

英语三级考试真题：2000年6月真题 PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/164/2021_2022_E8_8B_B1_E8_AF_AD_E4_B8_89_E7_c82_164057.htm College English Test Part I Reading Comprehension(40%) Directions: There are four passages in this part. Each passage is followed by some questions or unfinished statements. For each of them there are four choices marked A, B, C and D. You should decide on the best choice and mark the corresponding letter on the Answer Sheet with a single line through the center. Passage 1 Questions 1 to 5 are based on the following passage: Advertisement can be thought of “ as the means of making known in order to buy or sell goods or services ” . Advertisement aims to increase people ’ s awareness and arouse interest. It tries to inform and to persuade. The media are all used to spread the message. The press offers a fairly cheap method, and magazines are used to reach special sections of the market. The cinema and commercial radio are useful for local market. Television, although more expensive, can be very effective. Public notices are fairly cheap and more permanent in their power of attraction. Other ways of increasing consumer interest are through exhibitions and trade fairs as well as direct mail advertisement. There can be no doubt that the growth in advertisement is one of the most striking features of the western world in this century. Many businesses such as those handling frozen foods, liquor, tobacco and medicines have been built up largely by advertisement. We might ask whether the cost of advertisement is paid for by the producer or by the customer. Since

advertisement forms part of the cost of production, which has to be covered by the selling price, it is clear that it is the customer who pays for advertisement. However, if large scale advertisement leads to increased demand, production costs are reduced, and the customer pays less. It is difficult to measure exactly the influence of advertisement on sales. When the market is growing, advertisement helps to increase demand. When the market is shrinking, advertisement may prevent a bigger fall in sales than would occur without its support. What is clear is that businesses would not pay large sums for advertisement if they were not convinced of its value to them.

1. Advertisement is often used to _____

- A. deceive customers
- B. increase production
- C. arouse suspicion
- D. push the sale

2. The word “ media ” (in the first paragraph) includes _____

- A. the press
- B. television
- C. radio
- D. all of the above

3. Advertisement is mainly paid for by _____

- A. the customer
- B. the producer
- C. increased sales
- D. reduced prices

4. Advertisement ’ can increase demand _____

- A. all the time
- B. in any circumstances
- C. in a growing market
- D. in a shrinking market

5. From the last ’ sentence of this passage we conclude that

- A. businesses usually do not pay much for advertisement
- B. businessmen know well that advertisement could bring them more profits
- C. advertisement could hardly convince people of the value of the goods
- D. advertisement usually cost businesses large amounts of money

Passage 2 Questions 6 to 10 are based on the following passage: How men first learned to invent words is unknown. in other words, the origin of language is a mystery. All we really know is that

men, unlike animals, somehow invented certain sounds to express thoughts and feelings, actions and things, so that they could communicate with each other. and that later they agreed upon certain signs, called letters, which could be combined to represent those sounds, and which could be written down. Those sounds, whether spoken, or written in letters we call words. The power of words, then, lies in their combinations the things they bring up before our minds. Words become filled with meaning for us by experience. and the longer we live, the more certain words recall to us the glad and sad events of our past. and the more we read and learn, the more the number of words that mean something to us increases. Great writers are those who not only have great thoughts but also express these thoughts in words which appeal powerfully to our minds and feelings. This charming and telling use of words is what we call literary (文字的) style. Above all, the real poet is a master of words. He can convey his meaning in words which sing like music, and which by their position and association can move men to tears. We should therefore learn to choose our words carefully and use them accurately, or they will make our speech silly and rude.

6. The origin of language _____.

- A. is reflected in sounds and letters
- B. is handed down from generation to generation
- C. dates back to the prehistoric period
- D. is a problem not yet solved

7. According to the passage, words are _____.

- A. visual letters
- B. represented by sounds
- C. represented either by sounds or letters
- D. signs called letters

8. The power of words lies in their _____.

- A. beauty
- B. accuracy
- C. combinations
- D. charm

9. The secret of a

writer ' s success is the use of words that _____ A. recall to us
the glad and sad events of our past B. are arranged in a creative way
C. are as beautiful as music D. agree with certain literary style 10. The
author of the passage advises us _____ A. to use words carefully
and accurately B. not to use silly and rude words C. to become a
slave of words D. to use emotional words 100Test 下载频道开通 ,
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