

2018 年全国研究生招生考试 管理类专业硕士学位联考（英语二）试题 （科目代码：204）

考生注意事项：

1. 答题前，考生须在试题册指定位置上填写编号和考生姓名；在答题卡指定位置上填写报考单位、考生姓名和考生编号，并涂写考生编号信息点。
2. 考生须把试题册上的“试卷条形码”粘贴条取下，粘贴在答题卡的“试卷条形码粘贴位置”框中。不按规定粘贴条形码而影响评卷结果的，责任由考生自负。
3. 选择题的答案必须涂写在答题卡相应题号的选项上，非选择题的答案必须书写在答题卡指定位置的边框区域内。超出答题区域书写的答案无效；在草稿纸、试题册上答题无效。
4. 填（书）写部分必须使用黑色字迹签字笔书写，字迹工整、笔迹清楚；涂写部分必须使用 2B 铅笔填涂。
5. 考试结束，将答题卡和试题册按规定交回。

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)

Why do people read negative Internet comments and do other things that will obviously be painful? Because humans have an inherent need to 1 uncertainty, according to a recent study in Psychological Science. The new research reveals that the need to know is so strong that people will 2 to satisfy their curiosity even when it is clear the answer will 3.

In a series of four experiments, behavioral scientists at the University of Chicago and the Wisconsin School of Business tested students' willingness to 4 themselves to unpleasant stimuli in an effort to satisfy curiosity. For one 5 each participant was shown a pile of pens that the researcher claimed were from a previous experiment. The twist? Half of the pens would 6 an electric shock when clicked.

Twenty-seven students were told which pens were electrified; another twenty-seven were told only that some were electrified 7 left alone in the room, the students who did not know which ones would shock them clicked more pens and incurred more shocks than the students who knew what would 8. Subsequent experiments reproduced this effect with other stimuli, 9 the sound of fingernails on a chalkboard and photographs of disgusting insects.

The drive to 10 is deeply rooted in humans, much the same as the basic drives for 11 or shelter, says Christopher Hsee of the University of Chicago. Curiosity is often considered a good instinct-it can 12 new scientific advances, for instance-but sometimes such 13 can backfire. The insight that curiosity can drive you to do 14 things is a profound one. Unhealthy curiosity is possible to 15, however. In a final experiment, participants who were encouraged to 16 how they would feel after viewing an unpleasant picture were less likely to 17 to see such an image. These results suggest that imagining the 18 of following through on one's curiosity ahead of time can help determine 19 it is worth the endeavor. Thinking about long-term 20 is key

to reducing the possible negative effects of curiosity. "Hsee says. In other words, don't read online comments.

- | | | | |
|-----------------------|----------------|-----------------|------------------|
| 1. A.resolve | B.protect | C.discuss | D.ignore |
| 2.A.refuse | B.wait | C.seek | D.regret |
| 3.A.rise | B.last | C.mislead | D.hurt |
| 4.A.alert | B.tie | C.expose | D.treat |
| 5.A.message | B.trial | C.review | D.concept |
| 6.A.remove | B.weaken | C.deliver | D.interrupt |
| 7. A.Unless | B.If | C.Though | D.When |
| 8. A.happen | B.continue | C.disappear | D.change |
| 9. A.rather than | B.such as | C.regardless of | D.owing to |
| 10. A.disagree | B. forgive | C.forget | D.discover |
| 11. A.pay | B.marriage | C.food | D.schooling |
| 12.A.begin with | B.rest on | C.learn from | D.lead to |
| 13.A. withdrawal | B. inquiry | C. persistence | D.diligence |
| 14.A.self-destructive | B.self-reliant | C. self-evident | D.self-deceptive |
| 15.A.resist | B.define | C.replace | D.trace |
| 16.A.predict | B.overlook | C.design | D.conceal |
| 17. A.remember | B.choose | C.promise | D.pretend |
| 18. A.relief | B.plan | C.outcome | D.duty |
| 19.A. whether | B.why | C.where | D.how |
| 20. A.limitations | B.investments | C.strategies | D.consequences |

Section II Reading Comprehension

Part A

Directions:

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

Text 1

It is curious that Stephen Koziatek feels almost as though he has to justify his efforts to give his students a better future.

Mr.Koziatek is part of something pioneering. He is a teacher at a New Hampshire high school where learning is not something of books and tests and mechanical memorization, but practical. When did it become accepted wisdom that students should be able to name the 13th president of the United States but be utterly overwhelmed by a broken bike chain?

As Koziatek knows, there is learning in just about everything. Nothing is necessarily gained by forcing students to learn geometry at a graffitied desk stuck with generations of discarded chewing gum. They can also learn geometry by assembling a bicycle.

The power and ambition of the giants of the digital economy is astonishing —Amazon has just announced the purchase of the upmarket grocery chain Whole Foods for \$13.5 bn, but two years ago Facebook paid even more than that to acquire the WhatsApp messaging service, which doesn't have any physical product at all. What WhatsApp offered Facebook was an intricate and finely detailed web of its users' friendships and social lives.

Facebook promised the European commission then that it would not link phone numbers to Facebook identities, but it broke the promise almost as soon as the deal went through. Even without knowing what was in the messages, the knowledge of who sent them and to whom was enormously revealing and still could be. What political journalist, what party whip, would not want to know the makeup of the WhatsApp groups in which Theresa May's enemies are currently plotting? It may be that the value of Whole Foods to Amazon is not so much the 460 shops it owns, but the records of which customers have purchased what.

Competition law appears to be the only way to address these imbalances of power. But it is clumsy. For one thing, it is very slow compared to the pace of change within the digital economy. By the time a problem has been addressed and remedied it may have vanished in the marketplace, to be replaced by new abuses of power. But there is a deeper conceptual problem, too. Competition law as presently interpreted deals with financial disadvantage to consumers and this is not obvious when the users of these services don't pay for them. The users of their services are not their customers. That would be the people who buy advertising from them — and Facebook and Google, the two virtual giants, dominate digital advertising to the disadvantage of all other media and entertainment companies.

The product they're selling is data, and we, the users, convert our lives to data for the benefit of the digital giants. Just as some ants farm the bugs called aphids for the honeydew they produce when they feed, so Google farms us for the data that our digital lives yield. Ants keep predatory insects away from where their aphids feed; Gmail keeps the spammers out of our inboxes. It doesn't feel like a human or democratic relationship, even if both sides benefit.

31. According to Paragraph 1, Facebook acquired WhatsApp for its ____.

- A.digital products
- B.user information
- C.physical assets
- D.quality service

32. Linking phone numbers to Facebook identities may ____.

- A.worsen political disputes
- B.mess up customer records
- C.pose a risk to Facebook users
- D.mislead the European commission

33. According to the author, competition law ____.

- A.should serve the new market powers
- B.may worsen the economic imbalances
- C.should not provide just one legal solution
- D.cannot keep pace with the changing market

34. Competition law as presently interpreted can hardly protect Facebook users because ____.

- A.they are not defined as customers
- B.they are not financially reliable
- C.the services are generally digital
- D.the services are paid for by advertisers

35. The ants analogy is used to illustrate ____ .

- A.a win-win business model between digital giants
- B.a typical competition pattern among digital giants
- C.the benefits provided for digital giants' customers
- D.the relationship between digital giants and their users

Text 4

To combat the trap of putting a premium on being busy, Cal Newport, author of *Deep Work: Rules for Focused Success in a Distracted World*, recommends building a habit of “deep work” - the ability to focus without distraction.

There are a number of approaches to mastering the art of deep work — be it lengthy retreats dedicated to a specific task; developing a daily ritual; or taking a “journalistic” approach to seizing moments of deep work when you can throughout the day. Whichever approach, the key is to determine your length of focus time and stick to it.

Newport also recommends “deep scheduling” to combat constant interruptions and get more done in less time. “At any given point, I should have deep work scheduled for roughly the next month. Once on the calendar, I protect this time like I would a doctor’s appointment or important meeting,” he writes.

Another approach to getting more done in less time is to rethink how you prioritise your day-in particular how we craft our to-do lists. Tim Harford, author of *Messy: The Power of Disorder to Transform Our Lives*, points to a study in the early 1980s that divided undergraduates into two groups: some were advised to set out monthly goals and study activities; others were told to plan activities and goals in much more detail, day by day.

While the researchers assumed that the well-structured daily plans would be most effective when it come to the execution of tasks, they were wrong: the detailed daily plans demotivated students. Harford argues that inevitable distractions often render the daily to-do list ineffective, while leaving room for improvisation in such a list can reap the best results.

In order to make the most of our focus and energy, we also need to embrace downtime, or as Newport suggests, “be lazy.”

“Idleness is not just a vacation, an indulgence or a vice; it is as indispensable to the brain as vitamin D is to the body...[idleness] is, paradoxically, necessary to getting any work done,” he argues.

Srini Pillay, an assistant professor of psychiatry at Harvard Medical School, believes this counter intuitive link between downtime and productivity may be due to the way our brains operate. When our brains switch between being focused and unfocused on a task, they tend to be more efficient.

“What people don’t realise is that in order to complete these tasks they need to use both the focus and unfocus circuits in their brain,” says Pillay.

36. The key to mastering the art of deep work is to _____

- A. seize every minute to work
- B. list you immediate tasks
- C. make specific daily plans
- D. keep to your focus time

37. The study in the early 1980s cited by Harford shows that _____

- A. distractions may actually increase efficiency
- B. daily schedules are indispensable to studying
- C. students are hardly motivated by monthly goals
- D. detailed plans may not be as fruitful as expected

38. According to Newport, idleness is _____.

- A. a desirable mental state for busy people
- B. a major contributor to physical health
- C. an effective way to save time and energy
- D. an essential factor in accomplishing any work

39. Pillay believes that our brain’s shift between being focused and unfocused _____

- A. can result in psychological well-being
- B. can bring about greater efficiency

C. is aimed at better balance in work

D. is driven by task urgency

40. This text is mainly about _____

A. approaches to getting more done in less time

B. ways to relieve the tension of busy life

C. the key to eliminating distractions

D. the cause of the lack of focus time

Part B

Directions:

Read the following text and answer the questions by choosing the most suitable subheading from the list A-G for each of the numbered paragraphs(41-45). There are two extra subheadings which you do not need to use. Mark your answers on the ANSWER SHEET.

A. Be present

B. Just say it

C. Ask for an opinion

D. Find the "me too" s

E. Name, places, things

F. skip the small talk

G. Pay a unique compliment

Five ways to make conversation with anyone

Conversations are links, which means when you have a conversation with a new person a link gets formed and every conversation you have after that moment will strengthen the link.

You meet new people every day: the grocery worker, the cab driver, new people at work or the security guard at the door. Simply starting a conversation with them will form a link.

Here are five simple ways that you can make the fit move and start a conversation with strangers.

41. _____

Suppose you are in a room with someone you don't know and something within you says "I want to talk with this person" —this is something that mostly happens with all of us. You wanted to say something—the first word—but it just won't come out, it feels like it is stuck somewhere. I know the feeling and here is my advice: just get it out.

Just think: what is the worst that could happen? They won't talk with you? Well, they are not talking with you now!

I truly believe that once you get that first word out everything will just flow.

I truly believe that once you get that first word out everything else will just flow. So keep it simple "hi", "hey" or "hello" do the best you can to gather all of the enthusiasm and energy you can, put on a big smile and say "hi".

42. _____

It's a problem all of us face; you have limited time with the person that you want to talk with and you want to make this talk memorable.

Honestly, if we got stuck in the rut of "hi", "hello", "how are you?" and "what's going on?", you will fail to

give the initial jolt to the conversation that can make it so memorable.

So don't be afraid to ask more personal questions. Trust me, you'll be surprised to see how much people are willing to share if you just ask.

43. _____

When you meet a person for the first time, make an effort to find the things which you and that person have in common so that you can build the conversation from that point. When you start conversation from there and then move outwards, you'll find all of a sudden that the conversation becomes a lot easier.

44. _____

Imagine you are pouring your heart out to someone and they are just busy on their phone, and if you ask for their attention you get the response "I can multitask".

So when someone tries to communicate with you, just be in that communication wholeheartedly. Make eye contact. Trust me, eye contact is where all the magic happens. When you make eye contact, you can feel the conversation.

45. _____

You all came into a conversation where you first met the person, but after some time you may have met again and have forgotten their name. Isn't that awkward! So, remember the little details of the people you met or you talked with; perhaps the places they have been to. The places they want to go, the things they like. The things they hate-whatever you talk about.

When you remember such things you can automatically become investor in their well being. So they feel a responsibility to you to keep that relationship going.

That's it. Five amazing ways that you can make conversation with almost anyone. Every person is a really good book to read, or to have a conversation with!

Section III Translation

46. Directions:

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

A fifth grader gets a homework assignment to select his future career path from a list of occupations. He ticks "astronaut" but quickly adds "scientist" to the list and selects it as well. The boy is convinced that if he reads enough, he can explore as many career paths as he likes. And so he reads—everything from encyclopedias to science fiction novels. He reads so passionately that his parents have to institute a "no reading policy" at the dinner table.

That boy was Bill Gates, and he hasn't stopped reading yet—not even after becoming one of the most successful people on the planet. Nowadays, his reading material has changed from science fiction and reference books: recently, he revealed that he reads at least 50 nonfiction books a year. Gates chooses nonfiction titles because they explain how the world works. "Each book opens up new avenues of knowledge to explore", Gates says.

Section IV Writing

Part A

47.Directions:

Suppose you have to cancel your travel plan and will not be able to visit Professor Smith. Write him an email to

- 1) Apologize and explain the situation, and
- 2) Suggest a future meeting

You should write neatly on the ANSWER SHEET. Do not sign your own name at the end of the letter, use "Li Ming" instead. Do not write the address. (10 points)

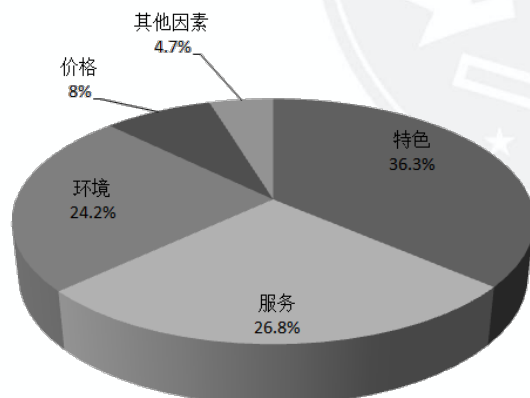
Part B

48. Directions:

Write an essay based on the chart below. In your writing, you should

- 1) interpret the chart, and
- 2) give your comments.

You should write about 150 words on the ANSWER SHEET.(15 points)



2017某市消费者选择餐厅关注的因素

2018 年全国研究生招生考试 管理类专业硕士学位联考（英语二）试题 答案与解析

Section I Use of English

1. 【参考答案】：A
2. 【参考答案】：C
3. 【参考答案】：D
4. 【参考答案】：C
5. 【参考答案】：B
6. 【参考答案】：C
7. 【参考答案】：D
8. 【参考答案】：A
9. 【参考答案】：B
10. 【参考答案】：D

11. 【参考答案】：C
12. 【参考答案】：D
13. 【参考答案】：B
14. 【参考答案】：A
15. 【参考答案】：A
16. 【参考答案】：A
17. 【参考答案】：B
18. 【参考答案】：C
19. 【参考答案】：A
20. 【参考答案】：D

Section II Reading Comprehension

21. 【参考答案】：C
22. 【参考答案】：B
23. 【参考答案】：C
24. 【参考答案】：D
25. 【参考答案】：A
26. 【参考答案】：C
27. 【参考答案】：A
28. 【参考答案】：A
29. 【参考答案】：C
30. 【参考答案】：C
31. 【参考答案】：B
32. 【参考答案】：C
33. 【参考答案】：C

34. 【参考答案】：D
35. 【参考答案】：D
36. 【参考答案】：D
37. 【参考答案】：D
38. 【参考答案】：D
39. 【参考答案】：B
40. 【参考答案】：A
41. 【参考答案】：B
42. 【参考答案】：F
43. 【参考答案】：D
44. 【参考答案】：G
45. 【参考答案】：E

详细版解析，添加老师微信免费领取哦~



Section III Translation

46. 【参考译文】

一个五年级的学生收到一份家庭作业，即从一系列职业中选择自己未来的职业道路。他勾划了“宇航员”，但很快又将“科学家”添加到列表中，并也将其选中。这个男孩相信，如果他读得足够多，他就可以探索尽可能多的他喜欢的职业道路。所以他读书广泛——从百科全书到科幻小说。

..... (详细参考译文请添加班主任微信详细获取哦~)

Section IV Writing

Part A

47. 【参考范文】

Dear Prof. Smith,

I am sorry to tell you that I have to cancel my travel plan to your city for some reasons, thus I am afraid that I couldn't visit you according to the due course. So I am writing for the purpose of extending my sincere apology to you.

..... (详细参考范文请添加班主任微信详细获取哦~)

【参考解析】：

作文梳理

写作对象：Professor Smith

写作主题：取消旅行，解释原因，期待下次会面

写作类型：书信

注意事项

注意信函的格式；末尾要用“Li Ming”署名

Part B

48. 【参考范文】

As we can see from the pie chart, the related factors that affect consumer's choices/options of restaurants in a certain city in 2017 draw our attention. As is clearly reflected by the data, the percentage of the feature of restaurants ranks first, accounting for 36.3% of the total. The next three factors are service, environment, and price, which are 26.8%, 23.8% and 8.4% respectively.

..... (详细参考范文请添加班主任微信详细获取哦~)



真题研究

考研

教
辅

管理类联考