本书2013版第75页Text 4
命中2013年考研英语（二）真题阅读理解Text 1

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2014

考研英语（二）
冲刺预测密卷及真题演练10套题

徐绽　主编

高等教育出版社
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前　言

面对2014年的考研，积累十多年考研英语培训经验的我面临新的现实：国家研究生教育的变动改革。新增的专业型硕士不断扩招，考研英语（二）成为越来越多的考生备考的首选。如何准确把握考研英语（二）的试题难度？如何帮助考生应试获得高分？这些问题被考研学生不停地追问，促使我下决心为考研学子做些有益的事情：编写一本考研英语（二）的专项复习书，而且是最简洁的、最实用的、最高效的参考书。

通过认真研读最新《考研英语（二）考试大纲》的具体要求，剖析2010—2013年四套考研英语（二）真题的题型特点和命题者的出题思路，归纳其中蕴含的基本规律，我发现以下新特点：

第一个特点是新。文章大多为西方的报刊摘选，命题人节选的文章都很新，几乎全部选自一年内出版的杂志。此特点充分体现在下面的近三年考研英语（二）客观试题部分的真题来源统计表。

2013年考研英语（二）真题题源

真题部分		文章题目	来源	时间
完形填空		The root of all evil: Are we moving to a cashless society?	The Guardian 《卫报》	2012年7月6日
阅读理解	Text 1	Average is over	The New York Times 《纽约时报》	2012年1月24日
	Text 2	Imagine a new immigration policy	The Washington Post 《华盛顿邮报》	2012年7月14日
	Text 3	Reactions by nurture, not nature	The New York Times 《纽约时报》	2012年7月6日
	Text 4	Why women still can't ask the right questions	Project Syndicate 辛迪加项目	2012年6月30日
	Part B	How to eat well on a tight budget	The Observer 《观察家》	2012年7月13日
翻译		Experience: I remember every day of my life	The Guardian 《卫报》	2011年12月2日

2012 年考研英语(二)真题题源

真题部分		文章题目	来源	时间
阅读理解	Text 1	L. A. Unified's faulty approach to homework	Los Angeles Times《洛杉矶时报》	2011 年 7 月 1 日
	Text 2	The ghettoisation of pink: how it has cornered the little-girl market	The Guardian《卫报》	2011 年 6 月 19 日
	Text 3	Myriad's gene-patent battle: geneuinely unclear	The Economist《经济学人》	2011 年 8 月 4 日
	Text 4	The great Unemployment	The New York Times《纽约时报》	2010 年 2 月 10 日

2011 年考研英语(二)真题题源

真题部分		文章题目	来源	时间
完形填空		Taking the mystery out of Web anonymity	The New York Times《纽约时报》	2010 年 7 月 3 日
阅读理解	Text 1	Outside directors and children first	The Economist《经济学人》	2010 年 5 月 4 日
	Text 2	Not dead yet	The Economist《经济学人》	2010 年 6 月 10 日
	Text 3	When less was more	The New York Times《纽约时报》	2010 年 7 月 1 日
	Text 4	The future of Europe	The Economist《经济学人》	2010 年 7 月 8 日

第二个特点是题源集中。虽然命题人选取文章时大多参考外刊,但是总结近三年的真题来源,真题绝大多数集中在几类杂志。命题人偏好的杂志包括:The Economist《经济学人》、The New York Times《纽约时报》、Los Angeles Times《洛杉矶时报》、The Guardian《卫报》、BusinessWeek《商业周刊》、Time《时代周刊》、Scientic American《科学美国人》、Newsweek《新闻周刊》、Science《科学杂志》。选自这类杂志的文章占考研英语客观试题总量的 90% 以上。

鉴于以上真题来源的特点,为了更好地帮助广大考生从庞大的信息资源中解放出来,我从命题人偏好的英文原版权威报刊中选取了最接近考研真题的新文章,绝大部分文章节选自新近的时文。选材不但符合时代的潮流而且贴近考研命题趋势,站在命题者的高度审视题目,尽量保证试题难度与真题一致。为帮助考生验证学习效果,每份试题均进行了精辟透彻的分析,使考生在短期内全面提升解题技巧,突破考研英语瓶颈。

本书的特点在于集真题自测、模拟演练和技巧指导于一体。真题和模拟题答案讲解层层深入,答题技巧和答题策略梳理清晰,词汇与长难句重点把握。书中的"段落导读"部分帮助考生

迅速了解文章行文结构、“文章来源”部分详细说明文章节选的杂志名称和发表时间、“全文精译”部分为考生理解文章提供借鉴。本书简约实用，是不可多得的高质量考研复习指导书，适合所有参加考研英语(二)的学生使用。

徐绽

2013年8月

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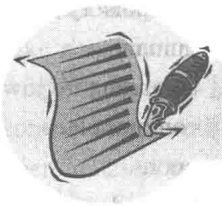

冲刺预测密卷(一)及解析

密卷(一)

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 the ANSWER SHEET. (10 points)

Devil, V8, Anal, Christ: these are among the baby names __1__ by New Zealand's department of internal affairs, who recently __2__ a __3__ list of those disallowed by registrars in the past ten years.

Few decisions are more __4__ than the naming of offspring. Yet laws __5__ the choice of both first names and surnames are not __6__ around the world. Denmark expects new parents to choose from a register of acceptable names; Portugal lists banned and approved ones. German registrars prohibit the use of most nouns and place-names, and also frown __7__ any that do not clearly imply a gender: bad luck, Kim.

Governments argue that these rules prevent children being __8__ with absurd names that may cause them problems in later life. They also aim to block names that might cause __9__ to others. In 2009 a couple in New Jersey lost custody of a boy they had named Adolf Hitler.

__10__ concerns play a role, too. Government databases may struggle with long names: New Zealand allows 100 characters for all first names; the state of Massachusetts has a __11__ of 40 for each. Chinese face a particular difficulty: their language has tens of thousands of characters, but a name that uses __12__ or rare ones can mean computer problems.

Whether these decisions make any difference is another matter. A study in 2002 suggested that individuals may be influenced by their first names, without even being __13__ of it. A disproportionate number of girls named Georgia live in the American state that __14__ their name; boys named Dennis may be slightly __15__ likely to become dentists than those called Walter (and Georges seem to have a __16__ for geology). Academics with surnames in the __17__ half of alphabet are more likely to get good university jobs (the authors of papers are listed alphabetically). Ballot papers that list politicians' names that way also show a __18__ effect.

But reinvention beckons. Britain's chancellor was born Gideon Osborne; aged 13, he became George. The UK Deed Poll Service, a legal firm, in 2011 helped 60,000 Britons rename themselves (fees start at £33, around $50); it was only 5,000 a decade before. American courts report similar trends. Some such applicants may wish to __19__ their parents' expectations, while others may regret they were not given a more __20__ name.

1. [A] registered [B] rejected [C] advocated [D] stressed
2. [A] announced [B] released [C] claimed [D] emitted

3.	[A] comprehensive	[B] composite	[C] compressive	[D] compulsory
4.	[A] individual	[B] specific	[C] personal	[D] humane
5.	[A] rectifying	[B] adjusting	[C] regulating	[D] amending
6.	[A] common	[B] uncommon	[C] universal	[D] commonplace
7.	[A] with	[B] of	[C] over	[D] upon
8.	[A] imitated	[B] intimidated	[C] burdened	[D] laughed
9.	[A] inconvenience	[B] insult	[C] panic	[D] offence
10.	[A] Ethical	[B] Philosophical	[C] Scientific	[D] Technological
11.	[A] restraint	[B] constraint	[C] limit	[D] confinement
12.	[A] alternative	[B] acquainted	[C] archaic	[D] ambiguous
13.	[A] conscientious	[B] reminded	[C] conscious	[D] noticed
14.	[A] allows	[B] shares	[C] grants	[D] identifies
15.	[A] less	[B] much	[C] more	[D] even
16.	[A] indication	[B] inclination	[C] information	[D] intelligence
17.	[A] former	[B] upper	[C] latter	[D] lower
18.	[A] same	[B] positive	[C] negative	[D] similar
19.	[A] live up to	[B] break away from	[C] fall short of	[D] go contrary to
20.	[A] memorial	[B] monumental	[C] memorable	[D] mortal

Section Ⅱ Reading Comprehension

Part A

Directions:

Read the following four texts. Answer the questions after each text by choosing A, B, C or D. Mark your answers on the ANSWER SHEET. (40 points)

Text 1

1 Where do good ideas come from? For centuries, all credit for these mysterious gifts went to faith, fortune and some fair muses. But to assume creativity is some lofty trait enjoyed by the few is both foolish and unproductive, argues Jonah Lehrer in "Imagine", a smart new book about "how creativity works". Drawing from a wide array of scientific and sociological research—and everything from the poetry of W. H. Auden to the films of Pixar—he makes a convincing case that innovation cannot only be studied and measured, but also nurtured and encouraged.

2 Just outside St Paul, Minnesota, sits the corporate headquarters of 3M. The company sells more than 55,000 products, from streetlights to computer touch-screens, and is ranked as the third-most innovative in the world. But when Mr. Lehrer visits, he finds employees engaged in all sorts of frivolous activities, such as playing pinball and wandering about the campus. These workers are actually pushed to take regular breaks, as time away from a problem can help spark a moment of insight. This is because interrupting work with a relaxing activity lets the mind turn inward, where it can subconsciously puzzle over subtle meanings and connections. "That's why so many insights happen during warm showers," says Joydeep Bhattacharya, a psychologist at Goldsmiths, University of London.

But this is just one reason for 3M's creative output. The company also encourages its employees to take risks, not only by spending masses on research (nearly 8% of gross revenue), but also by expecting workers to spend around 15% of their time pursuing speculative ideas. Most of these efforts will fail, but some will generate real profit for the company. The reason why this approach works—and why it has been imitated by other crafty companies such as Google—is because many breakthroughs come when people venture beyond their area of expertise.

This is why young people tend to be the most innovative thinkers in nearly any field, from physics to music. The ignorance of youth "comes with creative advantages," writes Mr. Lehrer, as the young are less jaded by custom and experience. Still, he reassures readers that anyone can stay creative as long as he works "to maintain the perspective of the outsider". This can be done by considering new problems at work, travelling to new countries or simply spending more time staring "at things we don't fully understand."

This is an inspiring and engaging book that reveals creativity as less a sign of rare genius than a natural human potential. Mr. Lehrer points to William Shakespeare, for example, as someone who was largely a man of his time; the culture of Elizabethan London nurtured quite a few poets—much like ancient Athens gave rise to a glut of thinkers and Renaissance Florence inspired many fine artists. Shakespeare knew his way with a pen, but he also lived in a culture that put a premium on ideas, spread education, introduced new patents for inventions and did not always rigorously enforce censorship laws.

Mr. Lehrer concludes with a call for better policy to "increase our collective creativity". He suggests allowing more immigration, inviting more risk and enabling more cultural borrowing and adaptation. He also warns that the work demands a lot of time, sweat and gut. Or as Albert Einstein put it: "creativity is the residue of time wasted."

21. It can be inferred from Paragraph 2 that _____ is necessary for sparking a moment of insight.
[A] constant distraction
[B] long time of concentration
[C] subconscious meditation
[D] relaxing mood

22. According to Paragraphs 2 and 3, which of the following statements about the company 3M is true?
[A] The company has been so successful in nurturing the collective creativity that other companies follow suit.
[B] The company has been subjected to great financial loss by encouraging employees to take risks irrationally.
[C] The company lays more emphasis on individuality and creativity than on collaboration.
[D] The company expected its employees to spend 15% of their time on speculating ways to increase productivity.

23. It can be inferred from Paragraph 4 that the old tend to be less creative because _____.
[A] they have outlived the days when their mind is sharpest and most lively
[B] the easy and comfortable life exhausts their passion to invent and create
[C] their perspective as an outsider has been accepted by the mainstream
[D] experience and convention restrains them from breaking the rule

24. We can conclude from Paragraph 5 that _____.
[A] innovation is always branded with the limitation of specific time

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[B] creativity of human being has reached its summit in several historical periods

[C] creativity can be encouraged and nurtured in the right circumstance

[D] Shakespeare is merely an ordinary man with no superior creativity

25. By quoting Albert Einstein's saying that "creativity is the residue of time wasted", the author wants to make clear that _____.

[A] when you have wasted enough time, the creative ideas will come to you naturally

[B] the generation of a creative idea requires hard work and intense dedication

[C] all talk about creativity but no deeds is just a waste of time

[D] creativity is not something that everyone can capitalize on

Text 2

As a giant of the stock market, Apple is unusual. For much of the past 20 years, three companies have alternated in the role of the largest on the American stock market: Exxon Mobil, General Electric and Microsoft. The first two are very big companies by Apple standards. But Apple offers the kind of growth prospects that the shareholders of Exxon Mobil and GE can only dream of. Its sales in the latest quarter were almost double those of the previous year, and forecasts for 2013 revenues are nearly treble those recorded in 2010. It is the epitome of the modern company: short on physical capital but long on brainpower.

So what does Apple's dominance reveal about the economy and the stock market? First, it is a powerful reminder that the free market can still be remarkably innovative. In the past 11 years Apple has launched three products—the iPod, iPhone and iPad—that have created brand new markets, fulfilling desires that consumers did not even know they had. It is impossible to imagine any of those designs being dreamed up by a bureaucrat.

Second, it shows that the internet industry has come of age. The dotcom bubble of the late 1990s featured companies that were heavy on ideas but light on revenues or profits. When the bubble burst a decade ago, it was feared that the internet would savage margins by "commoditizing" devices like phones and personal computers. Apple has so far proved that it is possible to earn high margins with brilliant design and by offering consumers ways to access the internet effortlessly wherever they go. It has made the mobile era its own.

Third, Apple's rise shows that, even in a period of austerity, consumers are willing to pay for the must-have gadget. The company is a huge beneficiary of globalization: able not only to source its products at low cost in Asia but to sell the finished goods there as well. A global elite is now willing to pay for the most desirable products, from luxury luggage to premium Scotch. And America's soft power is still so strong that it can create aspiring brands for that elite.

But does Apple's surge to preeminence indicate that the stock market is back to the insane days of the late 1990s? There are certainly warning signs. Brokers are competing to come up with the highest potential price target for Apple's shares, and the announcement of a share buy-back should remind investors that companies have a tendency to purchase their own equity at market peaks. But when Cisco, a technology giant, was briefly worth more than $500 billion in 2000, its price-earnings ratio was above 100; Apple trades on only 22 times its 2011 profits. Its new dividend yield will be almost as generous as that of the overall market. Even if its shares turn out to be overvalued, this would be more like a pimple than a bubble.

26. Compared with Exxon Mobil and General Electronics, Apple ____.
[A] is larger in size and tangible assets
[B] is valued lower in stock market
[C] is growing at an unprecedented rate
[D] is more closely linked with finance market

27. The point that the author wants to illustrate in Paragraph 2 is that ____.
[A] in most cases, customers' demands are created rather than ready-made
[B] the superiority of American market system is still distinct
[C] only American companies are capable of producing innovative products like iPhone
[D] American's panic over the rise of othe countries is unnecessary

28. What does the author mean by saying that "the internet industry has come of age" (Para. 3)?
[A] The internet industry has declined from its hey day.
[B] The internet industry has become out of date.
[C] The internet industry has come into maturity.
[D] The bubble in internet industry has burst.

29. Which of the following statements can be inferred from the passage?
[A] Economic recession has no effect on the purchasing power of consumers.
[B] Most of Apple's clients are Asian elites who are equipped with huge consuming power and obsessed with luxury goods.
[C] Apple is substantially the same with those dotcome bubble companies as they are both heavy on ideas but light on revenues.
[D] Internet industry is still a booming industry despite the burst of dotcom bubble in the 1990s.

30. In the author's opinion, the prospects of Apple in stock market is ____.
[A] bleak [B] uncertain [C] optimistic [D] pessimistic

Text 3

During the recession, job losses were not equitably shared; employment rates fell more for some groups than others. It is also well-known that job losses were greater among men than among women—the so-called mancession—largely because men had been more likely to work in the residential construction and manufacturing industries that were hit hardest.

What I'm going to reveal is the employment rates separately for married women and unmarried women who were heads of households. Not surprisingly, the latter are somewhat more likely to work. More surprising is that employment rates fell so much more for these unmarried women who were heads of household. Employment per capita fell 4. 7 percentage points among the latter, compared with 1. 6 percentage points among the former. The job-loss gap associated with marital status turns out to be as large as the more widely recognized job loss gap associated with gender.

Neither group of women had many members working in construction, so the decline of construction cannot explain these differences. An "added-worker effect" has been observed during a number of recessions: more married women worked during a recession than during an expansion because wives sometimes begin work to help replace the income lost by their unemployed husbands.

The employment rate among nonelderly married men fell 4 percentage points, to 83 percent from 87 percent. While that is a large decline by historical standards, it still means that roughly 95 percent of

wives whose husbands were employed in 2007 had husbands who continued their employment during the recession. Among the 5 percent of wives who were not so fortunate, roughly two-thirds of them had already been working before the recession and therefore could not react to their husband's unemployment by starting work. Therefore the added-worker effect is much too small to explain the sharply different job-loss rates by marital status.

What seems to be especially different between married and unmarried women is their propensity to be unemployed for long periods. The point is that married and unmarried women enter unemployment at about the same rate, but unmarried women leave it more slowly. Part of the difference in labor-market experiences has to do with the safety net. Many safety-net programs, like the Supplemental Nutrition Assistance Program, which provides food stamps, and Medicaid, base eligibility on family income. A married woman is usually ineligible for a number of safety-net programs because her family's income is above the poverty line regardless of her employment status.

Unmarried household heads, on the other hand, are usually the sole breadwinner for the family, and when their income falls to zero, the household income essentially does, too. For this reason, more unmarried women who are heads of households can expect anti-poverty programs to help them when they are out of work than married women can. An unintended but unavoidable consequence of providing someone a cushion when they are without work is that they are provided with less incentive to get back to work.

31. The job-loss gap between male and female is closely associated with _____.
    [A] gender differences in the selection of industries
    [B] gender differences in the requirement for salary
    [C] gender differences in the working performance
    [D] gender differences in the loyalty to jobs

32. The most surprising gap between unmarried woman and married is _____.
    [A] the differentiated employment rate before recession
    [B] the differentiated laid-off rate in recession
    [C] the differentiated liability to remain unemployed after recession
    [D] the differentiated tendency in career selection

33. An "added-worker-effect" refers to _____.
    [A] a safety net for a family offered by a working wife
    [B] the extra income earned by an otherwise-stay-at-home wife
    [C] an economic parachute enjoyed by a double-income family
    [D] the extra social wealth created by working women

34. Which of the following statements is true according to Paragraph 4?
    [A] The fall in male unemployment rate is not as severe as it has been imagined.
    [B] The added-worker-effect can bring as many as 5 percent of women back to work.
    [C] The percentage of housewives going back to work is lower than estimated.
    [D] A laid-off husband is not the most reason that prompts women to go back working.

35. It can be inferred from the last two paragraphs that _____.
    [A] the policies made by the government always fail to take most people's interests into account
    [B] some generous social welfare programs may exert an unwanted negative effect on the efforts to boost employment rate
    [C] married people are usually subject to subtle forms of social inequality

[D] the government should stop granting unemployment insurance to those unemployed after a certain period of time

Text 4

According to a recent Gallup World Poll, 1.1 billion people, or one-quarter of the earth's adults, want to move temporarily to another country in the hope of finding more profitable work. An additional 630 million people would like to move abroad permanently.

The global desire to leave home arises from poverty and necessity, but it also grows out of a conviction that such mobility is possible. People who embrace this cosmopolitan outlook assume that individuals can and should be at home anywhere in the world, that they need not be tied to any particular place. This outlook was once a strange and threatening product of the Enlightenment but is now accepted as central to a globalized economy.

It leads to opportunity and profits, but it also has high psychological costs. In nearly a decade's research into the emotions and experiences of immigrants and migrants, I've discovered that many people who leave home in search of better prospects end up feeling displaced and depressed. But today, explicit discussions of homesickness are rare, for the emotion is typically regarded as an embarrassing impediment to individual progress and prosperity. This silence makes mobility appear deceptively easy.

Technology also seduces us into thinking that migration is painless. Ads from Skype suggest that "free video calling makes it easy to be together, even when you're not." The comforting illusion of connection offered by technology makes moving seem less consequential, since one is always just a mouse click or a phone call away.

Today's technologies have failed to defeat homesickness even though studies by the Carnegie Corporation of New York show that immigrants are in closer touch with their families than before. A wealth of studies have documented that other newcomers to America also suffer from high rates of depression, despite constant contact with family.

It is possible that these new technologies actually heighten feelings of displacement. María Elena Rivera, a psychologist in Tepic, Mexico, believes technology may magnify homesickness. Her sister, Carmen, had been living in San Diego for 25 years. With the rise of inexpensive long-distance calling, Carmen was able to phone home with greater frequency. Every Sunday she called Mexico and talked with her family, who routinely gathered for a large meal. Carmen always asked what the family was eating, who was there. Technology increased her contact with her family but also brought a regular reminder that she was not there with them.

The persistence of homesickness points to the limitations of the cosmopolitan philosophy that undergirds so much of our market and society. The idea that we can and should feel at home anyplace on the globe is based on a worldview that celebrates the solitary, mobile individual and envisions men and women as easily separated from family, from home and from the past. But this vision doesn't square with our emotions, for our ties to home, although often underestimated, are strong and enduring.

36. Homesickness is a feeling _____

[A] caused by an alienation from different culture

[B] widely felt but rarely discussed

[C] destructive for individual progress and prosperity

[D] to which people hold cosmopolitan outlooks are immune

37. The cosmopolitan outlook _____.
[A] emphasizes the right to pursue freedom
[B] is a product of globalized economy
[C] is a modern version of Enlightenment outlook
[D] denies the effect of environment on human being

38. The word "impediment" (Para. 3) is closest in meaning to _____.
[A] impetus [B] confession [C] obstruction [D] momentum

39. One illusion about technology mentioned in this text is that _____.
[A] it can encourage social exchanges
[B] it can replace face-to-face communication
[C] it can help to break communication barrier
[D] it can help to eliminate culture shock

40. The point the author tried to make in the last paragraph is that _____.
[A] human being can live self-reliant and independent of families and friends
[B] human being are social animals that can not live in stark isolation
[C] human being are usually so nostalgic that they are stuck with the past
[D] human being are so deeply attached to home that it's hard for them to stay away from family

Part B

Directions:

Read the following text and answer the questions by finding information from the right column that corresponds to each of the marked details given in the left column. There are two extra choices in the right column. Mark your answers on the ANSWER SHEET. (10 points)

Every year Les Wexner, the owner of Victoria's Secret, a lingerie(女士内衣)retailer, takes a month off to travel the world looking for other companies' ideas to adopt. Mr. Wexner's philosophy is that business should celebrate imitation.

That is almost a heresy. Businesses are told to innovate or die. Imitators are cast as the bad guys. But in the real world, companies copy and succeed. The iPod was not the first digital-music player; nor was the iPhone the first smartphone or the iPad the first tablet. Apple imitated others' products but made them far more appealing.

The pace and intensity of legal imitation has quickened in recent years, argues Oded Shenkar, a management professor at Ohio State University, in a provocative book, "Copycats: How Smart Companies Use Imitation to Gain a Strategic Edge".

History shows that imitators often end up winners. Who now remembers Chux, the first disposable nappies, whose thunder was stolen by Pampers? Ray Kroc, who built McDonald's, copied White Castle, inventor of the fast-food burger joint. Even Playboy magazine was just an imitator, noted Ted Levitt, one of the earliest management gurus to acknowledge the role of imitation. Copying is not only far commoner than innovation in business, wrote Levitt in the 1960s, but a surer route to growth and profits. According to "Copycats", studies show that imitators do at least as well and often better from any new product than innovators do. Followers have lower research-and-development costs, and less risk of failure because the product has already been market-tested. A study by Peter Golder and Gerard Tellis, "Pioneer Advantage: Marketing Logic or Marketing Legend", found that innovators captured only 7% of

the market for their product over time.

Firms seldom admit to being copycats. But some businesspeople are willing to talk about the limitations of innovation. Kevin Rollins, a former chief executive of Dell, a computer-maker, asked, "If innovation is such a competitive weapon, why doesn't it translate into profitability?" But most remain obsessed with their own inventions. Copying is taboo. Praise and promotion do not go to employees who borrow from other firms.

As a result, firms pay insufficient attention to the art of copying. Levitt examined a group of companies whose sales depended on regularly launching new products. None of them, he found, had either a formal or informal policy on how to respond to other firms' innovations. So they were often far too slow to imitate rivals' successes, and missed out on profits. Not much has changed since Levitt's day. Though copying is fairly common, lots of companies fail to do it effectively. American firms in particular are too obsessed with innovation, argues Mr. Shenkar. By contrast, Asian companies—such as Panasonic, whose former parent, Matsushita, was nicknamed maneshita denki, "electronics that have been copied"—have excelled at legal imitation.

Excessive copying, of course, could be bad for society as a whole. Joseph Schumpeter worried that if innovators could not get enough reward from new products because imitators were taking so much of the profit, they would spend less on developing them. But that is not the immediate concern of corporations. Copying is here to stay; businesses may as well get good at it.

	[A] are too obsessed with innovation.
41. According to Ted Levitt, companies depend on innovation often miss profits because they	[B] are actively involved in legal imitation.
42. Oded Shenkar found that Asian companies differ from American companies in that they	[C] discourage innovators' enthusiasm for innovation.
43. Joseph Schumpeter's biggest concern about imitation is that it will	[D] laugh last in market competition.
44. Kevin Rollin is one of few firm executive who	[E] pay little attention to imitate rival's success.
45. Peter Golder and Gerard Tellis found that imitators often	[F] are slow to react to rival's imitation.
	[G] explicitly discuss their suspicion about innovation.

Section Ⅲ Translation

46. **Directions:**

Translate the following text from English into Chinese. Write your translation on the ANSWER SHEET. (15 points)

Knowing that you are paid less than your peers has two effects on happiness. The well-known one is negative: a thinner pay packet harms self-esteem. ① The lesser-known one is called the "tunnel effect":

high incomes for peers are seen as improving your own chances of similar riches, especially if growth, inequality and mobility are high. ②

A paper authored by Tom Dorson of the University of St Andrews separates the two effects using data from household surveys in Germany. ③ Previous work showed that the income of others can have a small, or even positive, overall effect on people's satisfaction in individual firms. But Mr. Dorson's team hypothesized that older workers, who largely know their lifetime incomes already, will enjoy a much smaller tunnel effect.

The data confirm this hypothesis. The negative effect on reported levels of happiness of being paid less than your peers is not visible for people aged under 45. ④ It is only those people over 45, when careers have "reached a stable position", whose happiness is harmed by the success of others. ⑤

Section Ⅳ Writing

Part A

47. **Directions:**

Suppose you want to apply for the following post/position: Waiter/waitress required for evening work. Write a letter:

1) show your interest, and describe your previous experience,

2) explain why you would be suitable for the job.

You should write about 100 words on the ANSWER SHEET.

Do not sign your own name at the end of the letter. Use "Zhang Wei" instead.

Do not write your address. (10 points)

Part B

48. **Directions:**

Write an essay based on the following table. In which, you should

1) describe the table and

2) give your comments.

You should write at least 150 words.

Write your essay on the ANSWER SHEET. (15 points)

Average distance in miles travelled per person per year, by mode of travel

Mode of travel	2,000	2,010
Car	790	1,455
Bus	354	624
Bicycle	51	45
Train	1,143	1,255
Air	192	366
Ship	13	20
Other	420	525
All modes	2,963	4,600

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