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I used to be a faithful TV watcher. Besides the latest information, I'd love to appreciate beautiful exotic sceneries and enjoy the evening with my favorite singers, actors and hosts. It was the advertisement that frustrated me. Ad is a great annoyance of watching television. In the first place, the ads waste time. Generally speaking, at least 5 or 6 minutes is lost when watching the ads during a single news program, and usually 10 to 15 or even more during a good movie. In the second place, the ads often interrupt the viewer. The viewer may forget the situation of a show because of frequently inserted ads. even worse, the watcher may lose his pleasant mood when the ads come on one after another, which can bring negative psychological influence such as disappointment, depression, anxiety and so on so forth. Besides, the ads make many products look more appealing than they really are, some of which even look so disgusting. For example, an expensive car is made to seem luxurious, or a bad product like deodorant is made to look very good by showing a beautiful amazing lady taking shower! Therefore, the television viewer must be aware and critical of the ad in order to endure them.

48. Why the author was one of the TV fans in the past? A. Because he could stay with his favorite stars the whole evening. B. Because he could travel the world without going out. C. Because he could get the news which couldn't be found on newspapers. D. Because he could make friends on TV.

49. What

feelings may ads bring to the viewers when inserted frequently, according to the author? A. disappointed B. depressed C. anxious D. unpleasant

50. Which statement is not true according to the passage? A. Ads are frustrations during watching TV. B. Ads occupy too much viewers time when they watch TV..... C. Ads often cause interruptions which will destroy the viewers mood..... D. Ads present the viewer much information about the best products.

51. What can we infer from the passage? A. Ads time should be reasonably controlled. B. More and more people choose not to watch TV. C. Programs on TV are not worth watching. D. Ads mustnt be showed on TV at all.

E McDonalds is the world single biggest food provider with annual sales of around \$12.4bn. And the companys symbol Ronald McDonald is now (or so the company claims) the words most recognized person after Santa Claus. The first McDonalds restaurant was opened in San Bernardino, California, in 1948 by brothers Mac and Richard “ Dick ” McDonald. Mac ran the restaurant side. Dick was the marketing genius. He had already invented the drive-in laundry and had been the first person to use neon lights in advertising. Now he spotted the gap in the post-war, baby-boom market for cheap, family-orientated restaurants with simple menus, standardized food and efficient service. After a slow start, business began to boom. By 1954, the brothers were joined by another entrepreneur, a kitchen equipment salesman called Ray A Kroc who owned the franchise to the Multimixer, milk shake maker used throughout the McDonalds chain. A year later, Kroc had bought the McDonald brothers chain

of 25 franchises for the equivalent of around \$70m (£ 44m) . Dick remained with the company until the Seventies, when he and Kroc fell out over Krocs claim that the chain was his creation. Today, an almost Stalinist cult of personality surrounds Kroc (who died in 1984) at McDonalds, while the brothers who gave the company its name have all but been written out of its history. But though Kroc did not found McDonalds, he was certainly responsible for the empire-building philosophy which led to its world domination. He ushered in such essential contributions to international cuisine as the Big Mac (1968) and the Egg McMuffin (1973) . and helped launch Ronald McDonald “ in any language he means fun ” on to television in 1963. Every three hours, a new McDonalds franchise opens somewhere in the world. it can be found in more than 100 countries including India (vegetarian-only to avoid offending the non-beef-eating populace) and Israel (non kosher, despite fierce local objection) . McDonalds chain embodied the thrusting, can-do spirit of Fifties America with staff mottoes such as “ If youve got time to lean, youve go time to clean. ” 52. McDonalds was founded _____. A. by a kitchen equipment salesman . B. in California. C. by a marketing genius called Dick McDonald. D. after the first World War. 53. What do we know about McDonalds brothers? A. They were not McDonalds founders although they named the restaurant. B. Their business was still in depression after several years. C. They had clear job separation on business. D. They sold their restaurant to a salesman in 1954. 54. Which is not Krocs contribution to McDonalds ? A. He launched the restaurant image Ronald

McDonald on to television. B. Under his lead, international cuisine as the Big Mac and the Egg McMuffin earned worldwide fame C. He spotted the gap in postwar market for cheap, family-orientated restaurants. D. He built McDonalds empire with a philosophy which led to its world domination. 55. Which statement is true according to the passage? A. The single biggest food provider was however, not named after its founder B. The international cuisine as the Big Mac, a beef hamburger, is provided every chain restaurant in the world. C. Employees in McDonalds have no time to lean. D. The symbol Ronald McDonald, means fun in any language, is said to the word most recognized person after Santa Claus. 56. This passage is mainly concerned with _____. A. brief history of McDonalds. B. McDonalds success..... C. Ray A Kroc, leader of the McDonalds empire. D. McDonald brothers, founder of McDonalds. 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