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https://www.100test.com/kao_ti2020/388/2021_2022_08_E8_80_83_E7_A0_94_E8_8B_c73_388993.htm Section II Reading

Comprehension Part A Directions: Read the following four texts.

Answer the questions below each text by choosing A, B, C, or D.

Mark your answers on ANSWER SHEET 1. (40 points) Text

1 Names have gained increasing importance in the competitive world of higher education. As colleges strive for market share, they are looking for names that project the image they want or reflect the changes they hope to make. Trenton State College, for example, became the College of New Jersey nine years ago when it began raising admissions standards and appealing to students from throughout the state. “ All I hear in higher education is brand, brand, brand, ” said Tim Westerbeck, who specializes in branding and is managing director of Lipman Hearne, a marketing firm based in Chicago that works with universities and other nonprofit organizations. ” There has been a dramatic change over the last 10 years. Marketing used to be almost a dirty word in higher education.

” Not all efforts at name changes are successful or as fluid, of course. In 1997, the New School for Social Research became New School University to reflect its growth into a collection of eight colleges, offering a list of majors that includes psychology, music, urban studies and management. But New Yorkers continued to call it the New School. Now, after spending an undisclosed sum on an online survey and a marketing consultant ’ s creation of “ brand

architecture ” and “ identity systems ” , the university has come up with a new name: the New School. Beginning Monday, it will adopt new logos, banners, business cards and even new names for the individual colleges, all to include the words “ the New School. ” Of the “ change ” , Bob Kerrey, the universitys president noted that his view was that you never argue with customers about what they expect, especially as it relates to the school ’ s name. Changes in names generally reveal significant shifts in how a college wants to be perceived. In altering its name from Cal State, Hayward, to Cal State, East Bay, the university hoped to project its expanding role in two mostly suburban states east of San Francisco. The University of Southern Colorado, a state institution, became Colorado State University at Pucblo two years ago, hoping to highlight many internal changes, including offering more graduate programs and setting higher admissions standards. Beaver College turned itself into Arcadia University in 2001 for several reasons: to break the connection with its past as a women ’ s college, to promote its growth into a full fledged university and officials acknowledged, to eliminate some jokes about the college ’ s old name on late-night television and “ morning zoo ” radio shows. Many college officials said changing a name and image could produce substantial results. At Arcadia, in addition to the rise in applications, the average student ’ s test score has increased by 60 points, Juli Roebeck, an Arcadia spokeswoman, said.²¹ Which of the following is NOT the reason for colleges to change their names ? A. They prefer higher education competition B. They try to gain advantage in market share. C. They

want to project their image. D. They hope to make some changes.

22. It is implied that one of the most significant changes in higher education in the past decade is_____. A. the brands created by colleges. B. the concept of marketing C. the college names D. the role that colleges play.

23. Which of the following is true according to the passage? A. Marketing used to be a dirty word in education. B. The University of Southern Colorado changed its name to set tougher admissions requirements and offer more graduate programs. C. The name “ New School ” was based on the costumers ’ expectation. D. New School offered many more programs than before.

24. The case of name changing from Cal State Hayward to Cal State East Bay indicates that the university_____. A. wants to be perceived by the society B. prefers to reform its reaching programs C. expects to expand its campus D. hopes to expand its influence

25. According to the spokeswoman, the name change of Beaver College_____. A. fails to attain its goal B. turns out to be quite successful C. has eliminated some jokes D. has transformed its status

[1] [2] [3] [4] [5] [6] 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