2018 考研英语一模考卷-百万模考

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)

Everyone would like a piece of the next Google or Facebook. But the big venture-capital (VC) firms do not usually__1__money from small investors. And some entrepreneurs complain that it is hard to get__2__the hotshots in the VC industry. _3_ the enthusiasm for crowd-funding, __4__small investors can buy a stake in startup companies.

Seedrs, a British crowd-funding firm, was__5__in 2012, and has backed 500 firms _6_, raising a total of £210m ($271m) from more than 200, 000 users. __7__there are two big problems with crowd-funding. First, it is risky: most startups fail. Second, investments tend to be__8__—shareholders have to wait for a takeover or a stockmarket flotation to recoup their investment.

Seedrs is trying to solve the illiquidity problem__9__setting up a secondary market, where buyers and sellers can__10__shares. The new market will start_11_this summer, and will allow trading for a week every month, starting on the first Tuesday. The price __12__which investors can deal will be set by Seedrs itself, _13_a valuation mechanism _14__industry guidelines. But there are some__15_: only current investors in a firm will be allowed to buy shares. And, _16_the extent that investors make a profit on a sale, Seedrs takes a 7.5% cut of the gains.

Crowd-funding might be even more attractive_17_investors could at a click assemble a diversified portfolio of small stakes in 20-30 companies_18_just one—just as those who put money into peer-to-peer lending can spread their risk_19_a range of borrowers. The next_20_will be to build on early efforts to offer the same to investors in shares: i.e., mutual funds for crowd-funded startups.

1. [A] raise [B] entrust [C] assemble [D] dispose
2. [A] familiar with [B] noticed by [C] acquainted with [D] supported by
3. [A] However [B] Although [C] Hence [D] Nonetheless
4. [A] where [B] which [C] what [D] that
5. [A] set out [B] set on [C] set up [D] set off
6. [A] so far [B] ever since [C] at first [D] at once
7. [A] So [B] But [C] Since [D] Because
8. [A] stagnant [B] slack [C] illiquid [D] rigid
9. [A] for [B] by [C] of [D] with
10. [A] exchange [B] transfer [C] withdraw [D] deposit
11. [A] improving [B] operating [C] evolving [D] running
12. [A] on [B] with [C] for [D] at
13. [A] based on [B] derived from [C] depended on [D] attributed to
14. [A] in harmony with [B] in line with [C] in conformity with [D] in tune with
15. [A] defects [B] constraints [C] flaws [D] restrictions
16. [A] to [B] at [C] with [D] for
17. [A] when [B] if [C] as [D] since

18. [A] rather than [B] except for [C] other than [D] apart from
19. [A] through [B] on [C] across [D] within
20. [A] opportunity [B] challenge [C] ambition [D] destination

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

By wrestling with the question of its corporate structure, Pfizer is having a debate that echoes throughout the industry. Investors have pressed many diversified drug firms this year over whether they should break themselves up into more specialised units. Diversified firms are those that typically have consumer-health divisions offering low-margin products such as plasters and talcum powder. Meanwhile, "pure-play" drug companies focus on innovative medicines—for example, a full cure for Hepatitis C—that command high margins.

Companies such as Johnson & Johnson (J&J), GSK and Novartis fall into the first camp, and have all recently wrestled with the question of splitting themselves up. Investors and analysts tell them that they may be worth more broken into their parts than as a whole, and ask whether capital is being allocated efficiently across their divisions. These sort of questions inspired Pfizer to sell its consumer-products division to J&J in 2006, and Merck, an American drug firm, to divest its consumer unit to Bayer in 2014.

Neil Woodford, an influential shareholder in many pharma companies, including the British drug firm GSK, accused it in January of being four FTSE100 companies bolted together. GSK includes its core medicines and vaccines outfit, a consumer-healthcare division, a dermatology unit and a specialist HIV business. Andrew Witty, its boss, explains that some time ago he took a long-term view of his company, anticipating greater pressure on drug prices. The firm wanted to offset lower drug prices with higher sales of low-margin, high-volume products. The aim was to invest in businesses that were less exposed to a "pricing dynamic".

Other diversified pharma companies make the same case. Consumer divisions smooth out the bumpy revenue that comes with the uncertain business of inventing drugs—which may fail to win approval, and eventually come off patent. In recent months the argument has gone their way. There has been heavy pressure on drug pricing in America after a series of firms, most recently Mylan, were pilloried for stratospheric rises. The NASDAQ biotech index, comprising mostly small firms pursuing innovative drug research, fell by 3.6% on a single day in August when Hillary Clinton sharply criticised the industry's decisions on pricing. Advocates of diversification were boosted by GSK's strong performance in the second quarter of this year. It handily beat expectations thanks to those boring, low-margin areas like consumer health and vaccines.

Even firms that publicly profess a desire to slim down are likely to buy others. Cash is piling up on the balance-sheets of many companies in the industry. Japan's Takeda is the latest to indicate that it is on the prowl for acquisitions. Firms may be looking for new drugs to sell, or different geographical regions to operate in. In specific areas such as cancer, points out Matthias Evers, a partner at McKinsey, a consultancy, scale and the depth of drug pipelines matter enormously. Pfizer's purchase of Medivation,

for example, allows the bigger firm to bolster its oncology portfolio. However much pharma bosses and investors debate the merits of focus versus diversification, they will keep doing deals.

21.Some companies give up the plan of a full-line products for.

[A] the lack of high technologies [B] achieving better financial statements

[C] showing very few varieties [D] mastering some products

22.Why did Merck get rid of the consumer part?

[A] It did not fall in the first camp as Johnson & Johnson (J&J), GSK.

[B] It has been talked into this action by investors and analysts.

[C] It has been controlled by the investors of the Bayer.

[D] It has been influenced by the Pfizer and J&J.

23.According to the author, Neil Woodford.

[A] was accused of binding four FTSE100 companies together

[B] had the final say on the core medicines and vaccines outfit in GSK

[C] criticized the GSK for its wrong doing in the stock market

[D] was anticipating greater pressure on drug prices

24.Which of the following is true according to Paragraph Four?

[A] Consumer divisions may prevent patent disapproval in drug inventing.

[B] The uncertainty of inventing drugs could be smoothed by the consumer divisions.

[C] The rise of the drug price in America was caused by Hillary Clinton's remark.

[D] Advocates of diversification were encouraged by the GSK's performance in drugs.

25.What can be inferred from the last paragraph?

[A] The firms, which are likely to buy others, should be slim and flexible.

[B] Japan's Takeda would be the last one to be on the prowl for acquisitions.

[C] Pfizer could hardly strengthen its oncology products without Medivation's help.

[D] Focus and diversification debate would last for a while to be settled.

Text 2

In Bavaria's Holledau region endless rows of hop bines and grain field still undulate through the hills as they have for centuries; but today they share the south-facing slopes with solar panels. Germany's Energiewende (“energy transition” or “revolution”) has transformed its countryside.

The main tool in this transition is a policy of subsidising renewable power. Germany guarantees investors in green energy that their electricity is fed into the grid before that from conventional sources, and at high prices fixed for 20 years. Thanks to this support, the share of renewable energy in German electricity generation has gone from 3.6% in 1990 to 30% last year. But although green energy is subsidised in most of the EU and America, Germany's efforts are unusually generous. Consumers pay the price of the subsidies—more than 20 billion ($22 billion) each year—through their electricity bills.

As a result, Germany's renewables law has long been in need of reform. In July, after much wrangling, the German parliament finally changed it. The government will still determine the volume of renewable-energy capacity it wants added each year, to try and slow climate change. Its target is for 40-45% of electricity to be generated from renewables by 2025, 55-60% by 2035 and at least 80% by 2050. But from next year the fixed sum paid in feed-in tariffs to everyone supplying renewable power will be replaced with auctions in which investors place sealed bids to build new wind or solar farms. Those who offer to do it for the lowest price will win, and only they will be

paid for the power they supply.

This reform is an important step toward a market economy, says Patrick Graichen of Agora Energiewende, a think-tank. But problems remain. The new reform does not address the more fundamental flaws in the Energiewende. The first is that even as the share of renewable energy in electricity generation rises, overall production is so far not getting cleaner, as measured by emissions. One reason is the snap decision after the disaster at Fukushima in 2011 by Angela Merkel, the chancellor, to phase out nuclear power (which emits no greenhouse gases) by 2022.

While renewables can easily compensate for this missing nuclear capacity on windy and sunny days, other energy sources are needed for the rest. Environmentally, gas-fired power plants would be the next best option, but they are more expensive to run than coal-fired plants. And so Germany continues to rely on dirty lignite and only slightly less dirty hard coal.

Alongside this, the Energiewende has so far focused almost entirely on electricity generation. But electricity accounts for only about 21% of energy consumed in Germany, with the rest used to drive cars and trucks and to heat homes. Renewable sources play a negligible role in these sectors. Electric vehicles remain more of a marketing dream than reality. Too few Germans drive them to make the air cleaner, though this may change in the wake of the Volkswagen diesel emissions scandal last year.

26. Which of the following is true when it comes to Holledau region?
[A] It is the place where Energiewende has initiated.
[B] The solar panels here outnumber ones from other regions.
[C] It is a place where more solar power could be used by scientists.
[D] It is a place transformed by the German energy revolution.

27. According to the author, the feed-in tariffs.
[A] would be replaced by renewable energy in the coming year
[B] would stay the same unless the auctions take place in a very pleasant way
[C] would face the new replacement of auctions in the coming year
[D] would place sealed bids to build new wind or solar farms

28. The overall production is so far.
[A] not getting better because the problems in the Energiewende could not be solved
[B] not getting better because there are further steps to be taken
[C] not getting better because of the Energiewende's renewable energy policy
[D] not getting better because the politician has discontinued the nuclear power gradually

29. What can be inferred from Paragraph Five?
[A] German people don't need nuclear power because they have enough wind and sunshine.
[B] If a region is windy and full of solar energy, what people need is to have a rest.
[C] Gas is a more environmentally friendly fuel because it is less expensive than coal.
[D] Germany has reluctantly agreed to use the dirty fuel.

30. According to the author, the Volkswagen scandal.
[A] may change people's attitudes towards green driving
[B] would change its fans into ones who prefer Volkswagen's electric cars
[C] may not make the manufacturer lose its fans
[D] happened while renewables could not compensate for the nuclear capacity

Text 3

Early in the morning of August 8th, streams of bleary-eyed and tired passengers

arrived at London's Heathrow airport, hoping for a smooth ride across the Atlantic with Delta Airlines, America's second-largest carrier. But most did not realise they were the first victims of the most disruptive IT glitch that has hit an airline in recent years until they got to check-in desks unable to access their details. The snafus—caused by a computer outage 4,000 miles away in Delta's Atlanta HQ—prompted the airline to cancel more than 2,000 flights, delay several hundred thousand passengers' journeys, and in some places go back to printing boarding passes on dot-matrix machines fit to be museum pieces.

The chaos highlights how vulnerable big firms are to their IT systems crashing. The airline's chief operating officer, Gil West, later admitted that a malfunctioning power-control system at its data centre was to blame. Unable to access customer records or to compile passenger lists ahead of aircraft take-offs to meet security requirements, the entire airline ground to a halt for around five hours.

Such accidents can happen, even to a company such as Delta whose systems were thought by aviation analysts to be better than those of its rivals. Only last month Southwest was forced to cancel 2,300 flights because of a faulty router that brought its systems down for 12 hours. Last September American Airlines suspended flights for several hours from Dallas/Fort Worth, its largest hub, after a similar glitch.

What is more surprising is that it took Delta so long to get its computers running again. It has lately spent hundreds of millions of dollars on IT upgrades. But airlines' systems are hugely complex beasts. If data is not properly backed up, for instance, it can take days to reload and make sure hundreds of connected subsystems work. "Technology is like painting a bridge. Work is never done," Delta's chief information officer, Rahul Samant, said in June.

One reason for the complexity is that airlines were early adopters of computerised systems. They built their first electronic reservation systems in the early 1950s; Delta's current system once belonged to a defunct airline that went bust in 1982. But as airlines merged and more new functions were added—from crew scheduling to passenger check-in and bag tracing—they have come to resemble technological hairballs in which one small problem quickly spirals into bigger ones that even experts struggle to disentangle.

Yet bosses in the industry say they are reluctant to replace their systems. For an airline, it would cost billions of dollars and take five years to do. Worse still, no single IT firm has the skills to provide all the software needed for a complete replacement. With the average tenure of airline CEOs so short, the risks of such a project going wrong outweigh the benefits. It is hard for any firm to entirely eliminate IT glitches; for many it simply isn't worth it.

31. The passengers of Delta Airlines are mentioned to.

[A] show the early morning flight is usually exhausting for the airline passengers

[B] introduce the topic of the IT system stability in the airlines around the world

[C] show the Delta Airlines cannot guarantee the service quality of the flight

[D] show the cancelled flight will always bother the morning flight passengers

32. Delta Air Lines grounded to a halt for around five hours in that.

[A] Gil West failed in dealing with it

[B] someone at its data centre was to blame

[C] certain power-control system could not work

[D] passengers could meet security requirements

33.Why is the system of the airlines so complicated?
[A] One small problem will bring reservation systems down.
[B] New functions were added to the early users of airlines.
[C] Airlines introduced the IT system in early days.
[D] Its system was introduced in Airlines' infancy.
34.It's hard for experts to solve the problems in the airline software system because.
[A] new functions are making the situation worse
[B] Delta's system once went bust in 1982
[C] passengers increased as airlines merged
[D] the system was built in 1950
35.According to this passage, it could be inferred that.
[A] Museum staff prefer dot-matrix machines to the other printers when it comes to printing
[B] Aviation analysts believe that American Airlines' system is the best one
[C] System replacement could never be fulfilled because no single IT firm can provide all software for replacement
[D] The airline CEOs tend not to entirely eliminate IT glitches

Text 4

The made-for-TV movie about a tornado carrying man-eating sharks was a surprise hit in America.The preposterous plot of Sharknado may strike a chord with media bosses who have watched the Internet ravage their business over the past decade. Newspapers have lost readers and advertising to the Internet. Book and music shops have closed for good. Sales of DVDs and CDs have plummeted. The television industry has so far resisted big disruption but that has not stopped doomsayers predicting a flight of advertising and viewers.

In 2008 Jeff Zucker, then the president of NBC Universal, a big entertainment group, lamented the trend of "trading analogue dollars for digital pennies". But those pennies are starting to add up. And even Mr. Zucker, now boss of CNN Worldwide, a TV news channel, has changed his tune. "Old media is well, well beyond digital pennies." he says.

What has changed his mind? The surge in smartphones, tablet computers and broadband speeds has encouraged more people to pay for content they can carry around with them. And all-access services, which give unlimited content on mobile devices for a monthly fee, are promoting people to spend more on digital products. After years of wreaking havoc, the Internet is helping media companies to grow. Sanford C. Bernstein, a research firm, reckons online licensing was responsible for about a third of the growth in revenues at CBS, an American media firm, in 2012.

The most obvious change in the past few years is the decline of "physical" products, such as CDs, DVDs and print newspapers. In 2008 nearly nine-tenths of consumer cash went on them;by 2017 it will be a little over half, with digital grabbing the rest. Newspapers are trying to peddle digital subscriptions; the New York Times has nearly 700,000 online subscribers, but few others have done so well. So there is still a big question. Some wonder whether the prices that can be charged for computerized products "can support the underlying industries if they are not also physical businesses".

Some media firms need to get bigger and trim costs. But new technology does provide opportunities for media industry. The value of archives is growing in the Internet age: owners can profit from older programs that are rarely broadcast. The Internet can also help firms become cleverer. Concerts have become the lifeblood of the music industry

and make up more than half of revenues. Acts used to go on tour to sell albums. Now they put out albums so they can make their living on the road. Publishers are releasing books electronically to test sales before putting them in print, and to adjust prices to drive demand. Experiments that were once impossibly expensive now cost peanuts. The trade of dollars for digital pennies doesn't always hurt.

36. The statement "trading analogue dollars for digital pennies" (Para.2) implies.
[A] the lamentation of disruption of fortune caused by Internet
[B] NBC Universal has changed its tune of digital pennies
[C] digital media cannot rival with the old one
[D] digital section of media contributes more to Jeff Zucker's industry

37. Jeff Zucker believed that digital media is gaining its importance most probably because of.
[A] the emergence of "all-access" services
[B] the easy availability of the media content
[C] the profitability brought by cyber technology
[D] the low price of the monthly fee

38. In Paragraph 4, the digital business of other newspapers is mentioned to show.
[A] the decline of physical products
[B] the digital section is grabbing bigger share
[C] the endeavor is peddling digital users
[D] the feasibility of computerized version

39. According to the last paragraph, which of the following is true?
[A] Media business can benefit from Internet in certain ways.
[B] Some experiments in publishing business used to be cheap.
[C] Albums now make up half of revenues of music industry.
[D] The Internet age promotes the value of the peanuts.

40. What's the author's attitude towards the digital media?
[A] Skeptical. [B] Supportive. [C] Biased. [D] Detached.

Part B

Directions:

In the following text, some sentences have been removed. For questions 41-45, choose the most suitable one from the list A-G to fit into each of the numbered blanks. There are two extra choices, which do not fit in any of the blanks. Mark your answer on the ANSWER SHEET. (10 points)

It seems hardly an auspicious time to release a book on Britain's Olympic success. Numerous scandals—accusations of bullying, sexism and failure to keep proper records of drugs—are engulfing British Cycling, a symbol of national glory. (41) _____In 1996, Britain's "team of shame" came 36th in the medal table, below Algeria, Ireland and North Korea. At the London games of 2012, Team GB (as the United Kingdom's squad is officially known) won 65 medals, up from 15 in 1996. Britain performed even better in Rio last year, winning 27 golds and 67 medals in all, finishing second, above China, in the overall medal table, defying the trend of host nations' sliding down the tables in the following games.

These hauls have been a triumph for detailed and ambitious planning, as Owen Slot, a sports writer for The Times, explains in an engaging book. Huge spikes in cash have

helped. Across Olympic and Paralympic sports, UK Sport, Britain's funding body, spent £69m ($89m) on Sydney 2000 but almost £350m on Rio 2016. (42) _____.

UK Sport adopts the mindset of an investor seeking the best returns wherever they can be found. (43) _____. Even among the sports that do receive funding, cash is diverted to a tiny coterie of elite athletes: the £21m allocated to swimming before Rio was focused on nine "Golden Children". Before Rio 2016, Liam Tancock, Britain's best male swimmer of recent times, lost his funding largely because he would turn 31 before the games—past his prime.

Mr. Slot's attention to detail turns up some fascinating facts. East German-style national talent-scouting programmes were created, producing Olympic medallists from those who had never previously played the sport—in the process debunking a widespread notion that 10, 000 hours are needed to achieve excellence in a skill. Coaches were hooked up to heart-rate-variance monitors, to understand how to manage their stress levels better, and Team GB's managers analysed the optimal way to coach athletes of different sexes. Teams engaged parents about the best techniques for nurturing high-performance athletes. The British Olympic Association made its first reconnaissance mission to Brazil, to find ideal hotels and training facilities, six years before Rio 2016.

(44)_____ Music schools and military special forces were asked for advice on spotting talent and performing under pressure, and an expert in turning around flagging businesses, borrowed from a private-equity firm, helped improve British shooting's meagre performance. Mr. Slot's book is written in conjunction with Simon Timson and Chelsea Warr, two of Team GB's directors of performance, who contribute a brief summary of lessons after each chapter. Their input is double-edged: it ensures that the book provides an unrivalled look inside UK Sport's medal-factory, but may also keep Mr. Slot from tackling some subjects with complete independence.

The increased investment in the Olympics and the subsequent bonanza of medals, may have given Britain a reason to hold its head high. (45) _____ For all the successes, the question lurking beneath this book is an uncomfortable one. In an era of austerity and impoverished grassroots sport, has the price of these medals been too great?

[A] Big money and ideas from musicians, soldiers and private-equity gurus are behind major medal hauls.

[B] Yet the transformation of Britain's performance in the Olympics remains a remarkable tale.

[C] Britain not only has spent huge amounts on achieving Olympic success but also has been meticulous in how the funding is used.

[D] But success for the elite has come at a time of falling sports participation in Britain, with the decline greatest among the poor.

[E] The model has been unashamedly ruthless, concentrating on disciplines with the best medal prospects while ditching losers.

[F] UK Sport has borrowed from a wide array of fields in pursuit of an edge.

[G] Yet cash alone cannot explain all of Team GB's success: for the 2012 games, South Korea and Japan spent over three times more than Britain and had worse returns.

Part C

Directions:

Read the following text carefully and then translate the underlined segments into Chinese. Your translation should be written clearly on the ANSWER SHEET.(10 points)

(46) Polls, including one carried out in four large countries by the Kaiser Family Foundation, an American think-tank, and The Economist, find that most people in good health hope that, when the time comes, they will die at home. And few, when asked about their hopes for their final days, say that their priority is to live as long as possible. Rather, they want to die free from pain, at peace, and surrounded by loved ones for whom they are not a burden.

Some deaths are unavoidably miserable. Not everyone will be in a condition to toast death's imminence with champagne, as Anton Chekhov did. What people say they will want while they are well may change as the end nears (one reason why doctors are sceptical about the instructions set out in "living wills"). Dying at home is less appealing if all the medical kit is at the hospital. (47) A treatment that is unbearable in the imagination can seem like the lesser of two evils when the alternative is death. Some patients will want to fight until all hope is lost.

(48) But too often patients receive drastic treatment in spite of their dying wishes—by default, when doctors do "everything possible", as they have been trained to, without talking through people's preferences or ensuring that the prognosis is clearly understood. Just a third of American patients with terminal cancer are asked about their goals at the end of life, for example whether they wish to attend a special event.

(49) This newspaper has called for the legalisation of doctor-assisted dying, so that mentally fit, terminally ill patients can be helped to end their lives if that is their wish. But the right to die is just one part of better care at the end of life. The evidence suggests that most people want this option, but that few would, in the end, choose to exercise it. To give people the death they say they want, medicine should take some simple steps.

More palliative care is needed. This neglected branch of medicine deals with the relief of pain and other symptoms, such as breathlessness, as well as counselling for the terminally ill. (50) Until recently it was often dismissed as barely medicine at all: mere tea and sympathy when all hope has gone. Even in Britain, where the hospice movement began, access to palliative care is patchy. Recent studies have shown how wrongheaded that is. Providing it earlier in the course of advanced cancer alongside the usual treatments turns out not only to reduce suffering, but to prolong life, too.

Section Ⅲ Writing

Part A

51.Directions:

You stayed at a friend's home during your visit in America. Write a letter of about 100 words to your friend to express your thanks for his or her hospitality.

You should include the details you think necessary.

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)

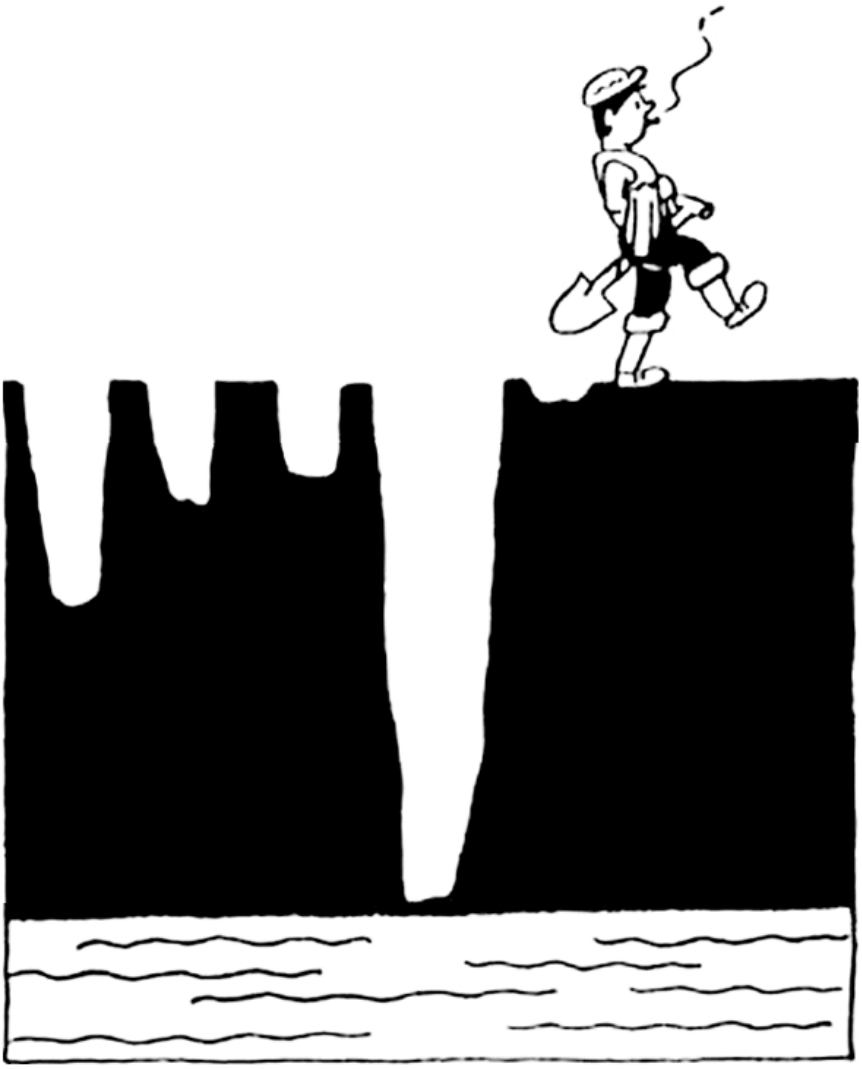
Part B

52. Directions:

Write an essay of 160-200 words based on the following drawing. In your essay, you should

1) describe the drawing briefly,

2) explain its intended meaning, and

3) give your comments.

You should write neatly on the ANSWER SHEET. (20 points)