2005 MBA联考备考教程

英　语　分　册

MBA 入学考试命题研究组　编

清华大学出版社
北　京

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内 容 简 介

MBA 入学考试是选拔高级工商管理人才的重要考试。为了帮助广大考生进行有效的英语复习,本书在开篇给出一套全真模拟试题,让考生在复习之初能测验自己的水平,根据自己当前的水平确定复习方案。本书的第二部分详细地介绍了 MBA 英语考试各个环节的知识。本书最后是历年试题与解析。解析历年试题是掌握命题规律、把握考试脉搏的不可或缺的复习举措。考生在进行基本知识复习的同时,通过历年试题的训练,也可以检查自己的学习成果,并进行有针对性的查漏补缺,加强自己的优势,弥补自己的不足。

本书适合广大参加 MBA 入学考试的考生自学与辅导之用,同时也适用于参加普通研究生考试的广大考生。

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图书在版编目(CIP)数据

2005MBA 联考备考教程　英语分册/ MBA 入学考试命题研究组编 .—北京: 清华大学出版社,2004 .4
ISBN 7-302-08261-8
Ⅰ .2…　Ⅱ .M…　Ⅲ .英语 - 研究生 - 入学考试 - 自学参考资料　Ⅳ .G643

中国版本图书馆 CIP 数据核字(2004)第 018512 号

出 版 者: 清华大学出版社　　地　　址: 北京清华大学学研大厦
http:// www .tup .com .cn　　邮　　编: 100084
社 总 机: 010-62770175　　客户服务: 010-62776969
组稿编辑: 黄娟娟
文稿编辑: 梁云慈
版式设计: 肖　米
印 刷 者:
装 订 者:
发 行 者: 新华书店总店北京发行所
开　　本: 185×260　印张: 24.25　字数: 533 千字
版　　次: 2004 年 4 月第 1 版　2004 年 9 月第2 次印刷
书　　号: ISBN 7-302-08261-8/ F・763
印　　数: 5001～0000
定　　价:　　元

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编者的话

MBA(Master of Business Administration)是“工商管理硕士”的英文缩。MBA教育起源于美国，现在已逐渐成为美国乃至世界各国管理教育的主模式。中国加入WTO中国经济的飞速发展以及经济的全球化给中国带来无限的机遇和挑战。要使经济得以快速、健康和持续的发展，管理水平一要相应提高。

1990年，国务院学位委员会正式批准在我国设立MBA学位和试办MBA教，并于1991年开始招生。MBA是一种专业学位，明显不同于普通理论研究研究生教育的特点。MBA教育的目标是培养务实型的管理人才。我国培养MBA既要有坚定正确的政治方向，又要具备广博而全面的管理知识。MBA教育注重学生的实践环节，强调学生能力与素质的培养，通过大量的案例教，培养学生的战略眼光、创造性思维、开拓进取的精神以及强烈的事业心与会责任感。

从1997年开始，我国的MBA入学考试开始实行全国MBA入学联考制度，考试的形式上也有几次重大的变革，尤其是从2003年开始，将语文改为写，并且将写作、数学和逻辑合并为综合能力考试，考试时间为3个小时，分为200分。2005年MBA联考在2004年的基础上再次进行了一定的改革：总从400分降为300分，其中逻辑60分、写作70分、数学70分、英语100分。MBA考试的模式已经逐渐趋向成熟，考试也逐渐由考查知识向考查能力渡。

在MBA入学考试竞争日趋激烈的形式下，为了满足广大MBA考生的迫切需，我们组织了有丰富教学和MBA辅导培训经验的专家和教授，花费大量的时精心编写了这套“2005MBA联考备考教程”丛书，以便参加2005年MBA入学试的考生能在有限的时间内，通过本丛书的学习和实战演练，在MBA的考试夺得高分，迈进名校MBA的殿堂。

本套丛书的特点如下：

1.作者阵容强大、辅导经验丰富、深谙命题动态

由原MBA联考阅卷组组长、MBA联考辅导和考研辅导名师童武教授领衔组编写，多位原MBA联考命题组组长和成员通力合作，集全国著名MBA辅导班

讲授之精华，全力推出这套 2005MBA联考整体解决方案。作者均在全国各地 MBA辅导校的一线亲自辅导广大考生的考前复习，从事了多年的 MBA培训和教育工作，有相当富的辅导和教学工作经验，深谙 MBA的命题规律和动态。

2.体系明晰、内容凝练、注重实效

修订后的“2005MBA联考备考教程”丛书包括《2005MBA联考备考教程　数学分》、《2005MBA联考备考教程　逻辑分册》、《2005MBA联考备考教程　写作分册》、《2005MBA联考备考教程　英语分册》4本。该丛书紧扣最新考试大纲，内容凝练，题充足，解析精辟。编者结合多年来的辅导经验，诠释 MBA考试的解题技巧，使广大生能够在有限的时间之内，正确把握考试要求，紧紧抓住考试的重点环节，做到事半倍。

本套丛书在编写和修订过程中得到了北京太奇 MBA培训学校和中国 MBA网的鼎力支，他们对于本套丛书的修订和完善付出了大量的辛勤劳动，在此表示由衷的感谢！套丛书自付梓出版以来受到了广大考生的青睐，同时他们也给本套丛书的不断完善提了许多宝贵的意见和建议，为打造这套备考精品献计献策，在此一并表示诚挚的意！

读者越是信任我们，我们越是备感责任重大，我们将与广大 MBA考生一道，迎难而，不断改进和提高。

由于时间仓促，编者的经验和水平有限，不当之处在所难免，欢迎广大读者和专家评指正。

MBA 入学考试命题研究组

2004 年 7 月

前　言

2005年MBA入学考试中的英语考试大纲在2004年的基础上进行了较大的整。听力部分已经不在笔试的考查范畴之内，语法知识也不单独命题考，完型填空部分由10个空变成了15个空，阅读理解部分去掉了简答题，翻出现了两种考查形式。英语考试大纲的变化是比较大的，考生应该很快适新的考试题型。为了满足广大考生的需要，我们结合2005年最新MBA考试纲的要求，对《2005MBA联考备考教程　英语分册》进行了修订。

本书修订后的编写体例和特色如下：

1.本书在开篇给出一套全真模拟试题，让考生在复习之初能测验自己的平，根据自己当前的水平确定复习方案。同时提供了具有参考价值的学习法和考试攻略，对于忙碌中的广大考生能高效地复习英语具有积极的意义，且给那些难于找到一条行之有效的学习方法的考生指明了道路。

2.本书详细的介绍了MBA英语考试各个环节的知识。词汇题包括了商务管理部分，适合MBA英语的考试需要，并有详细的解析；本书阅读材料的内广泛，包括社会、经济、文化、管理和科学等；本书的作文题也符合MBA英的考试需要，包括了商务英语的写作，并给出了范文，以便考生能将自己的文与范文对照，找到自己的不足之处，便于改进和提高。

3.本书最后是历年试题与解析。见证历年试题是掌握历年命题规律、把考试脉搏的不可或缺的复习举措。考生在进行实战训练的同时，能通过历试题的训练，检查自己的学习效果，进行有针对性的查漏补缺，加强自己的势，弥补自己的不足，争取在MBA的英语考试中获得高分。

本书在编写和修订过程中，曾得到北京大学英语系和对外经贸大学国际贸学院部分同志的大力支持，在此表示感谢。

由于作者水平有限，加之时间仓促，错误和疏漏之处在所难免，望广大考和专家批评指正。

编者

2004年8月于北京

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2005MBA 联考备考教程

目 录

第一部分 模拟测试与复习对策

第一章 模拟测试 …… 3
第二章 英语复习整体方案 …… 21

第二部分 语法与词汇

第三章 时态 …… 27
第四章 虚拟语气和强调 …… 33
第五章 倒装和一致 …… 37
第六章 非谓语动词 …… 45
第七章 情态动词、形容词、副词比较级 …… 53
第八章 词汇应试指导 …… 59
第九章 语法与词汇综合练习 …… 69

第三部分 阅 读 理 解

第十章 阅读理解技巧分析 …… 87
第十一章 阅读理解专项训练 …… 101

第四部分 综 合 填 空

第十二章 考试要求与应试指导 …… 173
第十三章 综合填空专项训练 …… 177

第五部分 英 译 汉

第十四章 英译汉解题技巧分析 …… 193

第十五章　英译汉专项训练…… 203

第六部分　写　　作

第十六章　写作解题指导…… 233
第十七章　写作专项训练…… 245

第七部分　历年试题与解析

2000年全国攻读工商管理硕士学位研究生入学考试英语试题 …… 253
2000年全国攻读工商管理硕士学位研究生入学考试英语试题解析 …… 264
2000年全国在职攻读工商管理硕士学位研究生入学考试英语试题 …… 269
2000年全国在职攻读工商管理硕士学位研究生入学考试英语试题解析 …… 279
2001年全国攻读工商管理硕士学位研究生入学考试英语试题 …… 285
2001年全国攻读工商管理硕士学位研究生入学考试英语试题解析 …… 298
2001年全国在职攻读工商管理硕士学位研究生入学考试英语试题 …… 304
2001年全国在职攻读工商管理硕士学位研究生入学考试英语试题解析 …… 315
2002年全国攻读工商管理硕士学位研究生入学考试英语试题 …… 322
2002年全国攻读工商管理硕士学位研究生入学考试英语试题解析 …… 334
2003年全国攻读工商管理硕士学位研究生入学考试英语试题 …… 340
2003年全国攻读工商管理硕士学位研究生入学考试英语试题解析 …… 352
2004年全国攻读工商管理硕士学位研究生入学考试英语试题 …… 360
2004年全国攻读工商管理硕士学位研究生入学考试英语试题解析 …… 371

Part 1

第一部分

模拟测试与复习对策

第一章　模拟测试

第二章　英语复习整体方案

Chapter 1

第一章

模 拟 测 试

在考生进行复习前，为了使考生对考试试题和命题趋势有一个大概的了解，同时也为了检验考生复习前的实际水平，以便进行有针对性的复习，因此特别编写了一套复习前模拟测试题，供考生进行复习前的自我测试。

全国攻读工商管理硕士学位研究生入学考试
英语模拟试题

Section Ⅰ Vocabulary

Directions: *There are 20 incomplete sentences in this section . For each sentence there are four choices marked A, B, C and D . Choose the one answer that best completes the sentence and mark your answers on* ***ANSWER SHEET 1 .*** *(10 points)*

1 . The precious manuscripts were hopelessly _____ by long exposure in the cold, damp cellar .

A .ruined　　B . damaged　　C . destroyed　　D . harmed

2 . the board of the company has decided to _____ its operation to include all aspects of the clothing business .

A . extend　　B . enlarge　　C . expand　　D . amplify

3 .That sound doesn t _____ in his language, so it s difficult for him to pronounce it .

A . happen　　B . occur　　C . have　　D . take place

4 . the accommodation was cheap, but the food was very _____ .

A . high　　B . costly　　C . dear　　D . overpaid

5 . My boss insists on seeing everything in _____ before he makes a decision .

A . black and blue　　B . red and blue

C . black and white　　D . green and yellow

6 . The work is not very profitable _____ cash, but I am getting valuable experience from it .

A . in the light of B . according to C . on the basis of D . in terms of

7 . At the meeting, Smith argued _____ in favor of the proposal .

A . severely B . warmly C . forcefully D . heavily

8 . His attention often _____ at lectures . No wonder he failed the exam .

A . branched B . wondered C . wandered D . went out

9 . It s often a mistake to _____ appearance: that poor-looking individual is anything but poor . In fact, he is a millionaire .

A . go over B . go by C . go against D . go for

10 . He doesn t seem to be able to _____ any interest in his studies .

A . make up B . work up C . turn up D . use up

11 . When workers are organized in trade unions, employers find it hard to lay them _____ .

A . off B . aside C . out D . down

12 . The wealth of a country should be measured _____ the health and happiness of its people as well as the material goods it can produce .

A . in line with B . in terms of C . in regard with D . by means of

13 . He has failed me so many times that I no longer place any _____ on what he promises .

A . faith B . belief C . credit D . reliance

14 . My students found the book _____ it provided them with an abundance of information on the subject .

A . enlightening B . confusing C . distracting D . amusing

15 . Nobody yet knows how long and how seriously the shakiness in the financial system will _____ down the economy .

A . put B . settle C . drag D . knock

16 . In this factory the machines are not regulated _____ but are jointly controlled by a central computer system .

A . independently B . individually C . irrespectively D . irregularly

17 . Every chemical change either results from energy being sued to produce the change, or causes energy to be _____ in some form .

A . given off B . put out C . set off D . used up

18 . Our corporation s obligation under this _____ is limited to repair or replacement .

A . warranty B . license C . market D . necessity

19 . They are a firm of good repute and have large financial _____ .

A . reserves B . savings C . storages D . resources

20 . In the past 10 years, the company has gradually _____ all of its smaller rivals .

A . engaged　　B . occupied　　C . monopolized　　D . absorbed

Section Ⅱ　Close

Directions: *Read the following passage . For each numbered blank there are four choices marked A, B, C and D . Choose the best one and mark your answers on* ***ANSWER SHEET 1 .****(15 points)*

Getting and keeping a good reputation is the primary purpose of **public relations .** As public relations usually **called simply PR** is a 20th-century 21 . But the reason for it has been well understood for many centuries .

PR is a means of getting attention and 22 public opinion . While most PR is directed outward 23 the general public or special 24 of it, some is also directed toward people 25 an organization . Corporations use various PR devices to get and 26 good employee morale and commitment .

PR is often compared to, and sometimes confused 27, marketing . Although they use similar techniques, their goals are different . Marketing, which includes advertising and 28, intends to sell products and services . PR is an image-creation business 29 to sell persons, government policies, corporations, and other institutions . A book by Joe McGinhiss on the presidential 30 between Richard Nixon and Hubert Humphrey was called“ The Selling of the President, 1968 ”because it is about the PR 31 used to promote the two candidates .

32 its best PR works in two directions . It attempts to make a person or organization 33 to the public and to public expectations . At the same time it tries to 34 the public to respond in a favorable way .

The most difficult 35 of a PR specialist is probably crisis management . In September-October 1982 several persons in Chicago died after taking capsules of a popular pain reliever .

21 . A . establishment	B . development	C . management	D . achievement
22 . A . shaping	B . correcting	C . adapting	D . initiating
23 . A . to	B . on	C . in	D . at
24 . A . segments	B . shares	C . partitions	D . divisions
25 . A . under	B . beyond	C . within	D . outside
26 . A . remain	B . detain	C . maintain	D . obtain
27 . A . up	B . over	C . about	D . with
28 . A . promotion	B . intervention	C . perception	D . precision
29 . A . is trying	B . that is trying	C . which try	D . tries
30 . A . competition	B . contest	C . run	D . race

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31 . A . tactics	B . skills	C . tricks	D . techniques
32 . A . To	B . At	C . In	D . On
33 . A . respective	B . receptive	C . responsible	D . responsive
34 . A . persuade	B . claim	C . pursue	D . convert
35 . A . chore	B . function	C . task	D . assignment

Section Ⅲ Reading Comprehension

Directions: *Read the following four passages . Answer the questions below each passage by choosing A, B, C or D, Mark your answers on* ***ANSWER SHEET 1 .*** *(40 points)*

1

Reebok executives do not like to hear their stylish athletic shoes called“ footwear for yuppies(雅皮士,少壮高薪职业人士) ”. They contend that Reebok shoes appeal to diverse market segments, especially now that the company offers basketball and children s shoes for the under-18 set and walking shoes for older customers not interested in aerobics(健身操) or running . The executives also point out that through recent acquisitions they have added hiking boots, dress and casual shoes, and high-performance athletic footwear to their product lines, all of which should attract new and varied groups of customers .

Still, despite its emphasis on new markets, Reebok plans few changes in the upmarket(高档消费人群的) retailing network that helped push sales to $1 billion annually, ahead of all other sports shoe marketers . Reebok shoes, which are priced from $ 27 to $ 85, will continue to be sold only in better specialty, sporting goods, and department stores, in accordance with the company s view that consumers judge the quality of the brand by the quality of its distribution .

In the past few years, the Massachusetts-based company has imposed limits on the number of its distributors (and the number of shoes supplied to stores), partly out of necessity . At times the unexpected demand for Reeboks exceeded supply, and the company could barely keep up with orders from the dealers it already had . These fulfillment problems seem to be under control now, but the company is still selective about its distributors . At present, Reebok shoes are available in about five thousand retail stores in the United States .

Reebok has already anticipated that walking shoes will be the next fitness-related craze, replacing aerobics shoes the same way its brightly colored, soft leather exercise footwear replaced conventional running shoes . Through product diversification and careful market research, Reebok hopes to avoid the distribution problems Nike came

across several years ago, when Nike misjudged the strength of the aerobics shoe craze and was forced to unload huge inventories of running shoes through discount stores .

36 . One reason why Reebok s managerial personnel don t like their shoes to be called“ footwear for yuppies ”is that _____ .

A . they believe that their shoes are popular with people of different age groups

B . new production lines have been added to produce inexpensive shoes

C .“ yuppies ”usually evokes a negative image

D . the term makes people think of prohibitive prices

37 . Reebok s view that“ consumers judge the quality of the brand by the quality of its distribution ”(Lines 4～5, Para .2) implies that _____ .

A . the quality of a brand is measured by the service quality of the store selling it

B . the quality of a product determines the quality of its distributors

C . the popularity of a brand is determined by the stores that sell it

D . consumers believe that first-rate products are only sold by high-quality stores

38 . Reebok once had to limit the number of its distributors because _____ .

A . its supply of products fell short of demand

B . too many distributors would cut into its profits

C . the reduction of distributors could increase its share of the market

D . it wanted to enhance consumer Confidence in its products

39 . Although the Reebok Company has solved the problem of fulfilling its orders, it _____ .

A . does not want to further expand its retailing network

B . still limits the number of shoes supplied to stores

C . is still particular about who sells its products

D . still carefully chooses the manufacturers of its products

40 . What lesson has Reebok learned from Nike s distribution problems ?

A . A company should not sell its high quality shoes in discount stores .

B . A company should not limit its distribution network .

C . A company should do follow-up-surveys of its products .

D . A company should correctly evaluate the impact of a new craze on the market .

2

Birds that are literally half-asleep—with one brain hemisphere alert and the other sleeping—control which side of the brain remains awake, according to a new study of sleeping ducks .

Earlier studies have documented half-brain sleep in a wide range of birds . The brain hemispheres take turns sinking into the sleep stage characterized by slow brain waves .

The eye controlled by the sleeping hemisphere keeps shut, while the wakeful hemisphere s eye stays open and alert . Birds also can sleep with both hemispheres resting at once .

Decades of studies of bird finks led researchers to predict extra alertness in the more vulnerable, end-of-the-row sleepers . Sure enough, the end birds tended to watch carefully on the side away from their companions . Ducks in the inner spots showed no preference for gaze direction .

Also, birds dozing (**打盹**) at the end of the line resorted to single-hemisphere sleep, rather than total relaxation, more often than inner ducks did . Rotating 16 birds through the positions in a four-duck row, the researchers found outer birds half-asleep during some 32 percent of dozing time versus about 12 percent for birds in internal spots .

“ We believe this is the first evidence for an animal behaviorally controlling sleep and wakefulness simultaneously in different regions of the brain, ”the researchers say .

The results provide the best evidence for a long-standing supposition that single-hemisphere sleep evolved as creatures scanned for enemies . The preference for opening an eye on the lookout side could be widespread, he predicts . He s seen it in a pair of birds dozing side-by-side in the zoo and in a single pet bird sleeping by a mirror . The mirror-side eye closed as if the reflection were a companion and the other eye stayed open .

Useful as half-sleeping might be, it s only been found in birds and such water mammals (**哺乳动物**) as dolphins, whales, and seals . Perhaps keeping one side of the brain awake allows a sleeping animal to surface occasionally to avoid drowning .

Studies of birds may offer unique insights into sleep . Jerome M . Siegel of the UCLA says he wonders if birds half-brain sleep“ is just the tip of the iceberg (**冰山**) . ” He speculates that more examples may turn up when we take a closer look at other species .

41 . A new study on birds sleep has revealed that _____ .

A . half-brain sleep is found in a wide variety of birds

B . half-brain sleep is characterized by slow brain waves

C . birds can control their half-brain sleep consciously

D . birds seldom sleep with the whole of their brain at rest

42 . According to the passage, birds often half sleep because _____ .

A . they have to watch out for possible attacks

B . their brain hemispheres take turns to rest

C . the two halves of their brain are differently structured

D . they have to constantly keep an eye on their companions

43 . The example of a bird sleeping in front of a mirror indicates that _____ .

A . the phenomenon of birds dozing in pairs is widespread

B . birds prefer to sleep in pairs for the sake of security

C . even an imagined companion gives the bird a sense of security

D . a single pet bird enjoys seeing its own reflection in the mirror

44 . While sleeping, some water mammals tend to keep half awake in order to ____ .

A . alert themselves to the approaching enemy

B . emerge from water now and then to breathe

C . be sensitive to the ever-changing environment

D . avoid being swept away by rapid currents

45 . By“ just the tip of the iceberg ”(Line 2, Para . 8), Siegel suggests that _____ .

A . half-brain sleep has something to do with icy weather

B . the mystery of half-brain sleep is close to being solved

C . most birds living in cold regions tend to be half sleepers

D . half-brain sleep is a phenomenon that could exist among other species

3

Our culture has caused most Americans to assume not only that our language is universal but that the gestures we use are understood by everyone . We do not realize that waving good-bye is the way to summon a person from the Philippines to one s side, or that in Italy and some Latin-American countries, curling the finger to oneself is a sign of farewell .

Those private citizens who sent packages to our troops occupying Germany after World War Ⅱ and marked them GIFT to escape duty payments did not bother to find out that“ Gift ”means poison in German . Moreover, we like to think of ourselves as friendly, yet we prefer to be at least 3 feet or an arm s length away from others . Latins and Middle Easterners like to come closer and touch, which makes Americans uncomfortable .

Our linguistic(**语言上的**) and cultural blindness and the casualness with which we take notice of the developed tastes, gestures, customs and languages of other countries, are losing us friends, business and respect in the world .

Even here in the United States, we make few concessions to the needs of foreign visitors . There are no information signs in four languages on our public buildings or monuments; we do not have multilingual (**多语的**) guided tours . Very few restaurant menus have translations, and multilingual waiters, bank clerks and policemen are rare .

Our transportation systems have maps in English only and often we ourselves have difficulty understanding them .

When we go abroad, we tend to cluster in hotels and restaurants where English is spoken . The attitudes and information we pick up are conditioned by those natives—

usually the richer—who speak English . Our business dealings, as well as the nation s diplomacy, are conducted through interpreters .

For many years, America and Americans could get by with cultural blindness and linguistic ignorance . After all, America was the most powerful country of the free world, the distributor of needed funds and goods .

But all that is past . American dollars no longer buy all good things, and we are slowly beginning to realize that our proper role in the world is changing . A 1979 Harris poll reported that 55 percent of Americans want this country to play a more significant role in world affairs; we want to have a hand in the important decisions of the next century, even though it may not always be the upper hand .

46 . It can be inferred that Americans being approached too closely by Middle Easterners would most probably _____ .

A . stand still

B . jump aside

C . step forward

D . draw back

47 . The author gives many examples to criticize Americans for their _____ .

A . cultural self-centeredness

B . casual manners

C . indifference towards foreign visitors

D . arrogance towards other cultures

48 . In countries other than their own most Americans _____ .

A . are isolated by the local people

B . are not well informed due to the language barrier

C . tend to get along well with the natives

D . need interpreters in hotels and restaurants

49 . According to the author, Americans cultural blindness and linguistic ignorance will _____ .

A . affect their image in the new era

B . cut themselves off from the outside world

C . limit their role in world affairs

D . weaken the position of the US dollar

50 . The author s intention in writing this article is to make Americans realize that _____ .

A . it is dangerous to ignore their foreign friends

B . it is important to maintain their leading role in world affairs

C . it is necessary to use several languages in public places

D . it is time to get acquainted with other cultures

4

We can see how the product life cycle works by looking at the introduction of instant coffee . When it was introduced, most people did not like it as well as“ regular ” coffee and it took several years to gain general acceptance (introduction stage) . At one point, though, Instant coffee grew rapidly in popularity and many brands were introduced (stage of rapid growth) . After a while people became attached to one brand and sales leveled off (stage of maturity) . Sales went into a slight decline (**衰退**)when freeze-dried coffees were introduced (stage of decline) .

The importance of the product life cycle to marketers is this: Different stages in the product life cycle call for different strategies . The goal is to extend product life so that sales and profits do not decline . One strategy is called market modification . It means that marketing managers look for new users and market sections . Did you know, for example, that the backpacks that so many students carry today were originally designed for the military ?

Market modification also means searching for increased usage among present customers or going for a different market, such as senior citizens . A marketer may re-position the product to appeal to new market sections .

Another product extension strategy is called product modification . It involves changing product quality, features, or style to attract new users or more usage from present users . American auto manufacturers are using quality improvement as one way to recapture world markets . Note, also, how auto manufacturers once changed styles dramatically from year to year to keep demand from falling .

51 . According to the passage, when people grow fond of one particular brand of a product, its sales will _____ .

A . decrease gradually　　B . become unstable

C . improve enormously　　D . remain at the same level

52 . The first paragraph tells us that a new product is _____ .

A . usually introduced to satisfy different tastes

B . often more expensive than old ones

C . often inferior to old ones at first

D . not easily accepted by the public

53 . Marketers need to know which of the four stages a product is in so as to _____ .

A . work out marketing policies　　B . increase its popularity

C . promote its production　　D . speed up its life cycle

54 . The author mentions the example of“ backpacks ”(Line 4, Para .2) to show the

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