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https://www.100test.com/kao_ti2020/241/2021_2022__E6_A8_A1_E6_8B_9F_E8_AF_95_E9_c73_241140.htm Text 2 More and more, it seems, the same tech tools we depend on to get through the day are often the source of our frustrations. Gadgets have gotten better: They do more, are smaller, and cost less. But they don't work quite the way we want them to, do they? Text-messaging and camera phone features that obscure access to your voice mail. Camcorder batteries that die in the middle of your sister's wedding. The sick PC that sends copies of its virus to everyone in your E-mail address book. But there is reason for renewed hope. More companies are discovering that one key to reining in unruly tech is simplicity itself. That is, less is actually more. A few years ago, it seemed only a sprinkling of companies offered products that in their design emphasized ease of use and dependability over frilly, rarely used features. Now analysts report that whole industries among them cellphones, consumer electronics, and, yes, even computers seem to be shifting back to basics, with a few companies taking the lead. The downside to this switch for now is that simplicity and reliability oddly enough tend to cost extra. An Apple Macintosh, widely considered user-friendly, costs at least several hundred dollars more than a Windows-based PC. Verizon Wireless, rated by many the most reliable cellphone service, generally costs more than Sprint, Cingular, or T-Mobile. But that effective surcharge could fade if brand loyalty surges for companies that prioritize efficient, friendly design. So how did we go

from the days of small, color TVs and bricklike mobile phones to high definition home theaters and smart phones that are too clever by half? The blame for the personal tech mess goes both ways. Companies are eager to crank out new products with new features. Its a quick way to get attention, distancing a product from competitors and dusting upstarts in a cutthroat arena. Shoppers, meanwhile, are routinely seduced by the new bells and whistles. Consumer electronics tend to be among the more expensive purchases people make during the year, so why not get the gizmo that does more? “ Were all trapped in an economic myth that more is better, ” says John Maeda, a media arts and sciences professor at the Massachusetts Institute of Technology. Haddon Fishers Motorola phone locks up a couple of times a day, says the Syracuse University sophomore. He has also had to put up with a PC that would spontaneously reboot while he slept or attended class. “ You learn to live with a certain level of pain, ” he says. Such vexations, repeated across the country, have eroded confidence in tech manufacturers. A recent survey conducted for Royal Philips Electronics found that two thirds of American consumers have lost interest in a tech product because it looks too complex and half think the manufacturers are just guessing at what will sell, rather than listening to their customers. 26. In paragraph 1, the author cites the examples in order to demonstrate that _____ [A] gadgets do not function as we would like. [B] gadgets work, but we do not use them properly. [C] gadgets are smaller and cost less. [D] people need clear instructions on how to use new gadgets. 27. Why might

less mean more as far as modern gadgets are concerned? [A] Gadgets cost less and do more things. [B] Simple gadgets cost more than complex ones. [C] Gadgets with fewer features are less likely to let you down. [D] Most people prefer simple gadgets. 28. “Dusting upstarts in a cutthroat arena” in paragraph 3

means_____ [A] matching your competitors in the marketplace. [B] introducing new features in gadgets that are on the market. [C] defeating competitors in a competitive market. [D] competing effectively with companies that introduce new, unnecessary features. 29. Why do people buy products that do more, even if they are less efficient or less user friendly? [A] Because people usually purchase brand-name products, regardless of actual quality. [B] Because we live in a consumer society. [C] Because we think we are getting a better deal. [D] Because people are unaware of what exactly they are purchasing. 30. American consumers losing interest in tech products because_____

[A] the products are too difficult to use. [B] the companies don't listen to consumer complaints. [C] US-made electronics are unreliable. [D] consumers are losing faith in products that don't do what they want them to do.

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