

2002年北京试题解析阅读 PDF转换可能丢失图片或格式，建议阅读原文

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In ancient times the most important examinations were spoken, not written. In the schools of ancient Greece and Rome, testing usually consisted of saying poetry aloud or giving speeches. In the European universities of the Middle Ages, students who were working for advanced degrees had to discuss questions in their field of study with people who had made a special study of the subject. This custom exists today as part of the process of testing candidates for the doctor's degree. Generally, however, modern examinations are written. The written examination, where all students are tested on the same question, was probably not known until the nineteenth century. Perhaps it came into existence with the great increase in population and the development of modern industry. A room full of candidates for a state examination, timed exactly by electric clocks and carefully watched over by managers, resembles a group of workers at an automobile factory. Generally, during examinations teachers and students are expected to act like machines. One type of test is sometimes called an "objective" test. It is intended to deal with facts, not personal opinions. To make up an objective test the teacher writes a series of questions, each of which has only one correct answer. Along with each question the teacher writes the correct answer and also three statements that look like correct answers to students who have not learned the material properly. 1. In the

Middle Ages students\_\_\_\_\_. A. took objective tests B. specialized in one subject C. were timed by electric clocks D. never wrote exams 答案：D。答案依据第一段第一句话“在古代，最重要的考试都是口试，没有笔试。”

2. The main idea of paragraph 3 is that\_\_\_\_\_. A. workers now take examination B. the population has grown C. there are only written exams D. examinations are now written and timed 答案：D。第三段一开始就谈到“一般来讲，现在的考试都是笔试；”随后又谈到“所有的考生在一个房间，规定时间，有监考老师。”所以D是正确答案。

3. The kind of exams where students must select answers are\_\_\_\_\_. A. personal B. spoken C. objective D. written 答案：C。答案在最后一段可找到：“出客观题的时候，老师先出一系列的问题，每个问题后面都附有一个正确答案，和几个相似的答案。学生被要求找出正确答案。”因此：“学生必须选答案的考试是客观考试。”C是正确答案。

4. Modern industry must have developed\_\_\_\_\_. A. before the Middle Ages B. around the 19th century C. in Greece or Rome D. machines to take tests 答案：B。答案在文章的第三段可以找到。“The written examination was not known until the nineteenth century. Perhaps it came into existence with the great increase in population and the development of modern industry.”因此，笔试是19世纪才为大家所知，可能是由于人口的增加和现代工业的发展。

5. It may be concluded that testing\_\_\_\_\_. A. should test only opinions B. should always be written C. has changed since the Middle Ages D. is given only in factories 答案：C。因为A,B,D的内容文章中都没有提到。C的意思是“自从中世纪

开始，考试开始了变化。”符合文章的内容。（二）The market investigation is indispensable to sales promotion. They are closely related as the lips and teeth, so to speak. What you produce is for sale on the market. It would be impossible to succeed in selling a product without first investigating the market. In the international market, goods on sale coming from different countries and suppliers are always facing keen competition. Under such circumstances, they will try everything possible to familiarize themselves with the market conditions. In making investigations, we ought to get information about what similar items the competitors are offering on the market, what prices they are quoting (报价), what features their products have, who are their regular customers, etc. Then, how can we obtain such information? There are many channels that we can make use of in doing this sort of work. The commercial counselor 's offices of our embassies stationed abroad can help us in making market investigations. Nowadays, our import and export corporations send their trade groups abroad every now and then. One of their purposes is to make market surveys on the spot. Certainly, face-to-face talks with foreign businessmen are also important channels to get market information. The Chinese Export Commodities Fairs and some other fairs of similar nature as well as visits of foreign businessmen provide us with such opportunities. Of course, there are some other ways of making market investigations.

6. In making market investigation, one should\_\_\_\_\_.

A. get enough information concerned  
B. advertise his products  
C. produce high quality goods  
D. none of the above

答案：A。答案在文章的第二段可以找到

。 “ 在市场调研中我们应该了解我们的对手生产类似产品的情况，他们的报价，他们产品的特征，谁是他们的固定的消费者等等。 ” B,C,D都不符合题意，只有A能包括这些内容。  
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