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https://www.100test.com/kao_ti2020/109/2021_2022_07_E5_9C_A8_E8_81_8C_E6_94_c72_109701.htm 3.词汇运用能力 Nike is one of the most powerful marketing companies in the business world today, but it had very small beginnings. This global giant company started in the 1960s _1_ the companys founders selling cheap Japanese sports shoes to American high school _2_. One of Nikes founders, Philip Knight began to sell imported Tiger shoes in 1964. _3_ that the Japanese company might find a more established _4_, he developed his own brand name, Nike, named _5_ the Greek winged goddess of victory, Knight had believed that it _6_ enough to make high-quality, low-cost shoes for the _7_ to grow. But this was not _8_ - when rival shoe manufacturer Reebok began to present shoes _9_ a fashion symbol. As a result, in the year between 1986 and 1987, Nikes sales _10_ 18 percent. Knight had to look urgently for a way to prop up the Nike image, He called in an unknown _11_ imaginative advertising agency, Weiden & Kennedy. To give Nike a new _12_, the agency created commercials and promotional ideas around Michael Jordan. The _13_ focused on Jordan as the man _14_ hard work and fancy shoes _15_ him to fly. The new Nike image and campaigns was associated inextricably with another essential factor in Weiden and Kennedys _16_. ---- Nike advertising campaigns became famous for never showing the product or even _17_ Nikes name. They create a mood, an attitude, and then. _18_ the product with that mood. From this point _19_, Nike

modeled its marketing around entertainment, fashion, and attitude,
a(n) _20_ that was much admired by the young consumer.1. A. for B.
as C. with D. in2. A. attendants B. athletes C. athletics D. audience3.
A. puzzled B. confused C. Wanted D. Bewildered4. A. distributor B.
producer C. manufacturer D. producer5. A. under B. behind C. like
D. after6. A. were B. weren ' t C. was D. wasn ' t7. A. sales B. risk
C. expenditure D. profit8 A. effective B. sufficient C. efficient D.
proficient9. A. with B. as C. like D. to10. A. gained B. elevated
C. reduced D. dropped11. A. but B. as well as C. and D. or12. A.
image B. brand C. advertisement [3. campaign].3. A. feedbacks B.
promotions C. potentials D. commercials14. A. his B. what C. whose
D. which15. A. enabled B. allowed C. facilitated D. caused16. A.
destination B. strategy C. specification D. philosophy17. A. referring
B. mentioning C. boasting D. including18 A. present B. match C.
indicate D. associate19. A. around B. out C. up I). on20. A.
approach h. brand C. aim D. productCBCADCA BBD AADCAB
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