

## 2020 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 (二) 试卷

## 完形

Harlan Coben believes that if you are a writer, you will find the time; and that if you can't find the time, then wrting isn't a priority and you are not a writer. For him, writing is a \_\_1\_\_ job - a job like any other. He has \_\_2\_\_ it with plumbing, pointing out that a plumber doesn't wake up and say that he can't work with pipes today.

\_\_3\_\_\_.like most writers these days, you're holding down a job to pay the bills, it's not \_\_4\_\_ to find the time to write. But it's not impossible, It requires determination and single-mindedness.\_\_5\_\_that most bestselling authors began writing when they were doing other things to earn a living. And today, even writers who are fairly \_\_6\_\_ often have to do other work to \_\_7\_\_their writing income.

As Harlan Coben has suggested it's a \_8\_ of priorities To make writing a priority, you'll have to \_9\_ some of your day-to-day activities and some things you really enjoy. Depending on your \_10\_ and your lifestyle. that might mean spending less time watching television or listening to music, though some people can write \_11\_ they listen to music. you might have to \_12\_ the amount of exercise or sport you do. You'll have to make social media an \_13\_ activity rather than a daily, time-consuming \_14\_. There'll probably have to be less socialising with your friends and less time with your family. It's a \_15\_ learning curve, and it won't always make you popular.

There's just one thing you should try to keep at least some time for, \_16\_ your writing and that's reading. Any writer needs to read as much and as widely as they can; it's the one \_17\_ supporter -something you can't do without.

Time is finite, The older you yet, the \_18\_it seems to go. We need to use it as carefully and as\_19\_as we can. That means prioritising out activities so that we spend most time on the things we really want to do. If you are a writer, that means\_20\_writing.

- |                             |                      |                        |                          |
|-----------------------------|----------------------|------------------------|--------------------------|
| 1. A. difficult             | <b>B. normal</b>     | C. steady              | D. pleasant              |
| 2. A. combined              | <b>B. compared</b>   | C. confused            | D. confronted            |
| 3. <b>A. If</b>             | B. Though            | C. Once                | D. Unless                |
| 4. A. enough                | B. strange           | C. wrong               | <b>D. easy</b>           |
| 5. A. Accept                | B. Explain           | <b>C. Remember</b>     | D. Suppose               |
| 6. <b>A. well-known</b>     | B. well-advised      | C. well-informed       | D. well-chosen           |
| 7. A. donate                | B. generate          | <b>C. supplement</b>   | D. calculate             |
| 8. A. cause                 | B. purpose           | <b>C. question</b>     | D. condition             |
| 9. A. highlight             | <b>B. sacrifice</b>  | C. continue            | D. explore               |
| 10. A. relations            | <b>B. interests</b>  | C. memories            | D. skills                |
| 11. A. until                | B. because           | <b>C. while</b>        | D. before                |
| 12. A. put up with          | B. make up for       | C. hang onto           | <b>D. cut down on</b>    |
| 13. A. intelligent          | <b>B. occasional</b> | C. intensive           | D. emotional             |
| 14. <b>A. habit</b>         | B. best              | C. decision            | D. plan                  |
| 15. A. tough                | <b>B. gentle</b>     | C. rapid               | D. funny                 |
| 16. A. in place of          | B. in charge of      | C. in response to      | <b>D. in addition to</b> |
| 17. <b>A. indispensable</b> | B. innovative        | C. invisible           | D. instant               |
| 18. A. duller               | <b>B. harder</b>     | C. quieter             | D. quicker               |
| 19. A. peacefully           | B. generously        | <b>C. productively</b> | D. gratefully            |
| 20. A. at most              | B. in turn           | C. on average          | <b>D. above all</b>      |

## 阅读

### Text 1

On a recent sunny day, 13,000 chickens roam over Larry Brown's 40 windswept acres in Shiner, Texas. Some rest in the shade of a parked car. Others drink water with the cows. This all seems random, but it's by design, part of what the \$6.1 billion U.S. egg industry bets will be its next big thing: climate-friendly eggs.

Over the past decade, producers have skillfully persuaded consumers to pay four times the price for a dozen eggs that are marketed as good for you (organic) or as much as seven times the cost for eggs raised under conditions considered better for the animals that laid them (pasture-raised and hand-harvested). That's no mean feat, given that a carton of conventional eggs can still be had for less than \$1. But savvy marketing has resulted in so-called specialty eggs grabbing about a third of the market today, and they're projected to hit 70% in five years. Now, Brown and his peers are betting they can profit further by adding another layer of premiumization: eggs from a special type of sustainable farm that can be trumpeted as being better for the planet.

These eggs, which are making their debut now on shelves for as much as \$8 a dozen, are still labeled organic and animal-friendly, but they're also from birds that live on farms using regenerative agriculture—special techniques to cultivate rich soils that can trap greenhouse gases. Such eggs could be marketed as helping to fight climate change.

"I'm excited about our progress," says Brown, who harvests eggs for Denver-based NestFresh Eggs and is adding more cover crops that draw worms and crickets for the chickens to eat. The birds' waste then fertilizes fields. Such improvements "allow our hens to forage for higher-quality natural feed that will be good for the land, the hens, and the eggs that we supply to our customers."

The egg industry's push is the first major test of whether animal products from regenerative farms can become the next premium offering. In barely more than a decade, organic eggs went from being dismissed as a niche product in natural foods stores to being sold at Walmart. More recently there were similar doubts about probiotics and plant-based meats, but both have exploded into major supermarket categories. If the sustainable-egg rollout is successful, it could open the floodgates for regenerative beef, broccoli, and beyond.

The industry is betting that the same consumers paying more for premium attributes such as free-range, non-GMO, and pasture-raised eggs will embrace sustainability. Surveys show that younger generations are more concerned about climate change, and some of the success of plant-based meat can be chalked up to shoppers wanting to signal their desire to protect the environment. Young adults "really care about the planet," says John Brunnquell, president of Egg Innovations. "They are absolutely altering the food chain beyond what I think even they understand what they're doing."

21. The climate-friendly eggs are produced
- A. at a considerably low cost
  - B. at the demand of regular shoppers
  - C. as a replacement for organic eggs
  - D. on specially designed farms
22. Larry Brown is excited about his progress in
- A. reducing the damage of worms
  - B. accelerating the disposal of waste
  - C. creating a sustainable system
  - D. attracting customers to his products
23. The example of organic eggs is used in Paragraph 4 to suggest .
- A. the doubts over natural foods
  - B. the setbacks in the egg industry
  - C. the potential of regenerative products
  - D. the promotional success of supermarkets
24. It can be learned from the last paragraph that young people
- A. are reluctant to change their diet
  - B. are likely to buy climate-friendly eggs
  - C. are curious about new foods
  - D. are amazed at agricultural advances
25. John Brunnquell would disagree with Julie Stanton over regenerative Products
- A. Market prospects
  - B. Nutritional value
  - C. Standard definition
  - D. Moral implications

### Text 2

More Americans are opting to work well into retirement, a growing trend that threatens to upend the old workforce model.

One in three Americans who are at least 40 have or plan to have a job in retirement

to prepare for a longer life, according to a survey conducted by Harris Poll for TD Ameritrade. Even more surprising is that more than half of “unretirees” – those who plan to work in retirement or went back to work after retiring – said they would be employed in their later years even if they had enough money to settle down, the survey showed.

Financial needs aren’t the only culprit for the “unretirement” trend. Other reasons, according to the study, include personal fulfillment such as staying mentally fit, preventing boredom or avoiding depression.

About 72% of “unretiree” respondents said that they would return to work once retired to keep mentally fit while 59% said it would be tied to making ends meet.

One reason for the change in retirement patterns: Americans are living longer. The share of the population 65 and older was 16% in 2018, up 3.2% from the prior year, according to the U.S. Census Bureau. That’s also up 30.2% since 2010.

Because of longer life spans, Americans are also boosting their savings to preserve their nest eggs, the TD Ameritrade study showed, which surveyed 2,000 adults between 40 to 79. Six in 10 “unretirees” are increasing their savings in anticipation of a longer life, according to the survey. Among the most popular ways they are doing this, the company said, is by reducing their overall expenses, securing life insurance or maximizing their contributions to retirement accounts.

Unfortunately, many people who are opting to work in retirement are preparing to do so because they are worried about making ends meet in their later years, said Brent Weiss, a co-founder at Baltimore-based financial-planning firm Facet Wealth. He suggested that preretirees should speak with a financial adviser to set long-term financial goals.

“The most challenging moments in life are getting married, starting a family and ultimately retiring,” Weiss said. “It’s not just a financial decision, but an emotional one. Many people believe they can’t retire.”

26. The survey conducted by Harris Poll indicates that

- A. over half of the retirees are physically fit for work
- B. the old workforce is as active as the younger one
- C. one in three Americans enjoy earlier retirement
- D. more Americans are willing to work in retirement

27. It can be inferred from Paragraph 3 that Americans tend to think that

- A. retirement may cause problems for them
- B. boredom can be relieved after retirement
- C. the mental health of retirees is overlooked
- D. “unretirement” contributes to the economy

28. Retirement patterns are changing partly due to

- A. labor shortages
- B. population growth
- C. longer life expectancy
- D. rising living costs

29. Many “unretirees” are increasing their savings by

- A. investing more in stocks
- B. taking up odd jobs
- C. getting well-paid work
- D. spending less

30. With regard to retirement, Brent Weiss thinks that many people are

- A. unprepared
- B. unafraid
- C. disappointed
- D. enthusiastic

### Text 3

We have all encountered them, in both our personal and professional lives. Think about the times you felt tricked or frustrated by a membership or subscription that had a seamless signup process but was later difficult to cancel. Something that should be simple and transparent can be complicated, intentionally or unintentionally, in ways that impair consumer choice. These are examples of dark patterns.

First coined in 2010 by user experience expert Harry Brignull, “dark patterns” is a catch-all term for practices that manipulate user interfaces to influence the decision-making ability of users. Brignull identifies 12 types of common dark patterns, ranging from misdirection and hidden costs to “roach motel,” where a user experience seems easy and intuitive at the start, but turns difficult when the user tries to get out.

In a 2019 study of 53,000 product pages and 11,000 websites, researchers found that about one in 10 employs these design practices. Though widely prevalent, the concept of dark patterns is still not well understood. Business and nonprofit leaders should be aware of dark patterns and try to avoid the gray areas they engender.

Where is the line between ethical, persuasive design and dark patterns? Businesses should engage in conversations with IT, compliance, risk, and legal teams to review their privacy policy, and include in the discussion the customer/user experience designers and coders responsible for the company's user interface, as well as the marketers and advertisers responsible for sign-ups, checkout baskets, pricing, and promotions. Any or all these teams can play a role in creating or avoiding "digital deception."

Lawmakers and regulators are slowly starting to address the ambiguity around dark patterns, most recently at the state level. In March, the California Attorney General announced the approval of additional regulations under the California Consumer Privacy Act (CCPA) that "ensure that consumers will not be confused or misled when seeking to exercise their data privacy rights." The regulations aim to ban dark patterns — this means prohibiting companies from using "confusing language or unnecessary steps such as forcing them to click through multiple screens or listen to reasons why they shouldn't opt out."

As more states consider promulgating additional regulations, there is a need for greater accountability from within the business community. Dark patterns also can be addressed on a self-regulatory basis, but only if organizations hold themselves accountable, not just to legal requirements but also to industry best practices and standards.

31. It can be learned from the first two paragraphs that dark patterns.

- A. improve user experiences
- B. leak user information for profit
- C. undermine users' decision-making
- D. remind users of hidden costs

32. The 2019 study on dark patterns is mentioned to show.

- A. their major flaws
- B. their complex designs
- C. their severe damage
- D. their strong presence

33. To handle digital deception, businesses should
- A. listen to customer feedback
  - B. talk with relevant teams**
  - C. turn to independent agencies
  - D. rely on professional training
34. The additional regulations under the CCPA are intended to.
- A. guide users through opt-out processes
  - B. protect consumers from being tricked**
  - C. grant companies data privacy rights
  - D. restrict access to problematic content
35. According to the last paragraph, a key to coping with dark patterns is.
- A. new legal requirements
  - B. businesses' self-discipline**
  - C. strict regulatory standards
  - D. consumers' safety awareness

#### Text 4

Although ethics classes are common around the world, scientists are unsure if their lessons can actually change behavior; evidence either way is weak, relying on contrived laboratory tests or sometimes unreliable self-reports. But a new study published in *Cognition* found that, in at least one real-world situation, a single ethics lesson may have had lasting effects.

The researchers investigated one class session's impact on eating meat. They chose this particular behavior for three reasons, according to study co-author Eric Schwitzgebel, a philosopher at the University of California, Riverside: students' attitudes on the topic are variable and unstable, behavior is easily measurable, and ethics literature largely agrees that eating less meat is good because it reduces environmental harm and animal suffering. Half of the students in four large philosophy classes read an article on the ethics of factory-farmed meat, optionally watched an 11-minute video on the topic and joined a 50-minute discussion. The other half focused on charitable giving instead. Then, unbeknownst to the students, the researchers studied their anonymized meal-card purchases for that semester—nearly 14,000 receipts for almost 500 students.

Schwitzgebel predicted the intervention would have no effect; he had previously



found that ethics professors do not differ from other professors on a range of behaviors, including voting rates, blood donation and returning library books. But among student subjects who discussed meat ethics, meal purchases containing meat decreased from 52 to 45 percent—and this effect held steady for the study's duration of several weeks. Purchases from the other group remained at 52 percent.

“That's actually a pretty large effect for a pretty small intervention,” Schwitzgebel says. Psychologist Nina Strohminger at the university of Pennsylvania, who was not involved in the study, says she says she wants the effect to be real but cannot rule out some unknown confounding variable. And if real, she notes, it might be reversible by another nudge: “Easy come, easy go.”

Schwitzgebel suspects the greatest impact came from social influence—classmates or teaching assistants leading the discussions may have shared their own vegetarianism, showing it as achievable or more common. Second, the video may have had an emotional impact. Least rousing, he thinks, was rational argument, although his co-authors say reason might play a bigger role. Now the researchers are probing the specific effects of teaching style, teaching assistants' eating habits and students' video exposure. Meanwhile Schwitzgebel—who had predicted no effect—will be eating his words.

36. Scientists generally believe that the effects of ethics classes are

- A. hard to determine
- B. narrowly interpreted
- C. difficult to ignore
- D. poorly summarized

37. Which of the following is a reason for the researchers to study meat-eating?

- A. It is common among students.
- B. It is a behavior easy to measure.
- C. It is important to students' health.
- D. It is a hot topic in ethics classes.

38. Eric Schwitzgebel's previous findings suggest that ethics professors

- A. are seldom critical of their students
- B. are less sociable than other professors
- C. are not sensitive to political issues
- D. are not necessarily ethically better

39. Nina Strohminger thinks that the effect of the intervention is
- A. permanent
  - B. predictable
  - C. uncertain
  - D. Unrepeatable
40. Eric Schwitzgebel suspects that the students' change in behavior
- A. can bring psychological benefits
  - B. can be analyzed statistically
  - C. is a result of multiple factors
  - D. is a sign of self-development

## 新题型

Getting back into exercise can be challenge in thebest of times, but with gyms and in-person exercise classes off-limits to many people these days because ofcCOVID-19 concerns, it can be tricky to know where to start.And it's important to get the right dose of activity. "Too much too soon either results in injury orburnout,"" says Mary Yoke, PhD,a faculty member inGetting back intoexercise can be a challenge in thebest of times, but with gyms and in- person exercise classes off-limits to many people these days because ofcCOVID-19 concerns, it can be tricky to know where to start. And it's important to get the right dose of activity."Too much too soon either results in injury orburnout," says Mary Yoke, PhD, a faculty member in the kinesiology department at Indiana University inBloomington.

Follow this advice to return to exercise safely.

41. \_\_\_\_\_

Don't try to go back to what you were doing beforeyour break. If you were walking 3 miles a day, playing 18 holes of golf three times a week, or lifting 10-pounddumbbells for three sets of 10 reps, reduce activity to 1/mile every other day, or nine holes of golf once aweek with short walks on other days, or use 5-pounddumbbells for one set of 10 reps.

Increase time, distance, and intensity gradually. "This isn't something you can do overnight," Denay says.

But you'll reap benefits such as less anxiety and improved sleep right away.

42. \_\_\_\_\_

If you're breathing too hard to talk in complete sentences, back off. If you feel good, go a little longer or faster. Feeling wiped out after a session? Go easier next time. And stay alert to serious symptoms such as chest pain or pressure, severe shortness of breath or dizziness, or faintness, and seek medical attention immediately.

43. \_\_\_\_\_

Consistency is the key to getting stronger and building endurance and stamina.

Ten minutes of activity per day is a good start, says Marcus Jackavitz, DPT, a physical therapist at the University of Miami Hospital. All the experts we spoke with highly recommend walking because it's the easiest, most accessible form of exercise. Although it can be a workout on its own, if your goal is to get back to Zumba classes, tennis, cycling, or any other activity, walking is also a great first step.

44. \_\_\_\_\_

Even if you can't yet do a favorite activity, you can practice the moves. With or without a club or racket, swing like you're hitting the ball. Paddle like you're in kayak or canoe. Mimic your favorite swimming strokes. The action will remind you of the joy the activity brought you and prime your muscles for when you can get out there again.

45. \_\_\_\_\_

Exercising with others "can keep you accountable and make it more fun, so you're more likely to do it again," Jackovitz says.

You can do activities such as golf and tennis or take a walk with others and still be socially distant. But when you can't connect in person, consider using technology. Chat on the phone with a friend while you walk around your neighborhood. FaceTime or Zoom with a relative as you strength train or stretch at home.

You can also join a livestream or on-demand exercise class. silverSneakers offers them for older adults, or try EverWalk for virtual challenges.

Editor's Note: A version of this article also appeared in the January 2021 issue of

## Consumer Reports On Health.

- 41. C. start low go slow
- 42. E. listen to your body
- 43. A. make it a habit
- 44. F. go through the motions
- 45. B. don't go it alone

## 翻译

Although we try our best, sometimes our paintings rarely turn out as originally planned! Changes in the light, the limitations of your palette, and just plain old lack of experience and technique mean that what you start out trying to achieve sometimes doesn't come to life the way that you expected.

Although this can be frustrating and disappointing, it turns out that this can actually be good for you! Unexpected results have two benefits: for starters, you pretty quickly learn to deal with disappointment, and in time (often through repeated error) to realise that when one door closes, another opens. You quickly learn to adapt and come up with creative solutions to the problems the painting presents, and this means that thinking outside the box becomes second nature to the painter!

Creative problem solving skills are incredibly useful in daily life, and mean you're more likely to be able to quickly come up with a solution when a problem arises.

虽然我们尽了最大的努力,但有时我们的绘画作品几乎无法呈现出最初设想的样子。绘画环境的光线变化、绘画材料的局限,以及缺乏经验和技能意味着你开始尝试所呈现的作品可能会以未曾料到的方式所实现。

虽然这可能会令人沮丧和失望,但事实证明这实际上对你有好处。意想不到的结果有两个好处:首先,你很快学会应对失望的心情,并意识到当上帝为你关了一扇门,将会为你打开一扇窗。你很快就能学会调整自我,并找到创造性的解决方案来解决绘画时呈现出的问题,这意味着跳出固有思维思考问题会成为第二天赋。

创造性解决问题的技能在日常生活中非常有用，这意味着当问题出现时，你更有可能迅速找到解决方案。

## 作文

### Part A

Suppose you are planning a campus food festival to international students in your university. Write an email to them to

- 1) introduce the festival, and
- 2) invite them to participate.

范文:

Dear all,

I am writing to introduce the coming food festival in more detail and I would like to invite all of you to come.

The food festival will take place next Friday at the International Student Center. Our Chinese students will prepare and display some famous Chinese cuisines. You are welcome to have a try with your best friends. By tasting these mouth-watering foods, you may have a clear perspective of dietary habits and culture of Chinese people. Moreover, participating in the food festival will enable you to make more Chinese friends and enrich your extracurricular life.

It will be enjoyable and educational to participate in the event. If you are interested in it, please take your phone to scan the QR code for registration. I look forward to your presence.

Best wishes,  
Li Ming

译文:

亲爱的各位:

我写这封信是为了详细介绍即将到来的美食节，我想邀请大家来参加。

美食节将在下周五在国际学生中心举行。我们的中国学生将准备和展示一些著名的中国菜。欢迎你和你最好的朋友一起来品尝。通过品尝这些令人垂涎的食物，你可能会对中国人的饮食习惯和文化有一个清晰的认识。此外，参加美食节可以让你结交更多的中国朋友，丰富你的课外生活。

参加这个活动将是愉快且有教育意义的。如你有兴趣，请用手机扫描二维码报名。期待你们的光临。

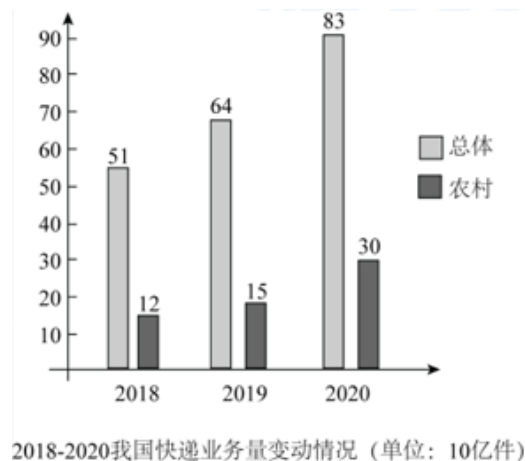
祝好，  
李明

### Part B

48. Directions : Write an essay based on chart below. In your writing, you should

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

You should write about 150 words on the ANSWER SHEET(15points)



### 范文:

The bar chart shows some remarkable changes with regard to the business scale of the express delivery in China from 2018 to 2020. It is clear that the overall number of express parcels rose substantially from 51 billion to 83 billion. Meanwhile, the corresponding figure for the countryside also witnessed an upward trend, increasing from 12 billion to 30 billion.

Reasons for the survey result can be summarized as follows. Firstly, it is a well-established fact that the express industry has achieved great development outcomes in recent years. Therefore, many people would like to use the express service, especially considering that it can increase their efficiency. Secondly, under no circumstances can we deny that rural residents aspire to satisfy their higher-level needs for shopping. Thus, online shopping has gained much popularity, which contributes to the prosperity of the delivery business.

To sum up, data regarding the express delivery has been well-organized and well-presented in the chart. It seems to me that the express industry is expected to see a further rise in the near future.

### 译文:

该柱状图显示了 2018 年至 2020 年中国快递业务规模的一些显著变化。很明显, 快递包裹的总数量从 510 亿件大幅上升到 830 亿件。与此同时, 农村的相应数字也呈现上升趋势, 从 120 亿增加到 300 亿。

这个调查结果产生的原因如下: 首先, 快递行业近年来取得了巨大的发展成果, 这是一个不争的事实。因此, 很多人愿意使用快递服务, 特别是考虑到它可以提高人们的效率。其次, 我们绝不能否认, 农村居民渴望满足他们更高层次的购物需求。因此, 网上购物获得了很大的普及, 这有助于快递业务的繁荣。

综上所述, 关于快递的数据在图中已得到很好地组织并呈现。在我看来, 快递业在不久的将来有望有进一步的发展。