

大学英语四级模拟试题（八）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\\_\\_E5\\_A4\\_A7\\_E5\\_AD\\_A6\\_E8\\_8B\\_B1\\_E8\\_c83\\_119868.htm](https://www.100test.com/kao_ti2020/119/2021_2022__E5_A4_A7_E5_AD_A6_E8_8B_B1_E8_c83_119868.htm) part ii reading comprehension (35 minutes) directions:there are four reading passages in this part. each passage is followed by some questions. for each question there are four suggested answers marked a,b,c and d. you should choose the one best answer and blacken the corresponding letter on the answer sheet with a pencil. passage 1 by the time the olympics begin in atlanta this summer, the business world will have spent more than \$ 1 billion to link their names and products to the olympic games. there are 10 worldwide sponsors, 10 centennial olympic partners, about 20 regular sponsors and more than a hundred licensees. the atlanta games will boast an “ official” scouring pad and timepiece, two official game shows, and three official vehicles: a family car, an import minivan and a luxury sedan. but what exactly do these companies reap for their huge investment? at the very least, they command tickets to the most popular events, invitations to the best parties and prime hotel rooms. but most of all, according to us postal service, it is purchasing the right to spend money. and the right to spend money is expensive. the biggest backers, olympic sponsors like anheuser-busch, coca-cola, mcdonalds and xerox, commit up to \$ 40 million. but, getting the rights to the olympic rings is only half the battle. the other half is the challenge to sort of wrap their product brands around that image. often that means tv time. and at roughly \$ 400 000 per 30-second

spot, some of the biggest sponsors have already locked up every commercial slot in their product categories that nbc has to sell. not everyone is convinced that the games are worth the price of business admission. the biggest and most conspicuous naysayer is nike. its spokesman says: " if i see a reebok official who may not be in the best shape firing the starting pistol and carl lewis wearing nike shoes, im going to go with carl because thats the authentic link." nikes strategy is hard to argue with - instead of sponsoring the olympics, it sponsors olympians. yet even nike wants a piece of the atlantic action. along with some other nonsponsors, nike is trying to dot downtown atlanta with billboards. advertisement, its another olympic event.1. by " official vehicles", the author means . 看答案 a. automobiles for olympic officials b. automobiles used in official occasion c. automobiles that the olympic participants must driven. automobiles that allowed to bear the olympic symbol 2. which of the following is not an olympic sponsor? 看答案 a. us postal service. b. nike. c. coca-cola.d. mcdonalds 3. the last sentence of this passage indicates . 看答案 a. businesses trying to get publicity is a part of the olympic games b. what the olympic non-sponsors do is of no interest to the olympic organizers c. that businesses must try very hard to earn money from the olympic games as if they were themselves competing in the games d. that those who fail to sponsor the olympics this time will try very hard the next time 4. which of the following is not implied in the passage ? 看答案 a. companies use their olympic sponsorship to promote sales of their products. b. to provide sportswear for carl lewis is a more effective advertisement than to

provide suits for olympic officials. c. nbc makes great profits from selling advertising time to companies eager to impress potential customers during the olympic games. d. nike looks down upon the olympic games. 5. which of the following can best sum up the passage? 看答案 a. businesses want to profit from the olympics. b. the 1996 atlanta olympic games. c. the olympic sponsorship. d. importance of the olympic games.

passage 2 halloween (october 31)  
this is a holiday widely celebrated with different names in many countries. although it originated as a religious holiday, it has lost its religious connections in the united states. it is now celebrated largely as a childrens day, and many american children look forward to it for days and weeks beforehand. the orange pumpkin is harvested at this time of year and is hollowed out, a funny face cut into it, and a candle placed inside as a decoration in the window. city folks, nowadays, sometimes use paper pumpkins for decorations. some years ago, the holiday was celebrated by dressing up in strange and frightening costumes and playing tricks on ones neighbors and friends, such as ringing door bells, throwing bits of corn on the window panes, and in other ways making minor disturbances. more recently, children come to the door to have friends and neighbors admire their costumes and guess who they are behind the false faces and receive treats of candy, fruit or cookies. they say, "trick or treat", meaning, "i will play a trick on you will not give me a treat." this practice has even more recently developed into a significant international activity. instead of or along with candy, the children collect money for unicef (united nations international childrens

emergency fund). this special collection of money by children for needy children throughout the world is known as “ unicef trick of treat”. begun only recently, it results in several million dollars each year contributed to unicef. the collection box is orange, reminiscent of the pumpkin. 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](http://www.100test.com)