D. Studying
67. We normally used the front entrance to the building but there's another entrance \_\_\_\_\_ the back.  
A. on                      B. at                      C. in                      D. to
68. The language barrier made communication difficult, but finally, part of my message \_\_\_\_\_.  
A. passed away                      B. came up                      C. went over                      D. got through
69. Some members of the staff couldn't handle Murray's condition, hard \_\_\_\_\_ they tried.  
A. when                      B. although                      C. as                      D. even if
70. For years, women hoped that a new social order would gradually develop, especially after they won the right \_\_\_\_\_.  
A. in vote                      B. for voting                      C. on voting                      D. to vote

#### Part IV

#### Cloze

(15 minutes)

One afternoon in January 1989, Suzan Sharp, 43, and her 8-year-old son, David, were walking hard (71) an icy parking lot (停车场),

(72) Suzan's cane (手杖) slid on the ice. She

(73) face-first into the mud. David

71. A. at                      C. over  
B. in                      D. across
72. A. when                      C. where  
B. then                      D. and
73. A. dropped                      C. fell  
B. walked                      D. lay

( 74 ) to his mother's side.

"Are you all right, Mom?"

( 75 ), Suzan pulled herself up. "I'm okay, honey, " she said.

It had been nearly two years since Suzan had trouble walking. She was falling more ( 76 ) now.

Every inch of ice was a ( 77 ) danger for her.

"I wish I could do ( 78 )," the boy thought.

David, too, was having ( 79 ) of his own. The boy had a speech defect (缺陷). At school he ( 80 ) asked questions or read aloud.

One day , David's teacher announced a ( 81 ) assignment. "Each of you is going to come up with an invention," she said. This was for "INVENT AMERICA!", a national competition to encourage creativity in ( 82 ).

An idea hit David one evening. ( 83 ) only his mother's cane didn't slip on the ice, he thought. "That's it!" David realized.

"What if I fixed your cane so a nail stretched out of the bottom?" he asked his mother.

"( 84 ) the sharp end would scratch floors," Suzan said.

"No, Mom. I could make it like a ball-point pen. You take your hand ( 85 ) the button and the nail returns back up. "

Hours later the cane was finished. David and his father, Jeff, ( 86 ) as Suzan used it to walk 50 feet across the ( 87 ). "It works!" she said.

In July 1989, David was declared national winner at the annual "INVENT AMERICA!" ceremony in Washington D.C.

As David began to make ( 88 ) appearances, he was

74. A. leaned C. rushed  
B. stood D. stayed

75. A. Shakily C. Steadily  
B. Easily D. Hastily

76. A. quickly C. usually  
B. frequently D. slowly

77. A. hiding C. possible  
B. definite D. certain

78. A. everything C. things  
B. anything D. something

79. A. demand C. hope  
B. disease D. trouble

80. A. rarely C. always  
B. often D. occasionally

81. A. usual C. strange  
B. special D. common

82. A. children C. teachers  
B. people D. parents

83. A. Though C. If  
B. How D. What

84. A. So C. For  
B. But D. And

85. A. with C. at  
B. to D. off

86. A. helped C. listened  
B. watched D. supported

87. A. street C. yard  
B. ice D. land

88. A. easy C. private

forced to communicate more clearly. Today, David is nearly ( 89 ) of his speech defect, and his cane is waiting to be widely used.

- B. better D. public  
89. A. free C. short  
B. full D. afraid

( 90 ) the boy who once had trouble talking now hopes to start making canes for people who have trouble walking.

90. A. Yet C. So  
B. However D. Instead

## Part V

## Writing

(30 minutes)

### How to Choose an Occupation

1. 每个人大学毕业后都面临着择业的问题。
2. 要作出明智的抉择应该注意什么。
3. 我的打算。

## 详解 1

### Part II 阅读理解

#### 第一篇 21—25 题

本文历述 20 年代以来美国学校教育方向和侧重点的变化和发展。二三十年代侧重基础学科教育,四五十年代着重培养学生的兴趣,50 年代科技的发展引起了对科学和数学学科的注重,60 年代鼓励学生培养独立思考与动手能力,70 年代重新倡导注重基础教育。最后强调了学校教育对社会发展的重要性。

21. [D] 问本世纪二三十年代学校对待基础学科的态度如何。此题可通过文章第一句话判断,重心词 backbone。“读写和算术等基础学科在二三十年代的学校教育中处于主干地位。”[D]意为“强调”,与原句含义相符,故为正确答案。

22. [D] 问 60 年代末“开放式课堂”的目的是什么。此题可通过文章第七至八行判断。“在政治风云变幻莫测的 60 年代末,这些课程难以培养学生独立思考和决定自己发展方向的能力”。因此作为一种解决方法,“开放式课堂”应运而生。故[D]与原文相符。

23. [A] 问在“开放式课堂”中,教师的工作是什么。文章第九行提到“让同一教室的孩子从事不同的活动,教师与其被看作是知识的传授者,倒不如被看作是‘监护人’”。重心词 overseer,意为管理工作并负责该工作妥善完成的人。[B]中用了 rely on“指望、依靠”,与原文不符。[C]、[D]也不符合原文,故[A]为正确答案。

24. [D] 问第三段第二句话含义。判断时需注意 the way 一词。“我们的将来要取决于对孩子们的培养方法。”即指学校教育的方法。故[D]为正确答案。

25. [A] 问作者写这篇文章的目的是什么。纵观全文可得知本文总结了各个历史时期国家对学校教育的态度,强调学校教育对社会发展的重要性。因此[A]为正确答案。

#### 第二篇 26—30 题

本文主要围绕领导艺术的重要性展开论述。通过引用莎翁名言,提示领导才能非人人俱有,而如果拥有,则会创造出融洽和睦的集体气氛,激发下属工作主动性,从而带来更大的收获与成就。

26. [C] 问文章开头引用莎士比亚名言的目的是什么?文章开头便讲“莎士比亚说过‘一些人生来伟大,一些人通过自己的努力达到伟大,还有一些人则是别人把伟大加诸其身的。’领导才能也是如此。”作者写此话的目的是强调领导才华的重要性,故[C]为最佳答案。

27. [A] 问第一段倒数第二句话的含义是什么。从第一段第二行作者开始解释一些人与生俱有领导才华,一些人通过学习获得,而有些人则是被迫置身于特殊环境而挖掘出领导潜力。大多数人则没有机会经受这样的考验。put to the test 表示“加以考验”,在本文中也即施展领导才能,因此[A]应为正确答案。

28. [C] 问职员在什么情况下会自愿地做超出要求的工作。第二段中讲到“当职员感觉到集体的力量,感觉到自己能被理解受赏识时便会将自己置身于集体的大熔炉中,努力发挥能量,为集体做出贡献。”而这些都出自杰出领导艺术的影响。文章最后一句再次提及此。故[C]为最佳答案。

29. [C] 问第三段第二行 it 指什么。此句中 it 与前两句 it 所指相同,都指代第一句中



this, 而 this 又指代第三段主要内容即第 28 题所问, 也就是下属的工作主动性来源于杰出的领导。因此[C]为最佳答案。

30. [A] 问下列哪条作为本文题目最合适。本文中心内容为领导艺术的重要性。故[A]为最佳答案。

### 第三篇 31—35 题

本文讲述了音乐在人的成长过程中的重要性和必要性, 以及人们在家庭环境中陶冶音乐情趣的几个直接环节: 电视、催眠曲和汽车音响设备。

31. [B] 问第一段中提到的“canned music”指什么。这里 canned music 指的是前半句所提到的“家用收音机和电视机中播放的音乐”, 与后面所提到的 live music 相对。故[B]为正确答案。

32. [D] 问孩子们最初听到的音乐在哪方面尤为重要。第一段第二行提到“这种 canned music 对于培养孩子的音乐情趣尤为重要。人们常说当他们还太小, 还不曾拥有自己的唱片, 也不会在家用收音机上选台时, 受此音乐的影响最大。”taste 在此意为“爱好、鉴赏力”, 因此[D]为最佳答案。

33. [B] 问催眠曲常用什么语言唱出。通过文章可判断[A]、[D]明显与原文不符。第一段第八行说“有时催眠曲是有着深厚民族背景的美国儿童惟一听到的外国歌曲, 因为美国人常用古老而熟悉的语言唱熟悉的歌曲”。“古老而熟悉的语言”未必一定是“父母的母语”, 因此[C]不切题意。故[B]为正确答案。

34. [B] 问第一段第一行所用 context 何意。文中 context 意为“环境”。[B]surroundings “环境”符合原文含义。occasions“场合”; conditions“条件”; backgrounds“背景”均不合适。

35. [A] 问最新发明的汽车卡带录音机有什么特别用途。文章最后一句用到短语 have control over sth. 意为“控制、驾驭”。在此句中指有了新发明的八声道放音装置, 人们在驾驶时可以有更多的音乐选择了。故[A]是正确答案。

### 第四篇 36—40 题

文章通过对“市场”和“销售”两个概念的对比, 论述了市场的重心环节所在和成功商业的关键所在。

36. [D] 问了解市场和销售区别的目的是什么。文章第一句便讲到“要理解市场概念, 必须了解市场和销售的差异”。因此,[D]为正确答案。

37. [B] 问几年前企业的重心环节是什么。文章第一段第二行提到“几年前, 多数企业注重生产, 然后依赖‘劝诱式的推销术’尽可能地推销商品。其重心环节是卖方的需要。”故[B]为正确答案。

38. [C] 问市场的核心是什么。此题答案为第二段的中心内容。“而市场恰恰相反, 它注重顾客的需求, 先分析顾客的喜好和需求, 而后生产产品来满足这些喜好和需求……其每一环节——设计、生产、分配、改善——都是根据顾客的需要而进行的”。因此答案应为[C]。

39. [B] 问成功的商业取决于什么。第三段开头讲到“市场的概念并不意味着仅满足顾客需求而不注重企业盈利, 成功的商业应取决于顾客需求和企业盈利二者的同时满足”。因此正确答案应为[B]。

40. [A] 问文章最后一句话暗示了什么。文章最后以可口可乐公司为例来证明在市场环节中满足顾客需求的重要性。可乐公司在 1985 年推出新口味可乐饮料, 当了解到相当一部分