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The Importance of Building Trust Between Businesses and Consumers

Today, in the context of this era featured by increasing commercialization and digitalization, mutually-trusted relations between businesses and consumers appear to be particularly important.

As for me, businesses should take a leading role in establishing the trust relationship: to be honest with their consumers. Firstly, if a business has a dishonest attitude toward its customers, the customers will lack purchasing confidence in its goods or services, which will bring huge economic loss to the business. What's worse, the adverse side effect of such dishonesty can endanger the business and it is impossible to recover. The collapse of Sanlu Milk Powder Company is a testament to this. Moreover, the incident of poisonous milk has exerted devastating consequences on the whole milk powder market. Besides, because of the proliferation of counterfeit goods, more consumers lose confidence in domestic products, and then they have no alternative but to resort to foreign brands, which is one reason why cross-border online shopping is gaining more and more popularity in China.

Therefore, it is high time for us to strengthen the importance of maintaining trust between businesses and consumers to promote the healthy development of the whole social economy.

听力原文

Part I Listening Comprehension

Section A

*Directions: In this section, you will hear 8 short conversations and 2 long conversations. At the end of each conversation, one or more questions will be asked about what was said. Both the conversation and the questions will be spoken **ONLY ONCE**. After each question there will be a pause. During the pause, you must read the four choices marked A, B, C and D and decide which is the best answer. Then mark the correct responding letter on Answer Sheet with a single line through the centre.*

Short Conversation

1. W: OK, I've got an up-to-date map. Let's check the route from here to the airport.

M: Where are we? Oh, here we are. So we drive to the A120 and turn left.

Q: Where will they go?

2. W: I'd like to send this parcel to Australia.

M: OK. Could you put it on the scales, so I can check the weight. You know the cost depends on the weight.

Q: Where does the conversation probably take place?

3. W: Have you seen Bill recently?

M: Yes. He's in hospital with a bad back. He's been there for a few day.

Q: Why has Bill been in hospital these days.

4. W: How do you think the transport system in our city could be improved?

M: I think that the public transport system could be made simpler. I never know where the bus routes actually go.

Q: What are they talking about?

5. W: Hi, you said that you might need some help with preparing dinner. What would you like me to do?

M: Thanks for coming over to help. Could you peel the vegetables.

Q: What does the man ask the woman to do?

6. W: Which kinds of meat are most popular in your country?

M: We eat a lot of chicken, pork and beef. You eat those meat a lot in your country too, don't you?

Q: Which one is not the most popular meat in the man's country?

7. W: Would you like to have a game of pool?

M: I've never tried it before, but I'd like to learn. Can you show me how to play? It looks very difficult.

Q: What are they talking bout?

8. W: What do you think are the most important things to do when running a business?

M: Well, there are several things. Of course, you must do everything you can to keep costs down and revenues high.

Q: What can we learn from the passage?

Long Conversation One

W: How do you think people get their personalities?

M: I think it's mainly from the environment a person lives in.

W: Don't you think people get their personalities from their parents?

M: No, but parents control a lot of the environment that kids grow up in, so they certainly influence their kid's personalities a lot.

W: So why do you think many kids have personalities that are so different from their parents?

M: Maybe when they become teenagers, they want to be completely different to their parents.

W: You might be right. I guess most parents want their kids to be like them, but kids today grow up in a different environment. You know, they know much more about the world from the internet, newspapers, and TV.

M: Do you think that teenagers get a lot of their bad behaviour from TV and movies?

W: Maybe some of it. I think a lot of people blame TV and movies when the real problem is that the parents aren't bringing their child up correctly.

M: Parents have a difficult job. They have to bring up their children and usually have to work at the same time.

W: Yes, that's true. Your son is doing well at school, isn't he?

M: Yes, he is. He's very hardworking at school. Then he comes back home and does his homework before dinner. After dinner, he goes out with his friends.

W: So, he's not a bookworm. It's good that he has an outgoing personality.

Questions 9 to 11 are based on the conversation you have just heard.

9. Which one is the man's opinion?

10. According to the woman, which one is not the way kids get information from?

11. Which one is not right about the man's son?

Long Conversation Two

W: How did you enjoy your family party at "Ginger's"? I hear that they have a lovely menu and buffet.

M: Oh, it was great. We had the seafood buffet. The waiters and waitresses are very good. They are very attentive, but don't hang around the table.

W: I like the buffets they have, but I often order a la carte, because I don't feel extremely hungry. I like the wine list there, too.

M: Yes, so do I. They have wines from all over the world. There is a good range of prices to suit every pocket. We ordered some Australian red wine, which tasted delicious and wasn't very expensive.

W: Some restaurants allow you to take your own wine and just charge your corkage, but they don't do that at "Ginger's". What was included in the seafood buffet?

M: They had almost every kind of seafood. There were shrimp, prawns, crabs, and fish. I ate a lot of smoked salmon.

W: Did they have lobster?

M: No, they didn't. You could order it from the menu. I think that lobster is too expensive to be included in the buffet.

W: Yes, it probably is. I don't like ordering oysters in restaurants. You never know whether they are fresh.

M: I know. I didn't eat any.

W: When you eat out, do you usually eat from the buffet?

M: Not surely. I usually just order a main course and have a dessert if I'm still hungry afterwards.

Questions 12 to 15 are based on the conversation you have just heard.

12. What is "Ginger's"?

13. Which one is not referred about the wine at Ginger's?

14. Which one is not included in the seafood buffet?

15. Why doesn't the woman like ordering oysters in restaurants?

Section B

*Directions: In this section, you will hear 3 short passages. At the end of each passage, you will hear some questions. Both the passage and the questions will be spoken **TWICE**. After you hear a question, you must choose the best answer from the four choices marked A., B, C. and D. Then mark the corresponding letter on Answer Sheet with a single line through the centre.*

Passage one

When asked how to succeed in life, Charlie Munger once printed: Success isn't just about what you do. It's also about what you don't do, and you can be successful in life just by avoiding major, obvious mistakes.

The same logic applies to investing. Here are three of the biggest mistakes an investor can make. If you can avoid them, the odds are stacked in your favor.

Failing to save. It's obvious, but if you don't save, you can't invest. Unfortunately, nearly a third of Americans don't save anything, according to a survey by the nonprofit Consumer Federation of America. And those who do save don't save that much. Admittedly, saving can be hard, but it's important --- you can't win the game if you're not even playing.

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If this guy can do it, then it should be possible for most people.

Not diversifying. Economics have described diversification as the only “free lunch” in the markets based on the capital asset pricing model work done by Harry Markowitz. But it's really just common sense: Don't put all your eggs in one basket. The same advice has been suggested by Shakespeare, the Bible, and the Talmud.

Trying to get rich quickly. In investing, the tortoise usually outperforms the hare. Unfortunately, wanting to get rich quick is human nature, and it leads to huge mistakes like buying penny stocks, chasing fads, and taking “hot” tips. If something sounds too good to be true, it probably is.

Questions 16 to 18 are based on the passage you have just heard.

16. What is the main idea of this passage?

17. Which one is not the mistake about investment?

18. Which one is not the huge mistake led by the idea of getting rich quickly?

Passage Two

As much as we try to fight it, we're aging faster than we'd like, and we can blame our own bad habits for some of that. Researchers at the University of North Carolina (UNC) have developed a way to test for our molecular, or physiologic age, which, it turns out, may have little to do with the number that appears on our driver's licenses.

This age reflects the various assaults on our bodies that come from things such as smoking, tanning, and tanning beds, as well as exposure to ultraviolet light. The scientists developed a litmus test for how quickly a group of immune cells known as T cells aged.

So far, they report in the journal Trends in Molecular Medicine, cigarette smoke and ultraviolet light drove both mouse and human cells to age faster. No surprise there. Chemotherapy drugs used to treat breast cancer also stressed the cells to wear out sooner.

The things scientists tested have involved agents or behaviors that damage DNA. But they know that's not the only thing that turns young cells old. They also aware that cellular senescence isn't the only marker of a person's physiologic age. But it does provide a good way to put all of our favorite anti-aging remedies to the test --- like green tea, exercise and a glass of red wine with dinner. Scientists also hope that it can be used to predict which cancer patients may experience faster aging from chemotherapy and guide them toward less damaging drugs.

Questions 19 to 21 are based on the passage you have just heard.

19. Which one is not the thing that assaults on our bodies?

20. What are the objects of this research?

21. Which one does not belong to the anti-aging remedies?

Passage Three

With the strain on the environment, alternative technologies are becoming extremely popular. Office buildings account for a major portion of the planet's carbon footprint. Going green is not only helpful for the environment, but it makes good business sense. Consumers prefer to buy from brands that manufacture and operate with green in mind.

David Suzuki is a Canadian academic, science broadcaster and environmental activist. He shares some simple, yet effective measures to get started greening your office.

Save Energy: If you are not using it, turn it off. Plug equipment into power bars, and turn them off until needed. Purchase energy saving office appliances, and equipment, such as computers, LCD monitors, printers, and photocopiers.

Lighting: Design for lighting intensity of 1.0 watts-per-foot; over-lighting wastes energy and produces glare. Install lighting controls to turn lights on only when they are needed.

Go Electronic: Encourage the staff to go electronic; instead of using hard copies of reports, memos and reports, use the phone and email, use overheads and power point presentations, and use web resources.

Conserve Water: Ban bottled water and keep a pitcher of water in the fridge. Scrape dishes instead of rinsing before putting them in the dishwasher. Do not pour water down the drain, instead use it to water plants.

Transportation: Encourage staff to take an alternative mode of transportation for their daily commute. This could include options such as car-pooling, cycling, taking public transit, or walking.

Questions 22 to 25 are based on the passage you have just heard.

22. Which one is not right according to the passage?

23. Where does David Suzuki come from?

24. Which one is not the suggestion given by David Suzuki?

25. Which one is not the alternative mode of transportation?