



2014年全国硕士研究生入学统一考试管理类专业硕士学位 联考英语试卷

Section I Use of English

Directions:

Read the following text. Choose the best word(s) for each numbered blank and mark A, B, C or D on ANSWER SHEET 1. (10 points)

Thinner isn't always better. A number of studies have _1_ that normal-weight people are in fact at higher risk of some diseases compared to those who are overweight. And there are health conditions for which being overweight is actually _2_. For example, heavier women are less likely to develop calcium deficiency than thin women. _3_, among the elderly, being somewhat overweight is often an _4_ of good health.

Of even greater _5_ is the fact that obesity turns out to be very difficult to define. It is often _6_ body mass index, or BMI _7_ body mass divided by the square of height. An adult with a BMI of 18 to 25 is often considered to be normal weight. Between 25 to 30 is overweight. And over 30 is considered obese. Obesity, _8_ can be divided into moderately obese, severely obese, and very severely obese.



While such numerical standards seem _9_, they are not. Obesity is probably less a matter of weight than body fat. Some people with a high BMI are in fact extremely fit. _10_ others with a low BMI may be in poor _11_. For example, many collegiate and professional football players _12_ as obese, though their percentage body fat is low. Conversely, someone with a small frame may have high body fat but a _13_ BMI.

Today we have a(n) _14_ to label obesity as a disgrace. The overweight are sometimes _15_ in the media with their faces covered. Stereotypes _16_ with obesity include laziness, lack of will power, and lower prospects for success. Teachers, employers, and health professionals have been shown to harbor biases against the obese. _17_ very young children tend to look down on the overweight, and teasing about body build has long been a problem in schools.

Negative attitudes toward obesity, _18_ in health concerns have stimulated a number of anti-obesity _19_. My own hospital system has banned sugary drinks from its facilities. Many employers have instituted weight loss and fitness initiatives, Michelle Obama has launched a high-visibility campaign _20_ childhood obesity, even claiming that it represents our greatest national security threat!

1. [A] denied [B] conduced [C] doubled [D] ensured



2. [A] protective [B] dangerous [C] sufficient [D]troublesome
3. [A] Instead [B] However [C] Likewise [D] Therefore
4. [A] indicator [B] objective [C] origin [D] example
5. [A] impact [B] relevance [C] assistance [D] concern
6. [A] in terms of [B] in case of [C] in favor of [D] in respects of
7. [A] measures [B] determines [C] equals [D] modifies
8. [A] in essence [B] in contrast [C] in turn [D] in part
9. [A] complicated [B] conservative [C] variable [D] straightforward
10. [A] so [B] unlike [C] since [D] unless
11. [A] shape [B] spirit [C] balance [D] taste
12. [A] start [B] quality [C] retire [D] stay
13. [A] strange [B] changeable [C] normal [D] constant
14. [A] option [B] reason [C] opportunity [D] tendency
15. [A] employed [B] pictured [C] imitated [D] monitored
16. [A] compared [B] combined [C] settled [D] associated
17. [A] Even [B] Still [C] Yet [D] Only
18. [A] despised [B] corrected [C] ignored [D] grounded
19. [A] discussions [B] businesses [C] policies [D] studies
20. [A] for [B] against [C] with [D] without

Section II Reading Comprehension



Part A

Directions:

Read the following four passages. Answer the questions below each passage by choosing A, B, C or D. Mark your answers on ANSWER SHEET 1. (40 points)

Text 1

What would you do with \$559m? This is now a question for Gloria Mackenzie, an 84-year-old widow who recently emerged from her small, un-roofed house in Florida to collect the biggest undivided lottery jackpot in history. If she hopes her new-found fortune will yield lasting feelings or fulfillment. She could do worse than read *Happy Money* by Elizabeth Dunn and Michael Norton.

These two academics use an array of behavioral research to show that the most rewarding ways to spend money can be counterintuitive. Fantasies of great wealth often involve visions of fancy cars and extravagant homes. Yet satisfaction with these material purchases wears off fairly quickly. What was once exciting and new becomes old hat; regret creeps in. It is far better to spend money on experiences, say Ms Dun and Mr. Norton, like interesting trips, unique meals or even going to the cinema. These purchases often become more valuable with time—as stones or memories—particularly if they involve feeling more connected to



others.

This slim volume is packed with tips to help wage slaves as well as lottery winners get the most “happiness bang for your buck.” It seems most people would be better off if they could shorten their commutes to work, spend more time with friends and family and less of it watching television (something the average American spends a whopping two months a year doing, and is hardly jollier for it). Buying gifts or giving to charity is often more pleasurable than purchasing things for oneself, and luxuries are most enjoyable when they are consumed sparingly. This is apparently the reason McDonald’s restricts the availability of its popular McRib—a marketing trick that has turned the pork sandwich into an object of obsession.

Readers of *Happy Money* are clearly a privileged lot, anxious about fulfilment, not hunger. Money may not quite buy happiness, but people in wealthier countries are generally happier than those in poor ones. Yet the link between feeling good and spending money on others can be seen among rich and poor people around the world. and scarcity enhances the pleasure of most things for most people. Not everyone will agree with the authors’ policy ideas, which range from mandating more holiday time to reducing tax incentives for American homebuyers, But most people will come away from this book believing it was money well spent.



21. According to Dumn and Norton, which of the following is the most rewarding purchase?

[A] A big house.

[B] A special tour.

[C] A stylish car.

[D] A rich meal.

22. The author's attitude toward Americans' watching TV is.

[A] critical

[B] supportive

[C] sympathetic

[D] ambiguous

23. Macrib is mentioned in paragraph 3 to show that .

[A] consumers are sometimes irrational

[B] popularity usually comes after quality

[C] marketing tricks are after effective

[D] rarity generally increases pleasure

24. According to the last paragraph, Happy Money .

[A] has left much room for readers' criticism

[B] may prove to be a worthwhile purchase

[C] has predicted a wider income gap in the us



[D] may give its readers a sense of achievement

25. This text mainly discusses how to .

[A] balance feeling good and spending money

[B] spend large sums of money won in lotteries

[C] obtain lasting satisfaction from money spent

[D] become more reasonable in spending on luxuries

Text 2

An article in Scientific American has pointed out that empirical research says that, actually, you think you're more beautiful than you are. We have a deep-seated need to feel good about ourselves and we naturally employ a number of self-enhancing (to use the psychological terminology) strategies to achieve this. Social psychologists have amassed oceans of research into what they call 70% of us rate ourselves as above average in leadership, 93% in driving (across the ages and genders) and 85% at getting on well others-all obviously statistical impossibilities.

We rose-tint our memories and put ourselves into self-affirming situations. We become defensive when criticized, and apply negative stereotypes to others to boost our own esteem. We strut around thinking we're hot stuff.



Psychologist and behavioral scientist Nicholas Epley oversaw a key study into self-enhancement and attractiveness. Rather than have people simply rate their beauty compared with others, he asked them to identify an original photograph of themselves from a lineup including versions that had been morphed to appear more and less attractive. Visual recognition, reads the study, is “an automatic psychological process, occurring rapidly and intuitively with little or no apparent conscious deliberation”. If the subjects quickly chose a falsely flattering image-which most did-they genuinely believed it was really how they looked.

Epley found no significant gender difference in responses. Nor was there any evidence that those who self-enhanced the most (that is, the participants who thought the most positively doctored pictures were real) were doing so to make up for profound insecurities. In fact, those who thought that the images higher up the attractiveness scale were real directly corresponded with those who showed other markers for having higher self-esteem. “I don’t think the findings that we have are any evidence of personal delusion,” says Epley. “It’s a reflection simply of people generally thinking well of themselves.” If you are depressed, you won’t be self-enhancing.

Knowing the results of Eplet’s study, it makes sense that many



people hate photographs of themselves so viscerally — on one level, they don't even recognize the person in the picture as themselves. Facebook, therefore, is a self-enhancer's paradise, where people can share only the flukiest of flattering photos, the cream of their wit style Beauty, intellect and lifestyles. It's not that people's profiles are dishonest, says Catalina Toma of Wisconsin-Madison University, "but they portray an idealized version of themselves". (People are much more likely to out-and-out lie on dating websites, to an audience of strangers.)

26. According to the first paragraph, social psychologists have found that .

[A] our self-ratings are unrealistically high

[B] illusory superiority is baseless effect

[C] our need for leadership is unnatural

[D] self-enhancing strategies are ineffective

27. Visual recognition is believed to be people's .

[A] rapid watching

[B] conscious choice

[C] intuitive response

[D] automatic self-defense

28. Epley found that people with higher self-esteem tended to .



[A] underestimate their insecurities

[B] believe in their attractiveness

[C] cover up their depressions

[D] oversimplify their illusions

29. The word “viscerally” (Line 2, Para.6) is closest in meaning to .

[A] instinctively

[B] occasionally

[C] particularly

[D] aggressively

30. It can be inferred that Facebook is self-enhancer’s paradise because people can .

[A] present their dishonest profiles

[B] define their traditional life styles

[C] share their intellectual pursuits

[D] withhold their unflattering sides

Text 3

The concept of man versus machine is at least as old as the industrial revolution, but this phenomenon tends to be most acutely felt during economic downturns and fragile recoveries. And yet, it would be a mistake to think we are right now simply experiencing the painful side of



a boom and bust cycle. Certain jobs have gone away for good, outmoded by machines. Since technology has such an insatiable appetite for eating up human jobs, this phenomenon will continue to restructure our economy in ways we can't immediately foresee.

When there is exponential improvement in the price and performance of technology, jobs that were once thought to be immune from automation suddenly become threatened. This argument has attracted a lot of attention, via the success of the book *Race against the Machine*, by Erik Brynjolfsson and Andrew McAfee, who both hail from MIT's Center for Digital Business.

This is a powerful argument, and a scary one. And yet, John Hagel, author of *The Power of Pull* and other books, says Brynjolfsson and McAfee miss the reason why these jobs are so vulnerable to technology in the first place.

Hagel says we have designed jobs in the U.S. that tend to be “tightly scripted” and “highly standardized” ones that leave no room for “individual initiative or creativity.” In short, these are the types of jobs that machines can perform much better at than human beings. That is how we have put a giant target sign on the backs of American workers, Hagel says.

It's time to reinvent the formula for how work is conducted, since



we are still relying on a very 20th century notion of work, Hagel says. In our rapidly changing economy, we more than ever need people in the workplace who can take initiative and exercise their imagination “to respond to unexpected events.” That’s not something machines are good at. They are designed to perform very predictable activities.

As Hagel notes, Brynjolfsson and McAfee indeed touched on this point in their book. We need to reframe race against the machine as race with the machine. In other words, we need to look at the ways in which machines can augment human labor rather than replace it. So then the problem is not really about technology, but rather, “how do we innovate our institutions and our work practices?”

31. According to the first paragraph, economic downturns would .

- [A] ease the competition of man vs. machine
- [B] highlight machines’ threat to human jobs
- [C] provoke a painful technological revolution
- [D] outmode our current economic structure

32. The authors of *Race Against the Machine* argue that .

- [A] technology is diminishing man’s job opportunities
- [B] automation is accelerating technological development
- [C] certain jobs will remain intact after automation



[D] man will finally win the race against machine

33. Hagel argues that jobs in the U.S. are often .

[A] performed by innovative minds

[B] scripted with an individual style

[C] standardized without a clear target

[D] designed against human creativity

34. According to the last paragraph, Brynjolfsson and McAfee discussed .

[A] the predictability of machine behavior in practice

[B] the formula for how work is conducted efficiently

[C] the ways machines replace human labor in modern times

[D] the necessity of human involvement in the workplace

35. Which of the following could be the most appropriate title for the text?

[A] How to Innovate Our Work Practices

[B] Machines will Replace Human Labor

[C] Can We Win the Race Against Machines

[D] Economic Downturns Stimulate Innovations

Text 4

When the government talks about infrastructure contributing to the economy the focus is usually on roads, railways, broadband and energy.



Housing is seldom mentioned.

Why is that? To some extent the housing sector must shoulder the blame. We have not been good at communicating the real value that housing can contribute to economic growth. Then there is the scale of the typical housing project. It is hard to jostle for attention among multibillion-pound infrastructure projects, so it is inevitable that the attention is focused elsewhere. But perhaps the most significant reason is that the issue has always been so politically charged. This government does not want to see a return to large-scale provision of council housing, so it is naturally wary of measures that will lead us down that route.

Nevertheless, the affordable housing situation is desperate. Waiting lists increase all the time and we are simply not building enough new homes.

The comprehensive spending review offers an opportunity for the government to help rectify this. It needs to put historical prejudices to one side and take some steps to address our urgent housing need.

There are some indications that it is preparing to do just that. The communities minister, Don Foster, has hinted that George Osborne may introduce more flexibility to the current cap on the amount that local authorities can borrow against their housing stock debt. The cap, introduced in 2012 as part of the Housing Revenue Account reform, has



been a major issue for the sector. Evidence shows that 60,000 extra new homes could be built over the next five years if the cap were lifted, increasing GDP by 0.6%.

Ministers should also look at creating greater certainty in the rental environment, which would have a significant impact on the ability of registered providers to fund new developments from revenues.

Finally, they should look at the way in which public sector land is released. Currently up-front payments are required, putting a financial burden on the housing provider. A more positive stimulus would be to encourage a system where the land is made available and maintained as a long-term equity stake in the project.

But it is not just down to the government. While these measures would be welcome in the short term, we must face up to the fact that the existing £4.5bn programme of grants to fund new affordable housing, set to expire in 2015, is unlikely to be extended beyond then. The Labour party has recently announced that it will retain a large part of the coalition's spending plans if it returns to power. The housing sector needs to accept that we are very unlikely to ever return to the era of large-scale public grants. We need to adjust to this changing climate. This means that affordable housing specialists like Wates Living Space have to create a whole new way of working in partnership with registered providers. We



have to be prepared to take on more of the risk during the development phase, driving down the cost to deliver high-quality affordable housing and, most importantly, developing alternative funding models to help achieve this.

While the government's commitment to long-term funding may have changed, the very pressing need for more affordable housing is real and is not going away. The comprehensive spending review provides the opportunity to start moving us in the right direction - stimulating investment in new supply and quickly delivering tangible benefits to local economies. It also helps create the space to develop a long-term sustainable strategy for housing.

36. The author believes that the housing sector .

- [A] has attracted much attention
- [B] has lost its real value in economy
- [C] shoulders too much responsibility
- [D] involves certain political factors

37. It can be learned that affordable housing has .

- [A] suffered government biases
- [B] increased its home supply
- [C] offered spending opportunities



[D] disappointed the government

38. According to Paragraph 5, George Osborne may .

[A] prepare to reduce housing stock debt

[B] release a lifted GDP growth forecast

[C] allow greater government debt for housing

[D] stop local authorities from building homes

39. It can be inferred that a stable rental environment would .

[A] lower the costs of registered providers

[B] relieve the minister of responsibilities

[C] contribute to funding new developments

[D] lessen the impact of government interference

40. The author believes that after 2015, the government may .

[A] implement more policies to support housing

[B] stop generous funding to the housing sector

[C] renew the affordable housing grants programme

[D] review the need for large-scale public grants

Part B

Directions:

Read the following text and answer questions by finding information from the right column that corresponds to each of the marked details



given in the left column. There are two extra choices in the left column.

Mark your answers on ANSWER SHEET 1. (10 points)

Emerging in the late Sixties and reaching a peak in the Seventies, Land Art was one of a range of new forms, including Body Art, Performance Art, Action Art and Installation Art, which pushed art beyond the traditional confines of the studio and gallery. Rather than portraying landscape, land artists used the physical substance of land itself as their medium.

The British land artist, typified by Richard Long's piece, was not only more domestically scaled, but a lot quirkier than its American counterpart. Indeed, while you might assume that an exhibition of Land Art would consist only of records of works rather than the works themselves, Long's photograph of his work is the work. Since his "action" is in the past the photograph is its sole embodiment.

That might seem rather an obscure point, but it sets the tone for an exhibition that contains a lot of black-and-white photographs and relatively few natural objects.

Long is Britain's best-known Land Artist and his Stone Circle, a perfect ring of purplish rocks from Portishead beach laid out on the gallery floor, represents the elegant, rarefied side of the form. The Boyle



Family, on the other hand, stands for its dirty, urban aspect. Comprising artists Mark Boyle and Joan Hills and their children, they recreated random sections of the British landscape on gallery walls. Their *Olaf Street Study*, a square of brick-strewn waste ground, is one of the few works here to embrace the mundanity that characterizes most of our experience of the landscape most of the time.

Parks feature, particularly in the earlier works, such as John Hilliard's very funny *Across the Park*, in which a long-haired stroller is variously smiled at by a pretty girl and unwittingly assaulted in a sequence of images that turn out to be different parts of the same photograph.

Generally however British land artists preferred to get away from towns, gravitating towards landscapes that are traditionally considered beautiful such as the Lake District or the Wiltshire Downs. While it probably wasn't apparent at the time, much of this work is permeated by a spirit of romantic escapism that the likes of Wordsworth would have readily understood. Derek Jarman's yellow-tinted film *Towards Avebury*, a collection of long, mostly still shots of the Wiltshire landscape, evokes a tradition of English landscape painting stretching from Samuel Palmer to Paul Nash.

In the case of Hamish Fulton, you can't help feeling that the Scottish



artist has simply found a way of making his love of walking pay. A typical work, such as *Seven Days*, consists of a single beautiful black-and-white photograph taken on an epic walk, with the mileage and number of days taken listed beneath. British Land Art as shown in this well selected, but relatively modestly scaled exhibition wasn't about imposing on the landscape, more a kind of landscape-orientated light conceptual art created passing through. It had its origins in the great outdoors, but the results were as gallery-bound as the paintings of Turner and Constable.

	[A] originates from a long walk that the artist took
41. Stone Circle	[B] illustrate a kind of landscape-oriented light conceptual art
42. Olaf Street Study	[C] reminds people of the English landscape painting tradition
43. Across the Park	[D] represents the elegance of the British land art.
44. Towards Avebury	[E] depicts the ordinary side of the British land art.
45. Seven Days	[F] embodies a romantic escape into the Scottish outdoor.
	[G] contains images from different parts of the same photograph.



Section III Translation

46. Directions:

Translate the following text from English into Chinese. Write your translation on ANSWER SHEET. (15 points)

Most people would define optimism as being endlessly happy, with a glass that's perpetually half full. But that's exactly the kind of false cheerfulness that positive psychologists wouldn't recommend. "Healthy optimism means being in touch with reality," says Tal Ben-Shahar, a Harvard professor. According to Ben-Shahar, realistic optimists are those who make the best of things that happen, but not those who believe everything happens for the best.

Ben-Shahar uses three optimistic exercises. When he feels down-say, after giving a bad lecture he grants himself permission to be human. He reminds himself that not every lecture can be a Nobel winner; some will be less effective than others. Next is reconstruction. He analyzes the weak lecture, learning lessons for the future about what works and what doesn't. Finally, there is perspective, which involves acknowledging that in the grand scheme of life, one lecture really doesn't matter.



Section IV Writing

Part A

47. Directions:

Suppose you are going to study abroad and share an apartment with John, a local student. Write him an email to

- 1) tell him about your living habits, and
- 2) ask for advice about living there.

You should write about 100 words on ANSWER SHEET 2.

Do not sign your own name at the end of the letter. Use “Li Ming” instead.

Do not write your address. (10 points)

Part B

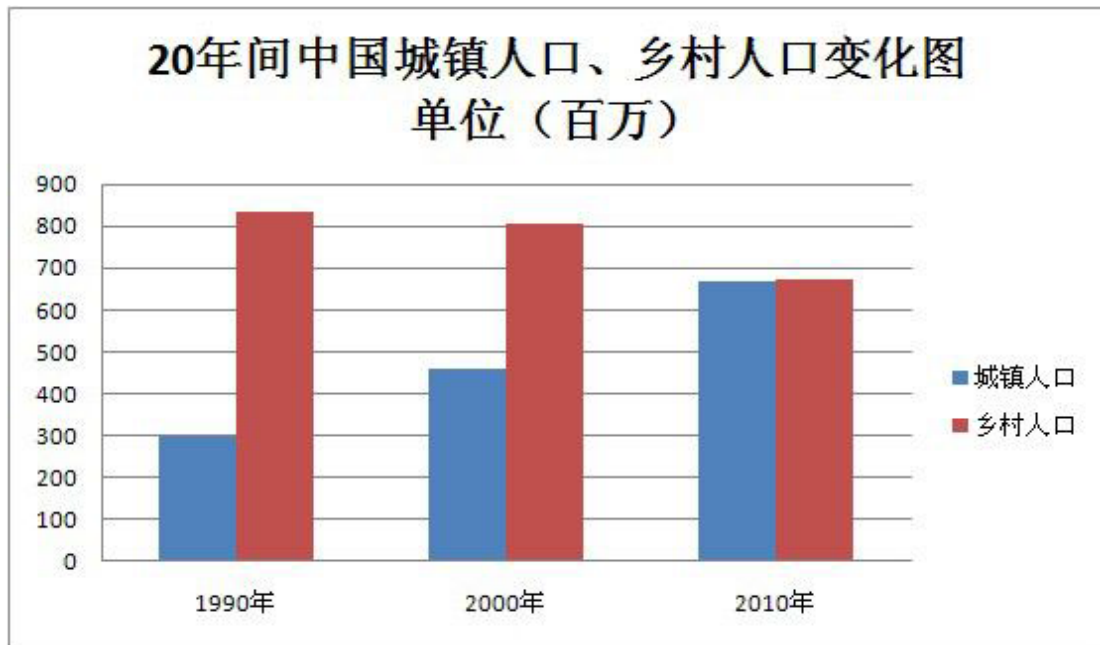
48. Directions:

Write an essay based on the following chart. In your essay, you should

- 1) interpret the chart, and
- 2) give your comments.

You should write at least 150 words.

Write your essay on ANSWER SHEET 2. (15 points)



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Section I Use of English

1. [B] concluded
2. [A] protective
3. [C] Likewise
4. [A] indicator
5. [D] concern
6. [A] in terms of
7. [C] equals
8. [C] in turn



9. [D] straightforward
10. [B] while
11. [A] shape
12. [B] quality
13. [C] normal
14. [D] tendency
15. [B] pictured
16. [D] associated
17. [A] Even
18. [D] grounded
19. [C] policies
20. [B] against

Section II Reading Comprehension

21. According to Dumn and Norton, which of the following is the most rewarding purchase?

[B] A special tour

22. The author's attitude toward Americans' watching TV is

[A] critical

23. Macrib is mentioned in paragraph 3 to show that

[D] rarity generally increases pleasure



24. According to the last paragraph, Happy Money
[B] may prove to be a worthwhile purchase
25. This text mainly discusses how to
26. According to the first paragraph, social psychologists have found that
_____.
[A] our self-ratings are unrealistically high
27. Visual recognition is believed to be people's _____
[C] intuitive response
28. Epley found that people with higher self-esteem tended to _____
[B] believe in their attractiveness
29. The word "Viscerally" (Line 2, para.5) is closest in meaning to _____.
[A] instinctively
30. It can be inferred that Facebook is self-enhancers' paradise because
people can _____.
[D] withhold their unflattering sides
31. According to the first paragraph, economic downturns would _____.
[B] highlight machines' threat to human jobs
32. The authors of *Race Against the Machine* argue that _____.
[A] technology is diminishing man's job opportunities
33. Hagel argues that jobs in the U.S. are often _____.
[D] designed against human creativity



34. According to the last paragraph, Brynjolfsson and McAfee discussed _____.

[D] the formula for how work is conducted efficiently

35. Which of the following could be the most appropriate title for the text?

[C] Can We Win the Race Against Machines

36. The author believes that the housing sector _____.

[D] involves certain political factors

37. It can be learned that affordable housing has _____.

[A] suffered government biases

38. According to Paragraph 5, George Osborne may _____.

[C] allow greater government debt for housing

39. It can be inferred that a stable rental environment would _____.

[C] contribute to funding new developments

40. The author believes that after 2015, the government may _____.

[B] stop generous funding to the housing sector

41. Stone Circle

[D] represents the elegance of the British land art.

42. Olaf Street Study

[E] depicts the ordinary side of the British land art.

43. Across the Park



[G]contains images from different parts of the same photograph.

44.Towards Avebury

[C]reminds people of the English landscape painting tradition.

45.Seven Days

[A]originates from a long walk that the artist took.

Section III Translation

大多数人认为乐观主义就是无休止的开心，就像在看到看到一个装了一半水的杯子的时候，会认为还差半杯就满了，而非空了一半。但是积极的心理学家并不认同这点，他们认为这只是一种假象的快乐。哈佛大学的塔尔·本沙哈尔教授说“健康的乐观主义意味着要与现实相结合”，。他认为，现实的乐观主义者是善于利用已发生的事的那些人，而不是认为每件事都是那么美好的那些人。

本沙哈尔有三种关于乐观主义的练习。譬如，当他做了一次糟糕的演讲后感觉很沮丧的时候，首先，他想到自己也是普通人，并不是每次演讲都能获得诺贝尔奖，有些演讲必定要比其他的差些。其次是重建，他会分析这次糟糕的演讲中好的和不好的地方，并从中吸取教训。最后，他会这样想，一次演讲在人生的大舞台中只是很小很小的一部分。