

B类

(英语专业本科生)

(2007~2010)

全国大学生英语竞赛

Decoding NECCS Exam and Simulation Papers

历届真题及模拟题详解

主 编 潘 丽 杨一博



赠光盘

- ▶ 直面竞赛真题 把握考点
- 详尽逐题解读 分析透彻
- 透析题型特点 策略应考



哈尔滨工业大学出版社

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**全国大学生英语竞赛历届真题
及模拟题详解**

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内 容 提 要

◇ 全面了解“全国大学生英语竞赛”题型,通过实战练习稳步提高

◇ 分析“全国大学生英语竞赛”题型特点,为参赛考生热身

◇ 详细解析“全国大学生英语竞赛”真题,掌握应考策略

◇ 3套模拟试题,强化训练,提高竞赛能力

本书提供 2007~2010 年 7 套 B 级初赛、决赛真题以及 3 套模拟考题,方便学生检验自己考前复习成果,增强考试信心;后附答案与解析,解答详尽,分析透彻,有利于学生掌握答题角度和方法。随书附赠光盘一张,采用 MP3 格式,均为原版录音。

本书是学生了解和应考“全国大学生英语竞赛”的必备用书。

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前 言

全国大学生英语竞赛(National English Contest for College Students,简称NECCS)是经教育部批准举办的全国唯一的大学英语综合能力竞赛活动,由高等学校大学外语教学指导委员会和高等学校大学外语教学研究会主办。到目前为止已经举办了12届。

本竞赛旨在促进大学生英语水平的全面提高,激发广大大学生学习英语的兴趣,鼓励英语学习成绩优秀的大学生。开展此项竞赛活动,有助于学生夯实和扩展英语基础知识和基本技能,全面提高大学生英语综合运用能力。

全国大学生英语B类竞赛初、决赛笔试满分均为150分(主观题占90分,客观题占60分),其中听力均为30分。决赛口试满分为50分。赛题既考查大学生的英语基础知识和基本技能,又侧重考查大学生的英语综合运用能力、阅读能力和智力水平,并且针对英语专业学生考查英语国家的文化常识、文学作品等,尤其是作文部分常常以文学作品形式出现。竞赛借鉴国内外英语测试新题型及测试方法,在保持题型相对稳定性和连续性的基础上每次都有所创新。竞赛内容加大了语篇层次上语言运用能力的考查,同时设计一些考查智力和综合运用英语能力的赛题,以增加赛题的区分度。

本书是专为参加全国大学生英语竞赛B类考生(英语专业学生)编写的一本复习资料。其内容为2007年~2010年B类的7套真题以及3套模拟题,共计10套题。每套题均给出答案与解析。考生多做历年真题,有助于了解考题的命题特点和出题规律,模拟题有利于强化训练。答案与解析则有助于考生自学,掌握解题技巧和思路。

本书含有听力原文的竞赛真题均配有MP3格式的录音。

由于编者水平有限,书中错误和疏漏在所难免,敬请批评指正。

编 者

2010年12月

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2010 年全国大学生英语竞赛 B 类初赛赛卷

2010 National English Contest for College Students

(Level B — Preliminary)

(总分:150 分,答题时间:120 分钟)

Part I Listening Comprehension (30 marks)

Section A (5 marks)

In this section, you will hear five short conversations. Each conversation will be read only once. At the end of each conversation, there will be a pause. During the pause, read the question and the three choices marked A, B and C, and decide which is the best answer. Then mark the corresponding letter on the Answer Sheet with a single line through the centre.

1. For what occasion has the cake been made?
A. A wedding. B. A birthday party. C. A conference reception.
2. Where does this conversation probably take place?
A. A travel agency. B. A photography class. C. A wildlife park.
3. When did Nadia's family move to England from Germany?
A. During World War I. B. During World War II. C. Ten years ago.
4. What does the woman think of Matt?
A. He is not trustworthy. B. He is quite honest. C. He is helpful.
5. Which airport will the speakers depart from?
A. Heathrow. B. Milan. C. Liverpool.

Section B (10 marks)

In this section, you will hear two interviews. Each interview will be read only once. At the end of each interview, there will be a pause. During the pause, read the five questions, each with three choices marked A, B and C, and decide which is the best answer. Then mark the corresponding letter on the Answer Sheet with a single line through the center.

Interview One

6. Why was Jonas Day invited to the studio for the interview?
A. He is a close friend of Madonna.
B. He is an expert in student journalism.

- C. He has just won an award for writing an article about Madonna.
7. When and where was Madonna born?
A. In 1968; in Detroit. B. In 1958; in Rochester. C. In 1958; in New York.
8. What is one thing most people don't associate with Madonna?
A. She is chief executive of an entertainment company.
B. She prefers making records to films.
C. She is not concerned about media attention.
9. What was Madonna's reaction to the bad publicity about her private life?
A. She was angry. B. She simply ignored it. C. She was surprised.
10. Why did she want Michael Jackson's manager to be her manager too?
A. She knew he was associated with many record producers.
B. She was impressed by what he had done for Michael Jackson.
C. She wanted to be more famous than Michael Jackson.

Interview Two

11. Why did Dave decide on a full-time career as a diving instructor?
A. He had always liked teaching diving.
B. His trainees were pleased with him.
C. It was a chance to earn more money.
12. What is most important for a diving instructor, according to Dave?
A. Finding a good spot to dive.
B. Knowing the local geographical conditions.
C. Being patient with the trainees.
13. How did Dave feel after the conversation with Mr. and Mrs. Jones?
A. Embarrassed. B. Upset. C. Impatient.
14. What does Dave find boring about his job?
A. Following the same routine.
B. Allowing students time for photos.
C. Repeating instructions for students.
15. What would Dave like to be in the future?
A. A photographer. B. A secretary. C. A manager.

Section C (5 marks)

In this section, you will hear five short news items. Each item will be read only once. After each item, there will be a pause. During the pause, read the questions and the three choices marked A, B and C, and decide which is the best answer. Then mark the corresponding letter on the Answer Sheet with a single line through the centre.

16. How many African nations have direct air links to America?
A. Two. B. Four. C. Six.
17. What is affecting the refugees in northern Yemen according to the news?

- A. Cold weather. B. An earthquake. C. A flood.
18. When did President Obama first contact Haitian President Rene Preval, after the quake?
A. On Thursday. B. On Friday. C. On Saturday.
19. Who will be the first users of *Galileo*, the new satellite navigation system?
A. Rescue workers. B. GPS users. C. European drivers.
20. Where were the Egyptian workers' tombs located?
A. Near the country's oldest pyramid.
B. Close to the Great Pyramid.
C. Close to a queen's tomb.

Section D (10 marks)

Listen to part of a talk given by a woman called Vanessa to some students about her experiences of studying abroad. For questions 21-30, complete the notes. You will need to write a word or a short phrase. Remember to write the answers on the Answer Sheet.

	France	Canada	Russia
Course of Study	French language and literature	comparative literature	(27) _____
Length of course	(21) _____	(24) _____	(28) _____
Purpose of study	Diploma	(25) _____	(29) _____
Accommodation	(22) _____	(26) _____	In a student hostel
Advantage	opportunity to speak French; (23) _____; beautiful countryside	small classes	(30) _____; Great theatre

Part II Multiple Choice (15 marks)

Section A (10 marks)

There are 10 incomplete sentences in this section. For each blank there are four choices marked A, B, C and D. Choose the one that best completes the sentence. Then mark the corresponding letter on the Answer Sheet with a single line through the centre.

31. There weren't many _____ at the games because the tickets were too expensive.
A. competitors B. onlookers C. contestants D. spectators
32. Owning a car has several advantages. _____ you can go wherever you want, whenever you want.
A. First of all B. As a result C. Personally D. Besides
33. — Does the baby look like his father?
— No, actually, I think he _____ his mother.

- A. takes on B. takes after C. takes up D. takes to
34. We had a party last night. I've had to spend _____ morning clearing up the mess.
A. whole B. entire C. all D. most
35. The committee meetings, _____ always dominated by the same people, _____ slow-moving and inefficient.
A. which were; were B. that are; are C. been; were D. though; are
36. The current crisis should _____ as a warning not to be overconfident in the markets.
A. function B. serve C. regard D. intend
37. She wasn't allowed into the country; _____ because her papers weren't in order.
A. subsequently B. admittedly C. presumably D. thoroughly
38. We wanted to go out yesterday but the weather was terrible. If it _____ a nice day, we _____ for a picnic.
A. had been; would have gone B. was; would go
C. were; would have gone D. would be; would go
39. — It's been a wonderful day.
— Yes, fantastic. We've had no _____ with anything. Everything's been perfect.
A. obstacles B. questions C. barriers D. problems
40. — Do you know anyone who does translations?
— I met a man just the other day who was setting up an agency.
— They don't do Chinese to English by any chance, do they?
— _____ I could give you his number, if you like.
A. Why don't you just do it? B. I wouldn't have a clue.
C. Go for it. D. I'm thinking about it.

Section B (5 marks)

There are five incomplete statements or questions about English speaking countries in this section. For each blank there are four choices marked A, B, C and D. Choose the most suitable answer from the given choices, then mark the corresponding letter on the Answer Sheet with a single line through the centre.

41. The headquarters of the World Health Organization (WHO) and the World Trade Organization (WTO) are in _____.
A. New York B. Washington, DC C. Geneva D. Brussels
42. At the beginning there were only _____ states in the United States of America. _____ became the 50th state in 1959.
A. 11; Alaska B. 13; Alaska C. 11; Hawaii D. 13; Hawaii
43. Britain doesn't share a land border with any other country except _____.
A. Ireland B. France C. Iceland D. Norway
44. Which city is the capital of Australia?
A. Brisbane. B. Melbourne. C. Canberra. D. Sydney.

45. Which of the following is a Canadian province?

A. Montreal.

B. Ontario.

C. Toronto.

D. Calgary.

Part III Cloze (10 marks)

Read the following passage and fill in each blank with one word according to the context by using the correct form of the word given, or the first letter of the word. Remember to write the answers on the Answer Sheet.

Flu and How Not to Catch It

This winter, in offices and workplaces throughout the country, people are at risk of becoming a health danger to their colleagues. These are the people who, carrying flu viruses, have dragged themselves in to work in (46) sp _____ of the high temperature, headache, sore throat and cough they are (47) su _____ from. Most experts agree that people with flu ought to stay at home, certainly in the case of those (48) _____ jobs involve public safety—airline pilots, air traffic (49) _____ (control) and train drivers.

A diet rich in (50) ve _____ and fruit and regular exercise may help people avoid the illness. Experts are (51) _____ (doubt) whether taking lots of vitamin C will (52) _____ any difference, but reducing stress levels may help. Basic hygiene is certainly important, as well, especially in the office. We know that the illness can be passed on (53) f _____ cups and saucers, so do more than simply rinse them under the tap with all the others. Wash them properly with hot water and use disinfectants to clean surfaces. Remember to wash your hands (54) reg _____ and don't touch your face, as flu enters the body through the eyes, nose and mouth. Other tips on prevention include (55) _____ rid of cloth handkerchiefs, which provide a home for germs. Change to paper tissues and throw them away afterwards.

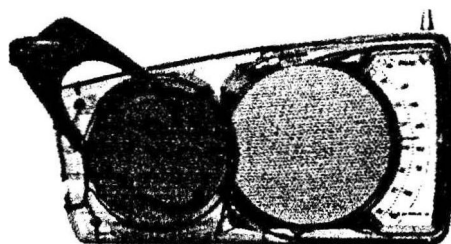
Part IV Reading Comprehension (40 marks)

Read the following passages. Each passage is followed by several questions. Respond to the questions according to the passage. Remember to write the answers on the Answer Sheet.

Section A (10 marks)

Trendy Solar Radio / Crank Radio Stylish as It Is Useful

This crank AM/FM radio can be charged in three different ways—by crank, solar power or with an AC wall adapter. Just 30 seconds of winding provides 35 minutes of playing time. The handy integrated LED flashlight gives this crank radio one more emergency use, though it's so stylish you will want to use it anytime and anywhere.



The crystal clear casing showcases the excellence of the engineering and engages users by converting human energy to pure listening pleasure. A full charge provides 25 hours of playing time. No disposable batteries required.

Reg Price: \$ 59.00

New Year's Sale: \$ 49.00

The Kiran Solar Lantern

This lantern is five times brighter than a kerosene lantern and will shine light for up to eight hours on a fully charged battery. Not only can you charge it using the solar panel, but it can be plugged in and charged through an AC charger as well. It provides 360-degree light and has a handle with multiple-settings to allow for flexible usage. It has protection for over-charging and has an all around tough design. In order to get a full charge the lamp needs eight hours of sun while it requires four hours of AC charging. This will give you four hours of light on the high setting and eight on the low setting.



The lamp retails for only \$ 10.

The Frosted Scroll Solar-Powered Lantern

Most solar lights are used with plants and make your garden look much better. Well, instead of sprucing up your plants, you can add a little mood lighting to your deck or porch. This lamp could even be used indoors, if you make sure it stays close to a window to get the full charge it needs to run. This is not the usual solar lamp found in gardens, which is exactly what makes it so appealing.



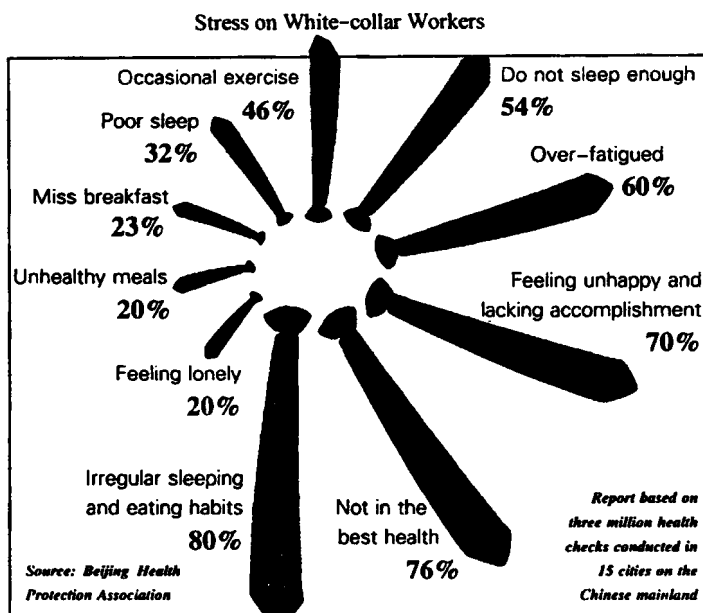
In order for this lamp to cast a pretty scroll design onto your tabletop, it'll need to soak up the sun through a solar panel located on the top. After it has been fully charged, though, it'll give you light for up to eight hours. It doesn't have to stay on all the time either, like a lot of other solar lights. This one comes with an on/off switch, so that you can choose when to use up the charge. You can purchase the lights individually for £ 24.99 or about \$ 39.

Fill in each blank with no more than three words according to the passage.

New Productions

Product	Features		Full charge provides power for	Power	(56) _____
Crank Radio	AM/FM	LED (57) _____	25 hours	Solar, Crank, AC	\$ 49
(58) _____	360-degree light	Will not over-charge	(59) _____ hours	Solar, AC	\$ 10
Scroll Lantern	on/off switch		8 hours	(60) _____	\$ 39

Section B (10 marks)

**Property Prices "Causing Distress"**

Six out of 10 Chinese white-collar workers say they are fatigued by work and other pressures, a survey has found. The number 1 cause of anxiety is the ever-increasing cost of housing and property, the survey reported. About 76 percent of office workers are over-worked and not entirely healthy, according to samples from 3 million health checks in 15 cities.

Less than 3 percent of the respondents interviewed are completely healthy, said the *White Paper on the Health of Chinese White-collar Workers*, released on Sunday by the Chinese Medical Doctors' Association.

The survey interviewed people aged between 26 and 45, with monthly incomes of between 5,000 yuan (\$ 732) to 10,000 yuan. Many higher-income people between the ages of 35 and 50 are biologically 10 years older than their actual age, with declining health, the survey said.

Buying property ranks as the most significant cause of pressure for 46 percent of those interviewed, followed by parents' health, difficulty in finding a spouse, and children's education.

The increasing gap between income and housing prices is causing the most stress and some 85 percent of families cannot afford to buy a house, the survey said. The ratio of housing prices to family income should be three to six times, while in China the ratio this year is expected to reach 8.3, far beyond reasonable, the *Economic Blue Paper* published yesterday by the Chinese Academy of Social Sciences reported. The survey said that the land supply system and developers' land stockpiles have also contributed to the out-of-reach property prices.

Commercial property prices have gone up 5 to 10 percent, with a square metre costing between 4,935 to 5,280 yuan. From January to August of 2009, developers invested 2,111 billion yuan in property, up 14.7 percent from the previous year. Revenue from the sale of commercial property was 2,346.3 billion yuan, up 69.9 percent from 2008.

Property prices are the talk of the town, and this topic reached a peak in 2009 as the Chinese

television drama, *Dwelling Narrowness*, became a hit with many viewers across the country. The 35-episode series has touched a nerve with city dwellers who empathise with the characters in the drama, according to media reports. Caught in a debate between reality and morality, the audience could not help but connect with the distress and pressure experienced by the characters, caused by the cost of living in a city, according to television analysts.

Most young college graduates and migrant workers who settle into jobs in big cities would prefer to buy an apartment rather than rent, according to media reports. However, rising housing prices make owning an apartment very difficult. Ownership creates a burden that costs parents' their entire savings or results in decades of mortgage loans.

Wang Ke, a purchasing manager with a monthly salary of 10,000 yuan, had to borrow money from her grandmother for the down payment for her apartment. With a monthly mortgage of 4,000 yuan, Wang said saving money is now virtually impossible. "Housing prices go up every day, though my salary doesn't," She said.

Do the following statements agree with the information given in the passage and the picture? Write :

Y (for YES) if the statement agrees with the information given in the passage ;

N (for NO) if the statement contradicts the information given in the passage ;

NG (for NOT GIVEN) if the information is not given in the passage .

61. The survey of stress on Chinese white-collar workers was co-conducted by the Beijing Health Protection Association and the Chinese Medical Doctors' Association.
62. Forty-six percent of those interviewed did occasional exercise and felt that property prices are the major pressure.
63. The ratio of housing prices to family income in China is lower than the usual standard.

Fill in each blank with no more than three words to complete the sentences according to the passage .

64. Commercial property prices have increased by _____ percent according to the survey.
65. Wang ke, who took part in the survey, bought her apartment by borrowing money from _____ for the down payment and paying a monthly mortgage.

Section C (10 marks)

Lisa Tyler was weary after a long, hard day at the pottery factory where she works, but as she approached her home in the English city of Stoke-on-Trent, her heart lightened; soon she would be having a nice cup of tea, putting her feet up and watching *Friends*, her favourite TV series. But first, she needed to change out of her work clothes and pick up her three-year-old son from his grandmother's house nearby.

As Lisa walked up her garden path, she noticed a light flashing on and off in an upstairs bedroom. A shiver went down her back. What if it was a burglar? Quietly, she crept round to the back of the house to see if there was any sign of a break-in. Sure enough, a window was open and someone's coat was hanging on the gatepost!

Well, 26-year-old Lisa didn't fancy coming face to face with a burglar, so she ran to a

neighbour's house and rang the police. As she sat waiting for the police to arrive, Lisa's curiosity got the better of her and she decided to go back and see what was going on. That's when she saw a leg coming out of the downstairs front window. It was a man climbing out. Lisa gasped in shock. The burglar was carrying her portable television!

At this point, Lisa saw red. She didn't have many possessions and she'd saved long and hard to buy that set. Besides, nobody was going to stop her watching *Friends*.

"Oh, no, you don't." She muttered under her breath, as fury swelled inside her. Without even stopping to think, she tore across the garden and started shouting at the burglar, "Give me my TV—drop it now!"

Ignoring her, the man fled across the garden, so Lisa threw herself at him and successfully rugby-tackled him to the ground. The burglar struggled to escape, but Lisa hung on like the best kind of guard dog, despite being punched and kicked. As she looked up, she realized that she recognized the burglar's face. She was so surprised that she lost her grip and the burglar got away, leaving the TV behind in the garden.

By the time the police and her father arrived, Lisa was in tears. "I can't believe you were so foolish, Lisa," scolded her father. "You could have been killed."

"I know, but at least he didn't get my TV." She replied.

Lisa later remembered the name of the burglar, who had been in the same year as her at school. He was later caught and jailed for 15 months after committing a burglary and assault. In May last year, Lisa was given a Certificate of Appreciation by Staffordshire police for her "outstanding courage and public action". In the future, however, she intends to leave household security to a new member of her family, Chan, who is a real guard dog.

Answer the questions in no more than 10 words.

66. What first led Lisa to think there was a burglar in her house?
67. Why didn't Lisa wait in her neighbour's house until the police arrived?
68. What does "Lisa saw red (in the 4th paragraph)" most probably mean?
69. What did the burglar do when Lisa shouted at him?
70. How did Lisa help to catch the burglar later?

Section D (10 marks)

Melting Glaciers

Several glaciers in the Alps have already disappeared in as few as 40 years. In the Patagonian ice fields of Argentina, some glaciers have receded one and one-half kilometers in the last 13 years. In the Himalayan Mountains, glaciers are melting so fast that runoff sometimes floods the surrounding areas. Their fate is a preview of the future of other glaciers on Earth.

The shrinking of the world's glaciers will have massive consequences for communities that depend on ice melt for their water. In the short-term, these consequences may appear beneficial. For example, extra water from glaciers means that hydroelectric dams will run at maximum power. In the long run, however, the melting of Earth's glaciers could be catastrophic. Today's extra

hydroelectric power has been stolen from the future. Communities with ample power now may have none after the glaciers have melted and have stopped filling reservoirs. Likewise, water for irrigation, drinking, transportation, and nuclear power stations will slow to the levels provided solely by rainfall. The loss of ice will increase sea levels worldwide.

Temperature change and a lack of snow is causing the retreat of the glaciers. According to many scientists, our planet is getting warmer. In the Alps, for example, temperatures have risen an average of 1 – 1.5 degrees Celsius (1.8 – 3 degrees Fahrenheit) since 1850. During the same period, Alpine glaciers in Switzerland have lost about half of their volume. Likewise, temperatures have changed in the Tien Shan Mountains in southern Kazakhstan. Researchers there have discovered a small rise in temperature, 0.5 degrees Celsius, over the last 50 years and even this is enough to reduce glaciers dramatically over time.

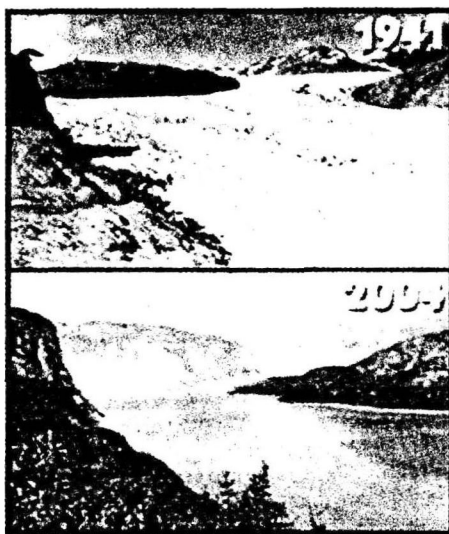
As temperatures have increased, precipitation has decreased. Glaciers no longer build up during snowy months which also contributes to their decrease in size over in the long run.

The warming of our globe is often blamed on human activity, such as the burning of fossil fuels, especially in industrialized nations. Automobile emissions and industrial waste are increasing the quantity of greenhouse gases in our atmosphere, possibly causing increased temperatures. However, scientists have not definitively tied human activity to the current temperature rise.

Some scientists argue that global warming may be a normal trend of the Earth's temperature violations. One theory argues that we are near the end of a so-called "Little Ice Age", and that the retreat of the glaciers is a natural result of this cycle. Whether natural or produced by humans, there is little hope for the immediate future of glaciers as we know them.

Complete the summary below by choosing no more than three words from the passage.

Around the world, glaciers are disappearing. This disappearance is caused by a rise in the Earth's (71) _____ and a lack of precipitation. Some scientists think that global warming is a natural (72) _____ in the Earth's climate. Others believe that human use of (73) _____ traps greenhouse gases in the atmosphere and increases temperatures. Either way, the rapid shrinking of glaciers will have massive (74) _____ for our planet. At first, some of these changes may appear (75) _____, such as increased production of hydroelectric power. Over time, however, glacier melting could be devastating.



A photo taken in 2004 of Alaska's Glacier Bay National Park shows the growth of vegetation from 1941, when the glacier was 2,000 feet thick.

Part V Translation (20 marks)**Section A (10 marks)**

Translate the underlined sentences in the following passage into Chinese. Remember to write the answers on the Answer Sheet.

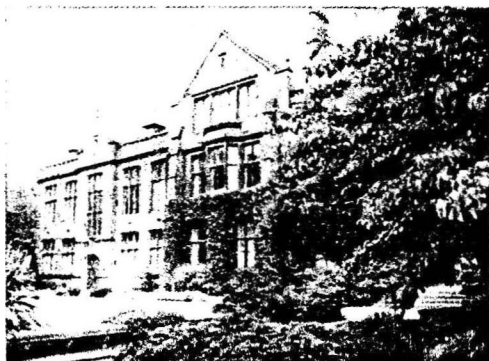
Top UK Universities Warn of Damage from Budget Cuts

The heads of 20 of the UK's most prestigious universities have warned that government plans to cut funding will lead to a higher education "meltdown".

In an article for the *Guardian*, the Russell Group said the gold standard education they now offer would be reduced to one of bronze or worse. (76)

Universities are facing cuts of more than £ 900m over the next three years, and fear worse is still to come.

The government said funding for frontline teaching was protected.



The strongly worded article by the university heads is intended as a dire warning against forcing universities to bear the brunt of the need to slash public spending after the general election.

"If politicians don't act now, they will be faced with meltdown in a sector that is vital to our national prosperity"

—Russell Group

It said: "(77) It has taken more than 800 years to create one of the world's greatest education systems and it looks like it will take just six months to bring it to its knees. Such huge cuts in university budgets would have a devastating effect not only on students and staff, but also on Britain's international competitiveness, economy and ability to recover from recession."

The Russell Group, which includes Oxford and Cambridge universities as well as Warwick and Glasgow among others, said the upshot would be universities facing the closure of hundreds of courses, with fewer academic staff and bigger classes. (78) It said reports suggested that as many as 30 universities might not survive in their current form if even minimal funding cuts were introduced.

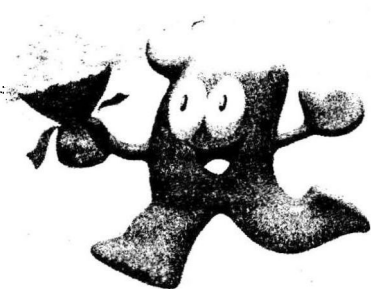
The article also highlighted higher education spending in other countries. "(79) Nicolas Sarkozy has just announced an investment of 11 billion euros in higher education in France, stating he wants 'the best universities in the world'," it said. "Germany pumped a total of 18 billion euros into promoting world-class research alongside university education, while Barack Obama ploughed an additional US \$ 21 billion into federal science spending."

(80) The article calls for ministers to consider reversing proposed cuts and for assurances that no further cuts will be imposed.

Section B (10 marks)

Translate the underlined sentences of the following passage into English. Remember to write the answers on the Answer Sheet.

中国 2010 年上海世博会吉祥物的名字叫“海宝 (Haibao)”,意即“四海之宝”。(81)“海宝”的名字朗朗上口,与其身体的色彩呼应,符合中国民俗的吉祥称谓原则。世博会和奥运会、世界杯等超级大型活动一样,都十分重视吉祥物对于演绎主题、传承文化的重要作用。(82)历届世博会吉祥物 (mascot) 不仅是世博会形象品牌的重要载体,而且体现了世博会举办国家、承办城市独特的文化魅力。中国 2010 年上海世博会吉祥物在设计理念上努力实现以下功能:



一、体现主办国家的文化

(83)2010 年上海世博会是由中国举办、上海承办的全球盛会。上海世博会吉祥物设计必须包含中国的文化特征,彰显中国的文化精神,反映上海世博会中外文化交流的特征。

二、演绎上海世博会“城市,让生活更美好”的主题

(84)中国 2010 年上海世博会吉祥物应该与历届世博会或其他国际大型活动已有的吉祥物形象在主题表现、造型设计等方面有明显区别。吉祥物形象要通过创意提炼、造型设计、理念阐述、性格设定、动作演绎等手段,充分表达上海世博会“城市,让生活更美好”的主题。(85)设计思路 and 理念要清晰而独特,契合主题且易于为广大群众理解。

三、具有产品衍生和开发的价值

中国 2010 年上海世博会吉祥物要符合“好看、好懂、好记、好用”的原则,在表现形式和技术手段上,适用于平面、立体和电子媒介的传播和再创作,适用于不同载体对主题演绎和表现样式的需要。

Part VI IQ Test (5 marks)

There are 5 IQ test questions in this part. Write the answers on the Answer Sheet.

86. In a supermarket, the aisles are numbered one to six from the entrance. Washing powder is next to bottles and it is not the first item you see when entering the supermarket. You will see the meat aisle before the bread aisle. Tins are two aisles before bottles and meat is four aisles after fruit. What is in the last aisle (aisle six)?
87. Which number should come next in this series?

25, 24, 22, 19, 15, ?

88.

	Monkeys	Llamas	Lions
Park A	42	25	16
Park B	35	21	14
Park C	48	32	10

Which park has twice as many llamas as one of the parks has lions?

89. The day before the day before yesterday is three days after Saturday. What day is it today?
90. Find the missing value on the roof of the second house. Each of the numbers on the windows and doors must be used only once and no number can be reversed.