

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)

What impact can mobile phones have on their users' health has been hotly discussed or even debated. Many individuals are concerned about the 1 ill effects caused by radiation from handsets and base stations, despite the lack of scientific evidence of any 2. But evidence for the beneficial effects of mobile phones on health is rather more 3. Indeed, a systematic review 4 by Rifat Atun and his colleagues at Imperial College, rounds up 150 examples of the use of text-messaging in the sphere of 5 care. These uses fall into three 6: efficiency gains; public-health gains; and direct 7 to patients by integrating text-messaging into treatment systems.

While using texting to boost efficiency is not 8 science, big savings can be achieved. Several trials carried out in England have 9 that the use of text-messaging reminders 10 the number of missed 11 with family doctors and with hospital by from 26% to 39% and from 33% to 50% respectively. 12 such schemes were rolled out nationally, this would translate into annual savings of 256 to 364 million dollars.

Text messages can also be a good way to 13 public-health information, particularly to groups who are 14 to reach by other means. Text messages have been used in India to 15 people about the World Health Organization's strategy to control lung disease. In Iraq, text messages were used to support a(n) 16 to immunize nearly 5 million children from paralysis.

Finally, there are the uses of text-messaging as part of a 17 system. These involve sending reminders to patients to 18 their medicine, or to encourage

accordance with exercise regimes. 19, Dr. Rifat notes that the evidence for the effectiveness of such schemes is generally anecdotal, and more quantitative research is 20 to make it more reliable.

1. [A] composed [B] proposed [C] supposed [D] exposed
2. [A] relax [B] subject [C] scheme [D] harm
3. [A] scarce [B] abundant [C] constant [D] dominant
4. [A] conveyed [B] interviewed [C] performed [D] encountered
5. [A] health [B] wealth [C] safety [D] welfare
6. [A] categories [B] tendencies [C] options [D] opportunities
7. [A] guidance [B] benefits [C] reason [D] result
8. [A] contemporary [B] conservative [C] variable [D] profound
9. [A] relieved [B] recovered [C] revived [D] revealed
10. [A] reduces [B] degrades [C] descends [D] depresses
11. [A] assignments [B] appointments [C] assessments [D] agreements
12. [A] Unless [B] Although [C] Because [D] If
13. [A] deliver [B] defend [C] denote [D] derive
14. [A] liable [B] likely [C] hard [D] bold
15. [A] designate [B] inform [C] adopt [D] contact
16. [A] campaign [B] infrastructure [C] dilemma [D] epidemic
17. [A] diagnosis [B] treatment [C] prescription [D] symptom
18. [A] have [B] carry [C] obtain [D] take
19. [A] Moreover [B] Likewise [C] However [D] Indeed
20. [A] analyzed [B] shared [C] expected [D] displayed

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

An old saying has it that half of all advertising budgets are wasted — the trouble is, no one knows which half. In the Internet age, at least in theory, this fraction can be much reduced. By watching what people search for, click on and say online, companies can aim “behavioral” ads at those most likely to buy.

In the past couple of weeks a quarrel has illustrated the value to advertisers of such fine-grained information: Should advertisers assume that people are happy to be tracked and sent behavioral ads? Or should they have explicit permission?

In December 2010 America’s Federal Trade Commission (FTC) proposed adding a “do not track” (DNT) option to internet browsers, so that users could tell advertisers that they did not want to be followed. Microsoft’s Internet Explorer and Apple’s Safari both offer DNT; Google’s Chrome is due to do so this year. In February the FTC and Digital Advertising Alliance (DAA) agreed that the industry would get active in responding to DNT requests. On May 31st, Microsoft set off the row: It said that Internet Explorer 10, the version due to appear with Windows 8, would have DNT as a default.

Advertisers are horrified. Human nature being what it is, most people stick with default settings. Few switch DNT on now, but if tracking is off it will stay off. Bob Liodice, the chief executive of the Association of National Advertisers, says the consumers will be worse off if the industry cannot collect information about their preference.

It is not yet clear how advertisers will respond. Getting a DNT signal does not oblige anyone to stop tracking, although some companies have promised to

do so. Unable to tell whether someone really objects to behavioral ads or whether they are sticking with Microsoft's default, some may ignore a DNT signal and press on anyway.

Also unclear is why Microsoft has gone it alone. After all, it has an ad business too, which it says will comply with DNT requests, though it is still working out how. If it is trying to upset Google, which relies almost wholly on default will become the norm. DNT does not seem an obviously huge selling point for windows 8 — though the firm has compared some of its other products favorably with Google's on that count before. Could it really be so simple as Brendon Lynch, Microsoft's chief privacy officer, blogged: "we believe consumers should have more control."

21. It is suggested in paragraph 1 that behavioral ads help advertisers to _____.

- [A] ease competition among themselves
- [B] lower their operational costs
- [C] avoid complaints from consumers
- [D] provide better online services

22. "The industry" (Line 6, Para.3) refers to _____.

- [A] online advertisers
- [B] e-commerce conductors
- [C] digital information analysis
- [D] internet browser developers

23. Bob Liodice holds that setting DNT as a default _____.

- [A] cuts the number of junk ads
- [B] fails to affect the ad industry
- [C] will not benefit consumers
- [D] goes against human nature

24. Which of the following is true according to Paragraph 5?
- [A] DNT may not serve its intended purpose.
 - [B] Advertisers are willing to implement DNT.
 - [C] DNT is losing its popularity among consumers.
 - [D] Advertisers are obliged to offer behavioral ads.
25. The author's attitude towards what Brendon Lynch said in his blog is one of _____.
- [A] indulgence
 - [B] tolerance
 - [C] appreciation
 - [D] skepticism

Text 2

Web allows us to move information online that now resides in paper form. Electronic commerce notches up month-by-month too. Microsoft, for example, purchases millions of dollars of PCs online instead of by paper.

However, that is not a fundamental change and therefore cannot be perceived as electronic commerce in a real sense and net promises a much more convenient life far beyond commerce in the future. It has just enhanced the efficiency of an existing process but can't match buyers and sellers who would not previously have found each other. When you go to a book site and find an obscure book that you never would have found in a physical bookstore, that is a new type of commerce.

Today, more than half of all PCs are still not connected to the Web. Getting communications spending down and making all the software simpler will bring in those people, and that, in turn, will move us closer to the critical mass that

will make the Web lifestyle everyone's lifestyle. One element that people underestimate is the degree to which the hardware and software will improve. Just take one aspect: screen technology. I do my e-mail on a 20-inch liquid crystal display (LCD) monitor, which is not available at a reasonable price yet, but will be in two years.

Interaction with the Web also will improve, making it much easier for people to be involved. Today the key words we use to search the Web, even the so-called superb engine Google, often return too many articles to sort through, many of them out of context. You want to learn about the fastest computer chip available, you might end up getting responses about potato chips being delivered in fast trucks.

It is a promising fact that we shall be either speaking or typing sentences into the computer. If you inquire about the speed of chips, the response will be about computers rather than potatoes. Verbal recognition also means that you may very well call in on a phone and ask if you have any new messages, or check on a flight, or check on the weather.

To project that it will take over ten years for these transformations to take place seems somewhat conservative. The Web will be as much a way of life as the car by 2015. Probably before.

26. According to the writer, real electronic commerce should _____.

- [A] improve the efficiency of transactions fundamentally
- [B] gather buyers and sellers together before transactions
- [C] make new buyers and sellers find each other on Internet
- [D] offers goods that can be found in physical stores

27. According to the author, the obstacles to wide connection to Web are _____.

- [A] high cost and unfriendly software
[B] backward lifestyle and close relation
[C] mass low interest and criticism
[D] low efficiency of web sites
28. The author mentions potato chips in the text to demonstrate _____.
[A] the defect of computers at the present stage
[B] the similarity between a computer chip and a potato chip
[C] the richness of information available on the web
[D] the irrelevant responses the web sometimes offers
29. With regard to the improvement of web services, the author seems _____.
[A] skeptical
[B] pessimistic
[C] optimistic
[D] objective
30. The best title of the text is probably _____.
[A] Web: A New Way of communication
[B] Web: A New Way of Life
[C] Web: A New World of Commerce
[D] Web: A New Area of Technology

Text 3

Public anger over high levels of executive pay has provoked new government proposals in Britain for binding shareholder votes on compensation committee reports. This will mark a revolution in corporate governance, as shareholders would vote both on the past year's awards and on the coming year's plans for salary increases, bonuses and long-term share awards, although

boards will find it difficult to deal with such intervention in complex pay structures.

As a former chairman and member of several remuneration committees, I support the move to a binding ‘say on pay’ vote, despite its difficulties. The market for chief executives has a number of inherent flaws which can be improved by regulation. There is a strong element of ‘winners take all’ behaviour in this market, just as for top athletes or musicians. If a board has good ones, it will want to keep them and keep them motivated. The motivational considerations also explain why there is so much inertia (惰性) in the bonus element of pay even during a year of poor results.

The other side of this coin is that there is nothing more damaging to a company than a poor CEO, one who does not live up to the task or who creates a negative internal culture. But in such a case, the board’s response will not be to deduct the bonus, but to find someone new. Unless there is an in-house successor, this often drives up the pay because it will be necessary to appeal to the preferred candidate away from their current employer.

These market characteristics have the effect of escalating executive pay. To counterbalance this, it is helpful to enhance the intervention power of shareholders. This has already happened to some extent with the advisory vote on compensation reports, as shown by the recent cases of large negative votes by shareholders in Barclays, Aviva and Xstrata.

There are, of course, potential hazards to this approach. Shareholders may simply vent their anger at other aspects of corporate strategy through the vehicle of the compensation vote, leaving the way forward unclear. But it is also possible that giving shareholders more power will render them to accept the responsibility that comes with such engagement. If more shareholder engagement can lead to better understanding and simpler pay structures, then the

extra burdens on both boards and investors imposed by binding votes will be well justified.

31. According to paragraph 1, shareholders in Britain _____.

- [A] are angry with government's high level of governance
- [B] will play their role in deciding the distribution of payouts
- [C] find the present situation hard to properly deal with
- [D] can offer proposals in the vote of executives to a firm

32. The author is in favor of binding 'say on pay' vote because _____.

- [A] the present recruit system for executives is not ideal
- [B] "winner takes all" behaviors should be encouraged
- [C] good executives are hard to get unless well paid
- [D] top executives behave just as athletes or musicians

33. We can learn from paragraph 3 that _____.

- [A] a company will motivate executives by reducing their bonus
- [B] a poor CEO appeals to new ones from other companies
- [C] a successor of the poor CEO is likely to get a higher pay
- [D] executives from the present employees perform better

34. The intervention of the power of shareholders can prevent _____.

- [A] executives leaving a company
- [B] a company releasing a false report
- [C] executives giving negative advice
- [D] the general rise of executives' pay

35. Generally speaking, the author's attitude toward shareholders' intervention is _____.

- [A] critical
- [B] supportive
- [C] scornful

[D] objective

Text 4

The question of ethics in the legal profession is one that has plagued the industry since its dawn. The common image of an attorney is one who will resort to any trick to twist the laws to meet his purposes. Much to the contrary, however, defense attorneys provide a valuable service that should earn them praise, not be found fault with.

While it is true that every lawyer will do everything within his power to interpret the laws in the manner that is most favorable to his client, such a characterization is by no means limited to defense attorneys and shouldn't be solely condemned. The prosecutor (公诉人) will do nothing better, employing all his legal knowledge and know-how to establish the guilt of the defendant. In this respect, the vague nature of the law is highlighted, and it becomes a virtual necessity for each side to use every tool at their disposal, on the assumption that the other side will also use every tool at his. The net result emerges as a positive, leaving nothing but the truth, clearer and devoid of manipulation, presented for the jury's consideration.

The defense attorney is a vital element of the American judicial system. Without him the defendant would stand no chance whatsoever. And under the constitution, even the most "evident guilty" defendants are guaranteed the right to a fair trial, involving someone able and willing to advocate on his behalf. Of course, there are bad apples in the industry whose only concerns are their wallets. By and large, however, without defense attorneys, the system would translate into a mere machine in which defendants are assumed guilty without a chance to argue or prove otherwise and many innocent people falsely charged with crimes would be severely punished for offenses that they didn't commit.

It is a basic fact that the antitheses system of justice in the United States is necessary. With two parties round after round cross swords, it's possible for the facts presentation and evaluation to be fairest and most unbiased. Without defense attorneys, that system cannot be carried out, and would result in a loss of the civil liberties that the nation enjoys and treasures. To that end, all of those who make that process a reality, deserve our support and admiration, not our skeptics and frowns.

36. Most people regard attorneys as _____.

- [A] industrious
- [B] immoral
- [C] valuable
- [D] imaginative

37. According to paragraph 2, the author thinks lawyers' twist of laws as normal because _____.

- [A] it is a trick used by both parties in court trial
- [B] it saves clients who are innocent of a crime
- [C] it reflects the lawyers being conscientious
- [D] it can help to largely eliminate the flaws in laws

38. According to paragraph 3, defense attorneys can _____.

- [A] protect the basic civil right of defendants
- [B] create chances for the constitution to be modified
- [C] charge the lawyers not caring for real justice
- [B] ensure every innocent defendant not be punished

39. The word "antitheses" is closest to the meaning of _____.

- [A] temporary
- [B] cautious
- [C] tolerant

[D] opposite

40. The best title for this passage would be _____.

[A] Worsening and Declining Ethics

[B] A Profession Under Attack

[C] A Misunderstood Profession

[D] Elements of the Judicial System

Part B

Directions:

Read the following text and answer the 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 right column. Mark your answer on ANSWER SHEET 1. (10 points)

Innovation: More bang for your buck is the priority

The world of the ratings agencies rarely collides with the universe of global healthcare. But when Standard & Poor's this year produced research to show that rising healthcare costs are now the main threat to developed countries' credit worthiness, it threw into sharp relief the imperatives facing international health systems. The struggle to do more with less, acute in all public services, is most challenging of all in the arena of healthcare.

John Appleby, chief economist of the King's Fund, likes to quote a chart compiled by the Congressional Budget Office in the US, which shows that, if growth in health spending continues to exceed growth in gross domestic product at its current rate, it will, within 70 years, consume 99 per cent of the nation's economic output.

Jennifer Dixon, another prominent think-tank, says the imbalance between demand and supply must be addressed, even in countries that have escaped the

worst damage of the recession. She says “Even if you’re Germany you have to start looking at value for money.” She believes the truly “moving, shaking force” in achieving this may turn out to be the growing availability of electronically-collected, routine information that can help to spot unwarranted differences in the number of tests that doctors are ordering for their patients.

There is a growing belief that a “capitation” system is the best way to improve co-ordination between hospitals, primary care and community care. Under this system, providers are paid a set sum for each patient, regardless of the quantity or nature of the services provided. The best-known example of the system is the big US integrated care organisation, Kaiser Permanente, which is made up of multi-speciality medical groups, hospitals and a health plan. For each of its 9m patients, Kaiser has an electronic record that covers both community and hospital settings.

“If you are in a medical office building and some type of test is performed and you walk literally across the street to the hospital, the notes of the doctor over here are now immediately visible over there, or anywhere we happen to be,” says Hal Wolf, senior vice-president at The Permanente Federation, Kaiser Permanente. But he says that coordinated, high quality care is delivered by teams rather than individuals, so there are dangers in trying to tie payments too directly to the performance of a single doctor.

Across all health systems, this focus on prevention may increasingly involve patients playing an active role in tackling their own health problems. Richard Saltman, a professor of health policy and management, says an important question is “how do you restructure the expectations in terms of what the patient is responsible for in changing behaviour?”

In healthcare, as in so much else, the world has spun on its axis since the financial crisis. For doctors and their patients, the challenges to established

working practices and entrenched expectations of what health systems will provide are only just beginning.

	[A] thinks that a patient's responsibilities should be clarified.
41. John Appleby	[B] keeps electronic records of a patient's conditions both in and out hospitals.
42. Jennifer Dixon	[C] believes health care is not ideal
43. Kaiser Permanente	[D] worries about health spending increasing faster than GDP.
44. Hal Wolf	[E] asks people to pay attention to the value for money.
45. Richard Saltman	[F] warns the negative effect of the correlation between a doctor's income and performance.
	[G] insists that there is an imbalance between the number of doctors and patients.

Section III Translation

46. Directions:

In this section there is a text in English. Translate it into Chinese. Write your translation on ANSWER SHEET2. (15points)

Some people fret that if more women work rather than mind their children, this will create negative social externalities, such as a lower birth rate. Others fear that women's move into the paid labor force can come at the expense of children. Nevertheless, in countries such as Japan, Germany and Italy, which are all troubled by the shrinking populations, far fewer women work than in America. If female labor-force participation in these countries rose to American levels, it would give a helpful boost to these countries' growth rates.

Likewise, in developing countries where girls are less likely to go to school than boys, investing in education would deliver huge economic and social returns. Not only will educated women be more productive, but they will also bring up better educated and healthier children. More women in government could also boost economic growth: studies show that women are more likely to spend money on improving health, education, infrastructure and poverty and less likely to waste it on tanks and bombs.

Section IV Writing

Part A

47. Directions: You are a graduate student of X University, and you are interested in the position of marketing manager that is advertised on a newspaper. Write a letter to the company stating the reasons for your application, your qualification for the position, and asking for an interview.

Your should write about 100 words on ANSWER SHEET 2

Do not sign your own name at the end of the letter. Use “**Zhang Wei**” instead.

Do not writer the address. (10 points)

Part B

48. Directions:

In this section, you are asked to write an essay based on the following table. In your writing, you should 1) Interpret the table and 2) Give your comments.

You should write at least 150 words.

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

People's Daily Expenses From 2002 To 2005

	2002	2003	2004	2005
Food	65%	60%	48%	35%
Clothing	8%	9%	12%	17%
Recreation	3%	5%	7%	10%
Others	24%	26%	33%	38%