

三级阅读：最后几天阅读该怎么办？PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/119/2021_2022__E4_B8_89_E7_BA_A7_E9_98_85_E8_c82_119049.htm 这里给大家找了2001年6月四级考试阅读理解的Passage Four，把文章简单地分析了一下，建议大家研究真题的时候从这几个角度着手。研究真题，我们可以领会到命题者的出题思路，可以找出常考的考点，可以学会单词用法，可以学会能够在作文中用上的句型。最近很忙，我只能利用半个小时左右的时间匆匆写下了这篇小文，有不到之处，请各位同学原谅。擒贼先擒王，祝大家一举突破阅读，顺利攻克四六级！

Questions 26 to 30 are based on the following passage. We can see how the product life cycle works by looking at the introduction of instant coffee. When it was introduced, most people did not like it as well as "regular" coffee and it took several years to gain general acceptance (introduction stage). At one point, though, Instant coffee grew rapidly in popularity and many brands were introduced (stage of rapid growth). After a while people became attached to one brand and sales leveled off (stage of maturity). Sales went into a slight decline (衰退) when freeze-dried coffees were introduced (stage of decline).

第一段中有三个句型可以在图表作文中应用：1. Instant coffee grew rapidly in popularity. 比如说The mobile phone has grown rapidly in popularity. 2. Sales leveled off. 或者也可以这样说: Sales remained constant / steady / stable / much the same 3. Sales went into a slight decline. 或者也可以这样说: Sales declined slightly / dramatically / substantially

The importance of the product life cycle

to marketers is this: Different stages in the product life cycle call for different strategies. The goal is to extend product life so that sales and profits do not decline. One strategy is called market modification. It means that marketing managers look for new users and market sections. Did you know, for example, that the backpacks that so many students carry today were originally designed for the military? Market modification also means searching for increased usage among present customers or going for a different market, such as senior citizens. A marketer may re-position the product to appeal to new market sections. Another product extension strategy is called product modification. It involves changing product quality, features, or style to attract new users or more usage from present users. American auto manufacturers are using quality improvement as one way to recapture world markets. Note, also, how auto manufacturers once changed styles dramatically from year to year to keep demand from falling. 二三两段我们又可以学到对某个概念下定义的两个句型:It means that...It involves ...另外,大家要注意文章第一段为第一层,二三两段为第二层,第四段为第三层. One strategy is called market modification. Another product extension strategy is called product modification.另外,同学还必须熟悉文章中的单词用法和考点(比如例证考点等)比如life cycle, general acceptance, extend ones life, 等等,这些都是完形填空中会考到的搭配。 100Test 下载频道开通,各类考试题目直接下载。详细请访问 www.100test.com