

2009年职称英语理工类A级模拟试题(2)职称英语考试 PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/563/2021_2022_2009_E5_B9_B4_E8_81_8C_c91_563022.htm 第4部分：阅读理解(第31～45题，每题3分，共45分) 下面有3篇短文，每篇短文后有5道题，每题后面有4个选项。请仔细阅读短文并根据短文回答其后面的问题，从4个选项中选择1个最佳答案涂在答题卡相应的位置上。 第一篇 Chewing Gum The practice of chewing gum(口香糖)has been with us for more than a century. Millions of people all over the world chew billions of pieces of gum every year. Chewing gum became popular in the United States mainly because of the work of one man, William Wrigley, who for many years was head of the Wrigley Company. Earlier, Thomas Adams first began to experiment with chewing gum in about the year 1870. It was he who first made gum softer and pleasant to chew. But it was not until Wrigley entered the business in about 1890 that people everywhere began to learn about chewing gum and to use it widely. Wrigley liked to do things in a big way. In this first year, he borrowed money and spent more than a million dollars on advertising(做广告). For years, there was a large Wrigley ' s advertisement in every streetcar(有轨电车)in the United States. People complained that they could not go anywhere without seeing Wrigley ' s name. Wrigley even sent, free of charge, pieces of gum to every person in the telephone book of every city and town in the United States. Finally, he began to advertise that it was good for the health to chew gum and that it helped to keep the teeth clean. He used to send free gum to every

child in the United States on their second birthday. He employed young women who, in beautiful dresses, would go from city to city in groups of four or five, stand on street corners, and give free chewing gum to every person who passed by. In this way, each woman gave away about five thousand pieces of Wrigley ' s gum every day. As a result of this continuous advertising, people in the United States naturally began to buy more and more chewing gum. 31 Who first started to experiment with chewing gum? A William Wrigley. B Thomas Adams. C Children. D Women. 32 William Wrigley spent more than a million dollars in advertising his chewing gum because A he was a millionaire. B he liked to do things in a big way. C he hoped to improve his health. D he wanted to head the company. 33 Which of the following is NOT true of Wrigley ' s advertising? A He used his name to advertise chewing gum in every streetcar in the U. S. B He sent free gum to every person in the telephone book of every city in the U. S. C He sent free gum to every pretty woman in the U. S. D He sent free gum to every child in the U. S. on his second birthday. 34 In the last paragraph, the phrase “ give away ” is closest in meaning to A “ eat up ” . B “ get ready ” . C “ destroy ” . D “ give something to someone free of charge ” . 35 According to the passage, people in the U. S. began to chew more and more gum mainly because of A Wrigley ' s continuous advertising. B its strange taste. C their bad teeth. D its pleasant flavour. 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