

阅读理解模拟试题：音乐 PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/176/2021_2022__E9_98_85_E8_AF_BB_E7_90_86_E8_c6_176234.htm Background music may seem harmless, but it can have a powerful effect on those who hear it. Recorded background music first found its way into factories, shop and restaurants in the US. But it soon spread to other arts of the world. Now it is becoming increasingly difficult to go shopping or eat a meal without listening to music. To begin with, “ muzak ” (音乐广播网) was intended simply to create a soothing (安慰) atmosphere. Recently, however, it ’ s become big business thanks in part to recent research. Dr. Ronald Milliman, an American marketing expert, has shown that music can boost sales or increase factory production by as much as a third. But, it has to be light music. A fast one has no effect at all on sales. Slow music can increase receipts by 38%. This is probably because shoppers slow down and have more opportunity to spot items they like to buy. Yet, slow music isn ’ t always answer. Dr. Milliman found, for example, that in restaurants slow music meant customers took longer to eat their meals, which reduced overall sales. So restaurants owners might be well advised to play up-tempo music to keep the customers moving unless of course, the resulting indigestion leads to complaints!

练习()1. The reason why background music is so popular is that _____.

A. it can have a powerful effect on those who hear it
B. it can help to create a soothing atmosphere
C. it can boost sales or increase factory production everywhere
D. it can make customers eat their

meals quickly()2. Background music means _____. A. light music that customers enjoy most B. fast music that makes people move fast C. slow music that can make customers enjoy their meals D. the music you are listening to while you are doing something ()3. Restaurant owners complain about background music because _____. A. it results in indigestion B. it increases their sales C. it keeps customers moving D. it decreases their sales()4. The word “ up-tempo music ” probably means _____. A. slow music B. fast music C. light music D. classical music

注释： 1. spread to 传到, 波及, 蔓延到 2. to begin with 首先； 第一点（理由） To begin with, we must consider the faculties of the staff all-sidedly. 首先, 我们必须全面地考虑全体员工的素质。 3. intend vt. 想要, 打算, 意指, 意谓 4. boost 增进； 改善 We need to boost our spirits. 我们需要鼓舞士气。 5. have to be [美, 口] 肯定是..., 毫无疑问是... 6. receipt 收据； 收条 When you have paid for sth., a receipt is given to you. 当你付了某个东西的钱时, 就给了你收据。 接受； 收到 (pl) 收入； 收益 higher receipts 高收入 7. slow down v. (使)慢下来

答案： 1 B 2 D 3 D 4 B

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