

06 年北京权威考研班浓缩信息

北京大学考研辅导班

清华大学考研辅导班

中国人民大学考研辅导班

黑博士考研政治重点、难点最新权威命题预测精选 60 题

1. 哲学的基本问题；主观唯心主义和客观唯心主义的典型代表观点（考多选题）
2. 意识的本质及其作用/矛盾的普遍性和特殊性及其辩证关系
3. 关于对立统一规律在市场经济中的运用问题（考材料题）
4. 实践的主体、客体及其相互作用（黑博士特别推荐，必考分析题，10 分）
5. 人对物质世界实践把握的基本环节（特别推荐）
6. 联系与系统（特别推荐）
7. 关于检验认识真理性和实践标准问题
8. 关于感性认识和理性认识、本质和现象的关系问题
9. 价值及其客观性和主体性（特别推荐）
10. 价值评价及其尺度/价值选择及其实现（特别推荐）
11. 国家的本质及职能（特别推荐）
12. 关于社会规律的特点、社会规律和人的自觉活动的辩证关系问题
13. 关于以德治国、社会意识相对独立性、加强社会主义精神文明建设问题
14. 人与社会的关系；文化的本质和功能（考单选或多选题）
15. 关于社会发展过程中的决定性与主体的选择性问题
16. 关于人的本质、人的价值问题/个人在历史上的作用和评价历史人物的科学原则
17. 物质资料的生产是人类生存和社会发展的基础（考单选题）
18. 关于商品的价值问题/纸币和信用货币/尊重和利用价值规律（考选择题）
19. 关于跨国公司和经济全球化问题
20. 生产力标准的依据及其意义（特别推荐）
21. 生产要素参与价值分配的实质（考多选题）
22. 关于毛泽东和毛泽东思想；毛泽东思想的历史地位
23. 毛泽东关于新民主主义革命总路线的理论：对象、领导权、动力、性质和前途
24. 关于党的建设和统一战线、武装斗争的关系（考材料题）
25. 正确认识和处理中国革命中的资本主义和资产阶级
26. 建立革命统一战线的特殊重要性和现实可能性（黑博士特别推荐，必考分析题，10 分）
27. 过渡时期总路线反映了历史的必然
28. 关于实事求是基本内涵与基本要求；群众路线基本内涵与基本要求；独立自主基本内涵与基本要求/毛泽东思想的精髓；党的根本工作路线；革命和建设基本立足点

从 1993 年起我们开始在命题工作中增设这种新题型后,材料的内容从历史、政治方面的内容扩大到现实的社会经济生活领域。由于以材料命题的方式能够通过材料创设新的情境,且生动具体,信息量大,互补或对比性强,有利于理论与实际的紧密结合,实际地检验了考生运用理论研究、解决实际问题的能力。此外,我们认为情境创设型题目最大的优点在于它能够实现跨学科对知识能力的考查,有利于多学科的相互渗透,有利于拓宽考生的思维空间,体现马克思主义基本理论与实践的完美结合。结合的方式通常为哲学和政治经济学、邓小平理论相关知识点的结合,政治经济学的有关原理与邓小平理论有关经济体制建设和改革部分的结合。如:2003 年第 37 题通过对发展中国家和发达国家在贸易方面存在的“扭曲”现象以及南北差距扩大这样的一些材料,要求考生运用矛盾力量不平衡性原理来解决南北问题的正确途径。这道题实现了 2003 年《考试大纲》规定的考查目标,大纲对最后一道选做题明确地要求“考生运用马克思主义哲学原理、马克思主义政治经济学原理、毛泽东思想概论和邓小平理论概论等课程中的一门或多门的相关知识,认识和分析当代世界一些重要问题的能力。”这充分地体现了命题组的指导思想实现转变,即在材料的选择上,从哲学史向现实生活的转变;在原理运用上,要求运用单一的原理进行答题向运用多个原理,从不同角度进行答题,甚至不限定什么原理,仅规定用某个学科进行答题的转变。这些变化既突出了题目的时代感,又加强了对考生的能力要求,还反映了马克思主义原理在内容上是相互贯通的。

此外,情境创设型题目不仅在选择题中适当地使用了材料,而且论述题也以材料题的形式出现。如:2001 年试卷文科第 34 题哲学论述题就是选取了丁肇中在《人民日报》上发表的“科学发现的几点体会”中的一组材料,提出“上述科学发现过程在认识论上对我们如何发现和发展真理有哪些启示?”这是一道带有材料题特点的论述题,是对论述题在命题方式上的一个突破。

总结这些年来的材料题的经验,为了充分发挥材料题的特有优势,同时加大其分析、论述的成分,逐渐演化出一种以材料为依托的分析题,即材料分析题。这种以材料命题的方式,首先,要求在材料的选择上要鲜明精练,具有典型性。它可以是历史材料,也可以是现实材料;可以是正面材料,也可以是反面材料,或者二者兼而有之。材料的形式可以是文字,亦可能是数字、图表或图画。其次,在试题的设置上,可以是直接从材料中提出来的,也可以是从材料中自然引申出来的;问题的数量可以是多问,也可以是一问。再次,在设问的方式上,可以是透过材料揭示其所包含的理论观点,也可以是运用理论观点分析材料中的实际问题,还可以是由材料和理论相结合中所引申出来的问题,各个问题之间应有一定的逻辑联系,等等。2005 年的几个分析题都较好地体现了这一命题特点。

2. 根据社会政治经济生活中出现的实际问题,在一个既定的客观事实中去创设问题这种以事实命题方式的最显著特点,是它所提出的事实本身直接地就是问题,要求人们去解答。以事实命题,不仅形象具体,而且具有挑战性,它是一种普遍有效的命题方式。这种命题方式通常是通过文字或图像或表格的形式,把问题摆在考生的面前,考生通过对材料的阅读从而对事件所揭示的问题本身产生一种震撼力,进而对问题产生一种思想上的共鸣。如:2001 年文科第 37 题,试题通过图表、数字的形式列举了美英等西方国家在国防费用上的巨大支出,并用它与中国的国防费用相比较,通过数字把问题给反映出来。再比如 2000 年文科第 33 题,首先提出:“十一届三中全会以来,我国实施的一系列改革措施,取得了举世瞩目的巨大成就,但也出现了某些负面效应。”取得巨大成就和出现某些负面效应,这都是客观存在的事实,而这事实本身就是个问题。如何正确理解这一实际问题,不仅有理论意义,而且对于全面认识我国社会主义改革也有现实意义。针对上述问题,该题要求考生用辩证唯物主义的矛盾学说去分析说明。以事实命题的方式不仅可以用于论述题,也可以用于选择题和其他题型。如 2003 年的单选第 3 题:试题首先肯定人的视觉器官有感觉外界物体的光和颜色的功能,并列举了在可见光谱范围内,不同波长的辐射使人能够感觉到不同的颜色的具体事实,来考查考生“反映与信息、选择和重构”这一知识点。类似的例子还有 2001 年文科试卷中哲学多选题关于中美两国就中国加入 WTO 达成了“双赢”的协议,2002 年文科试卷哲学单选题关于人类已经制造出数百万种化合物,都是从一些客观存在的事实中设置问题。如 2003 年第 36 题,图表表现出两个阶段的特征;2005 年的第 4 题;2005 年的第 35 题,通过表格的形式来反映我国 20 世纪 80-90 年代以来,经济增长和就业增长的演变状况;2005 年的选做题等都是用图表来说明实际问题的。

以事实命题所依据的事实，既可以是单项性的事实，也可以是复合性的事实，既可以是宏观的大事实，也可以是微观的小事实，但都必须是真实的事实，而不能是虚假的事实。当然，虚假的事实也是一种事实，但它的本质是“假”，是对事物本质的歪曲反映，是应当受到批判的。如 2000 年文理科哲学单选题中的“意念移物”，在现实生活中确实有人相信，但他信奉的是一种主观唯心主义的错误观点。科学所依据的事实应该是反映事物本质自身中矛盾的事实，任何真实存在的事实都是矛盾的集合体。以事实命题就要深入揭示事物中的矛盾，对矛盾揭露得越深刻，对事实的把握就越全面，以事实命题的方式实质上是一种揭露和分析事物中矛盾的方式。因此，具体问题具体分析是该种命题方式的基本要求。如 2004 年的第 35 题，以“雇员拥有股票计划”这个事实来分析其原因。

3. 选取一种或几种思想观点，这些思想观点既可以是正确的，也可以是错误的，还可以是两者兼有的，提供给考生进行分析、判断学习马克思主义理论的最直接的目的是要掌握马克思主义的基本原理，包括它的基本概念、基本观点及其方法论意义。为此，既要正面地接受马克思主义，又要在马克思主义与其他各种思想观点的比较中理解马克思主义，更要在马克思主义理论与实际生活的对照中掌握马克思主义，通过运用马克思主义的立场、观点和方法对思想观点加以分析评判，得出应有的结论。

以观点命题大体有以下几种情形：

第一种情形是直接取之于马克思主义原理中的基本概念、基本观点。如 2003 年第 4 题“生产关系是生产中的最基本、最重要的条件”、第 8 题“新民主主义革命的根本目的”、第 22 题“中国化了的马克思主义的基本内涵”。如 2005 年第 11 题，邓小平理论首要的基本理论问题。一般地说，马克思主义原理中的基本概念、基本观点，包括概念的内涵规定、观点的主要内容和基本概念、观点之间的内在联系以及基本观点的理论与实践意义，应该是命题的重要内容，但直接地用马克思主义原理的基本概念、基本观点来命题的方式多用于选择题上。

第二种情形是选取马克思主义经典作家的精彩话和精辟论断。哲学方面，如 2002 年理科第 2 题引用了马克思关于人的才能的一段话（“搬运夫和哲学家之间的原始差别要比家犬和猎犬之间的差别小得多。它们之间的鸿沟是分工掘成的”）；2002 年文科第 16 题“意识和物质的对立只是在非常有限的范围内才有绝对的意义，超出这个范围，其对立便是相对的。”1999 年文科第 1 题“世界上除了运动着的物质之外，什么也没有”；1998 年文科第 23 题要求辨析列宁的一句话（“唯心主义哲学是生长在人类认识之树上的一朵不结果实的花”）。2005 年第 2 题：“当一位杰出的老科学家说什么是可能的时候，他差不多总是对的；但当他说什么是不可能的时候，他差不多总是错的。”在毛泽东思想概论方面，这种命题方式得到更加充分地应用，如：2003 年第 35 题“毛泽东与英国记者斯坦因关于共产主义思想体系与共产主义的社会制度的谈话”也是这种命题方式的重要体现；2002 年理科第 7 题“解决中国一切革命问题的最根本的根据”；1994 年理科第 5 题中国民族资产阶级“从娘肚子里带出来的老毛病”；1993 年理科第 12 题“以后要非常注意军事，须知政权是由枪杆子中取得的”。2005 年第 8 题，毛泽东关于红色政权能够存在和发展的论述：“一国之内，在四周白色政权的包围中，有一小块或若干小块红色政权的区域长期地存在，这是世界各国从来没有的事。这种奇事的发生，有其独特的原因。”等等。

1995~2005 年权威考研精品书畅销排行榜

●**考研致胜新战略——考点重点难点**：本排行榜是总结北大、人大、清华等全国名校 100 多名高分研究生的经验而来的。非常的全面权威。不一定要选所有的书。但重点书一定要认真看。全面复习并不等于把精力平均地分摊在所有的知识点上，而是要抓住重点、难点和主要考点，紧扣重点章和重点节，强力突破考点、重点、难点。多年经验表明，各科的重要考试点一般占其大纲的 60%~70% 左右！这亦是一条多年来命题的重要规律！（参见教育部《数学考试分析》第 4 页）

一、政治类精品排行榜

第一轮：①《政治考试大纲》（教育部考试中心）；②《政治理论考试分析》（教育部考试中心）；③《黑博士考试大纲勾划重点》（可节省 40% 的复习时间）

第二轮：①《黑博士政治高分复习指导》（人大陈志良）；②《黑博士政治高分题库 1800 题》（人大杨凤城）；③《政治理论考试大纲解析》（教育部考试中心）；④《最新政治（7-8 月）核心浓缩笔记》（北京考研班内部资料）；⑤《政治理论复习指导》（教育部社政司）；⑥《政治理论应试宝典》（林代昭）。

第三轮：①政治辅导班押题讲座；②《黑博士政治最后冲刺背诵版 A》；③《政治最后冲刺预测 40 天 40 题黑博士政治最后冲刺背诵版 B》；④《黑博士政治最后冲刺背诵版 C》；⑤《政治最后 30 天冲刺预测试卷》（上册·典型题篇）；⑥《考研英语历年真题研究》

第四轮：①《政治最后 30 天冲刺预测试卷》（押题篇）；② 政治 12 月中旬密押五套试卷（内部资料）；③《北京考研班内部密押试卷》

复习方法 政治复习最大的特点一多读，多看，多理解并选好书。二要注意紧扣考点、重点、难点。以上中一定要注意黑博士的资料，每年内幕多，命中率极高。政治复习最理想的方案是：首先必须有一本综合类指导书，做全面复习用。其次必须有一本权威经典的题库，通过练习增强记忆。最后必须要有押题类的书，政治每年都可以命中题，所以要重视。其中黑博士的《政治高分复习指导》大家一定要重视，它有以下特点：①是权威性资料，简明扼要，能在短时间内帮助考生尽快理清四门课的知识脉络和线索，建立宏观框架。②比较全面详尽，论述条理清晰，比较好理解。③重点突出，简明精炼，信息量大。使用后，具有明显的事半功倍的效果，原为北京权威考研班内部资料，实践证明，其使用效果显著！特别推荐黑博士和北京考研班内部资料，因其信息量大，方向感强，每年命中率、切题率高，是大串讲式的书而成为复习初期、中后期（9~11 月）“总结拔高阶段”的必备精品，警示考生高度重视！

以上资料的编者多数是教育部原政治命题组组长或命题组成员，其中含有重要的内幕信息；政治复习前期重在理解（80%），辅以记忆（20%）；后期重在记忆（80%），辅以理解（20%）！

政治复习前期需宏观把握，中期靠微观把握，后期靠押题、靠信息！！

二、英语类精品排行榜

第一轮：①《英语考试大纲》（教育部）；②《英语考试分析》（教育部考试中心）；③《考研英语核心词汇 8100 复习快速突破》（配 5 盒带）（李养龙/黑博士）。

第二轮：①《黑博士阅读理解 120/220/240 篇》（刘后升/王建华/郝克琦）；②《黑博士高分作文 20 天突破》（人大王建华）；③《作文 30 天速成浓缩笔记》（背诵版·高级版）；④《英语最后 30 天冲刺预测试卷》（上册·典型题篇）；⑤《考研英语历年真题研究》

第三轮：①考研班英语录音磁带；②《最新英语知识运用 70 篇》（黑博士）；③《英语长难句高分突破》（黑博士）；④《英译汉高分 20 天突破》（胡小平）。

第四轮：①《英语最后 30 天冲刺预测试卷》（下册·押题篇）；② 英语 12 月中旬密押五套试卷（内部资料）；③《北京考研班内部押题预测试卷》

复习方法 英语复习要点：①抓考点、重点、难点是前提；②词汇是基础；③阅读理解是关键，做 600 篇左右；④作文要重视；⑤模拟训练是演习；⑥要注意分项复习；⑦必须保证一定的难度；⑧四大专项（词汇、完型、阅读、作文）“平行推进”。特别推荐第四轮中的③，因其信息量大，方向感强，每年命中率、切题率高，是押题预测的书而成为复习中后期（9~11 月）“总结拔高阶段”的必备精品，警示考生高度重视！

三、数学类精品排行榜

第一轮：①《数学考试大纲》（教育部）；②《数学考试分析》（教育部考试中心）；③《高等数学》、《线性代数》、《概率论与数理统计》（高教版教材）。

第二轮：①《黑博士数学高分成功指南》（高应才）；②《数学复习指南》（陈文灯/黄先开）；③《数学复习辅导讲义》（蔡燧林）；④《数学全程内部讲稿》（潘鼎坤）；⑤《数学考研新典型 1000 题》；⑥《考研英语历年真题研究》

第三轮：①数学辅导班 VCD；②《考研数学新典型题 1000 题精讲精练》；③《数学最后 30 天冲刺预测试卷》（上册·典型题篇）。

第四轮：①《数学最后 30 天冲刺预测试卷》（下册·押题篇）；② 数学 12 月中旬密押五套试卷；③《北京考研班内部押题预测试卷》

复习方法 紧扣高应才、潘鼎坤、铁军、陈文灯、黄先开等名家的辅导书，另外要多做练习题，而不仅仅是看习题，其要诀就是：做、做、做！要注重抓考点、重点，抓典型的题型，抓重点章和重点节，抓常考的难点！数学复习各阶段需“台阶式上升”！特别推荐第四轮中的③，因其信息量大，方向感强，每年命中率、切题率高，是押题预测的书而成为复习初期、中后期（9~11 月）“总结拔高阶段”的必备精品，警示考生高度重视！

第一部分

1

北大、清华、人大考研班内线命题押题作文15篇

• 北京大学考研辅导班押题作文 5篇

❖ 作文命题预测 1

Part A

Directions:

You are preparing to introduce your student to sb. Write a letter about **100** words and express your opinion clearly.

- ① what the referee want to obtain
- ② the reason you want to introduce him or her.
- ③ the opinion and suggestion of yourself.

You do not need to write the address.

Dear Professor Smith,

It is my pleasure to recommend my student Mr. Wang Gang for admission to your department for pursuing a master degree in accounting.

I am engaged in accounting teaching at a university in Beijing China, I enjoy my work and all of my Chinese students, who are so clever and friendly. However Mr. Wang Gang excels almost any others. He is not only outstanding in the field of accounting but also gifted for the English language, for he seems to understand almost every word I say in class. As concern as his personality, I find him honest, responsible, and cooperative. I bet you' ll like him too.

I recommend him enthusiastically. If you need further information regarding Mr. Wang Gang, do not hesitate to contact me.

Best regards.

Sincerely yours,
Li Ming

Part B

Directions:

A Study the following cartoon carefully and write an essay in 160~200 words

B Your essay must be written neatly on ANSWER SHEET II

C Your essay should meet the requirements below :

1 Describe the picture

2 Deduce the purpose of the drawer of the picture

3 Your comments



Buy a Trophy to Glorify Oneself

In the cartoon, a chief executive officer (CEO) order his secretary to buy some trophies or award certificates, which may significantly glorify himself and beautify his costly decorated office, just as many corrupt CEOs and government officials used to do in China

The cartoon drawer exposes the common corruption in state-owned companies and in government offices, organizations, and establishments as well. Nowadays, corruption is invading every pore of our society. Most bad officials coin the statistics in their favor to please their superiors and steal promotion they least deserve. If the CEO only buys trophies to beautify his office, he is not so bad. In contrast, there are worse ones, including officials at universities and research institutes who shamelessly rob their employees of their patents, inventions and

discoveries. It appears that one does not necessarily have to study or work industriously if he can usurp power instead, he will easily get academic degrees, professorships, awards of all kinds and a great deal of benefits such as cars, houses and fat payrolls. Ironically, these villains are often protected by the powerful, multi-layered corrupt bureaucrats.

There are many times when we are powerless against injustice but there must not be time when we fail to protest. China calls for millions of true heroes to fight resolutely against corruptions because if widespread corruptions is tolerated, the dire consequence will inevitably be the ruin of our government, our ideology and or nation.

❖ 作文命题预测 2

Part A

Directions:

You are a senior of computer science. You'd like to be an intern for an IT company. Write a letter to present your willings: You should clear:

- 1 your education background.
- 2 your purpose of being an intern.

You should write about 100 words and don't need to write the address.

Dear sirs,

I am a senior of computer science in Beijing University of Technology. I would like to work as an intern in your company. As I have a wide interest in computer, I will do whatever job assigned to me, in software development or in technical support. One of my advantages is that I am able to work conscientiously under pressure. The more challenging my task is, the better it will be done.

My main purpose is just to put into practice what I have learned from the classroom in the past few years and to learn about my own ability in practical work. Remuneration is not yet taken into consideration.

I am enclosing a resume and looking forward to hearing from you.

Yours respectfully,
Li Ming

Part B

Directions:

Study the following drawing carefully and write an essay in which you should

- 1 describe the drawing
- 2 interpret its meaning, and
- 3 give your comment on this picture.

You should write about 200 words neatly on ANSWER SHEET 2 (points)



How Many tomorrows Do We Have ?

In the picture, we see clearly that a young man is sitting on the chair lazily and saying to himself, "Tomorrow I will begin my magnificent scheme." He may dream of being a successful writer, doctor, lawyer, or athlete, but he can never realize his dream if he goes on daydreaming like this without taking immediate action.

It is more than clear on this occasion that the drawer of this picture wishes to warn us against such empty dreams. Some people have fantastic dreams and even detailed plans, but when it comes to the actual beginning, they find every excuse to put it off. Why? **In my mind, two reasons can account for this phenomenon. On the one hand,** such persons are quite lazy — dreaming dreams takes little effort, and beginning a grand mission needs both courage and determination. **On the other hand,** the beginning part is often the most difficult part. Well begun is half done — if we can have a smooth and satisfactory beginning, the daydream is no longer a daydream but an attainable goal.

If we have a great aim, let's begin working towards it now, because we should never but until tomorrow what we could do today.

❖ 作文命题预测 3

Part A

Directions:

As part of a student social survey project, you are leading a group to visit an exhibition in a small town. Write a letter:

- 1 ask for information regarding such things as the contents of the exhibition,
- 2 the dates of its opening and closing,
- 3 any discounts

Dear Sir or Madam, I am organizing a group of students to pay a visit to the historical exhibition in your town. Therefore, I would be grateful if you could supply me with the following information.

First of all, what is the size of the exhibition, what is its theme and what objects are on display? Secondly, what are the dates between which the exhibition will be held, and what are the daily opening hours?

I must point out that I hope to bring over students to the exhibition. So I would like to inquire if there is any discount available on entrance tickets for students. I look forward your reply.

Yours Cordially,

Li Ming

Part B

Directions: You are asked to write in **160** to **200** words about the title of Too Early to Send High School Students to Go Abroad. You should base your composition on the views given in English below:

Some people say that it's good for high school students to go abroad, while some others believe that going abroad at young age does more harm than good to the growing children and in the long run, the nation

Many parents have sent, or have planned to send, their children to study abroad since they are now rich enough to do so and most families have only one child to support. The purpose is to let the next generation have better education and live a better life in the future.

A lot of people consider this a good thing showing the advance of the society and improvement of people's living conditions, but many others think going abroad at such young age does more harm than good to the children. I agree with the latter.

Why? First, high school students are teenagers who are forming their character and building their outlooks on life. They usually haven't learned enough of their motherland cultures and will identify with any foreign cultures easily. Second, most children of this generation are more spoiled than the older generation since each of them is the only child in the family. They should learn to live independently step by step so that they won't experience too much cultural shock and lose themselves. Third, our country's education is improving rapidly and both its conditions and quality are becoming better and better.

So my advice is to have confidence in our education and wait till your children grow up.

❖ 作文命题预测 4

Part A

Directions:

You live in a room in college which you share with another student. You find it very difficult to work there because your roommate always has friends visiting. Write a letter to the Accommodation Officer at the college and:

- 1 ask for a new room next term,
- 2 explain your reasons,
- 3 want a single room.

Dear Sir or Madam,

I am writing to inform you that I wish to move into a new room next semester. I would prefer a single room, as I find the present sharing arrangement inconvenient.

I must explain that the reason for my dissatisfactions is my roommate's inconsiderate behavior. For one thing, his friends are constantly visiting him; for another, he regularly holds noisy parties.

I am sure you will agree that the only solution is for me to move into a room of my own. Therefore, I would be grateful if you could find a single room for me, preferably not in the same building but as near to the college campus as possible.

Yours sincerely,

Li Ming

Part B

Directions:

Study the following chart carefully and write an essay in which you should

- 1 describe the changes as seen from the chart
- 2 give possible reasons for the effect, and

3 people should help each other :

Dear Walt,

I am writing to express my heartfelt gratitude. I am referring to that unfortunate accident the other day, when I was knocked off my bike by a taxi.

If it had not been for your timely assistance in giving me first aid, I fear that the consequences might have been much serious. Everyone agrees that it was your quick -witted response in that emergency that has led to this satisfactory outcome.

Although nowadays people in mounting numbers talk about the need to be unselfish, we see very few people practice what they preach. If there were more people like you, this world would be a much nicer place.

Yours faithfully,

Li Ming

Part B

Directions:

The World Consumer Right day is round the corner. Study the following cartoon carefully and write an essay of **160-200** words.

Your essay should meet the requirements below :

1 Write out the message conveyed by the cartoon ;

2 give your comments

Your essay must be written clearly on ANSWER SHEET



March 15th is approaching. Many retailers and producers are well aware of the significance of this World Consumer Right Day. They have designed lots of activities to be carried out on that day to ingratiate consumers and attract more public attention. Customers are crowned only on that day. One slogan they are bound to shout is “Customers are gods.”

But do they really mean that? Not always. We often hear such reports as consumers being cheated, customers being deceived. To maximize their profit, some dishonest businessmen sell polluted or out-dated food; some lawbreaking entrepreneurs make exaggerating advertisements. In their eyes, customers are not gods. They are victims instead. The attention they received on the consumers' day usually turns out to be another tap by those cunning entrepreneurs and businessmen.

What they really need to do is to regard their consumers as clients, whose rights and interest should be respected and protected, not on that single day, but all the year round. They should realize that business is not a once-for-all deal. If their products and services are good in quality, consumers will not only buy them, but also spread word around that may attract more buyers. Only in this way can their business grow healthy and profitable in the long run.

★休息一刻钟

※考研心情娱乐版：网络陷阱※

现在网络很发达，许多同学也喜欢上网获取考研信息。但是一定要知道网络的虚拟性和不真实性很大，有可能会碰到虚假和不真实的信息，另外网上的书托很多，所以网上推荐的书，大家要辨别清楚以后再用。

★休息一刻钟

※考研心情娱乐版：名师陷阱※

现在到处讲课的所谓名师很多，大家报辅导班时一定要小心谨慎。教育部规定，命题老师不允许讲课。现在清华、北大、人大严格规定老师禁止外出上课。一些所谓的名师都是被清华、北大、人大等学校除名或离退休人员。

★休息一刻钟

※考研心情娱乐版：口才陷阱※

现在的有些老师讲课没什么实际的东西和实质的内容，但是口才很好，让你听了以后感觉很好，可是下来理智的一想或经过考试以后会发现，他讲的东西，对你的复习作用并不大。