Unit 4

**Part I Listening Comprehension**

**Section A (5 points)**

1. A. He thought the questions were somewhat easy.

B. He wanted to know what the woman thought.

C. He had difficulties with the exam.

D. He didn’t want to think about the exam.

2. A. Collect papers for the man. B. Do the typing once again.

C. Check the paper for typing errors. D. Read the whole newspaper.

3. A. It is wiser to take more than four courses.

B. The man will take four courses next term.

C. There are too many courses offered to students.

D. The woman should take fewer courses next term.

4. A. She took somebody to hospital.

B. Something went wrong with the bus.

C. Something prevented her from catching the bus.

D. She came on foot instead of taking a bus.

5. A. Ten o’clock. B. Nine-thirty.

C. Nine o’clock. D. Five o’clock.

**Section B (5 points)**

**Conversation 1**

6. A. An officer. B. A stranger. C. A policeman. D. A friend.

7. A. She must walk back for about a block.

B. She must walk two more blocks.

C. She must walk down a block to Granger.

D. She must walk down a block to Forest.

8. A. She walked one more block.

B. She missed it when she arrived at the store.

C. She didn’t know where it is.

D. She went in the wrong direction.

**Conversation 2**

9. A. How much they enjoy their food. B. The cause of their discomfort.

C. The disadvantage of sitting in the sun. D. The good appetites.

10. A. The meat. B. The peaches. C. The soup. D. The fish.

**Section C (5 points)**

A large store was having its spring sale on shoes and boots. It was the first day of the sale, and the shoe department was full of people who were 11 buying them. There were all kinds of shoes and boots in a 12 of colours and the prices had been reduced a lot because the store wanted to get rid of as many as possible in order to make room for their new 13 .

The cashiers were kept busy, and at one moment a woman came to one of them with her money in her hand and said, “I don’t need a bag, thank you. I’m wearing the shoes I 14 .” She pointed to them on her feet.

“Would you like a bag to put your old shoes in then?” The cashier asked 15 as she took the woman’s money.

“No, thank you,” the woman answered quickly, “I’ve just sold those to someone else.”

**Part ⅱ Reading Comprehension (35 points)**

**Task 1**

The market investigation is indispensable to sales promotion. They are closely related as the lips and teeth, so to speak. What you produce is for sale on the market. It would be impossible to succeed in selling a product without first investigating the market.

In the international market, goods on sale coming from different countries and suppliers are always facing strong competition. Under such circumstances, they will try everything possible to familiarize themselves with the market conditions. In making investigations, we ought to get information about what similar items the competitors are offering on the market, what prices they are quoting (报价), what features their products have, who are their regular customers, etc. Then, how can we obtain such information? There are many channels that we can make use of in doing this sort of work. Our concerned departments abroad can help us in making market investigations. Nowadays, our import and export corporations send their trade groups abroad every now and then. One of their purposes is to make market surveys on the spot.

Certainly, face-to-face talks with foreign businessmen are also important channels to get market information. The Chinese Export Commodities Fairs and some other fairs of similar nature as well as visits of foreign businessmen provide us with such opportunities. Of course, there are some other ways of making market investigations.

1. In making market investigation, one should\_\_\_\_\_\_\_\_.

A. get enough information concerned B. advertise his products

C. produce high quality goods D. none of the above

2. The word “indispensable” in the first line means\_\_\_\_\_\_\_\_.

A. impossible B. essential C. advisable D. available

3. Which of the following statements is NOT true?

A. The relationship between market investigation and sales promotion is just as that of the lips and teeth.

B. It is impossible to succeed in selling a product without market investigation.

C. There are various ways of making market investigation.

D. Production goes before market investigation.

4. Making market investigation is very important because\_\_\_\_\_\_\_\_.

A. in market, goods on sale are numerous

B. every producer is facing strong competition

C. it can greatly promote sales

D. all of the above

5. All the following are channels to get market information EXCEPT\_\_\_\_\_\_\_\_.

A. to have our concerned department abroad

B. to promote the quality of our own products

C. to send trade groups abroad every now and then

D. to have face-to-face talks with foreign businessmen

**Task 2**

Today the official language of the United States and most of Canada is English. However, French almost became the official language because of a war.

The French and Indian War was fought between 1754 and 1763. The name of this war is not accurate because the war was actually between England and France. The Indians fought on the side of the French.

France and England were trying to achieve control of North America. France held Canada, and England held part of what is now the United States. However, France tried to expand its land by moving southward into New York, Pennsylvania, Ohio, and Virginia. When the French built a fort(堡垒) on the Ohio River, the residents in Virginia sent George Washington to attack the fort in 1754. However, the French defeated Washington.

The French, aided by the Indians, outsmarted(智胜) the English and won many early battles. Later, the British began to do well against the French. In the final battle in Quebec, Canada, General Wolfe of England faced General Montcalm from France. Both generals died in this battle, but the English outlasted the French and won the battle. Thus, most of North America today has the English culture and language.

6. A good title for this passage is\_\_\_\_\_\_\_\_.

A. The French and Indian War B. The English Language

C. Washington’s Army D. Official Language

7. The word “achieve”（Para. 3, L. 1） means\_\_\_\_\_\_\_\_.

A. borrow B. get C. buy D. lose

8. We may conclude that George Washington preferred the\_\_\_\_\_\_\_\_.

A. Canada B. French C. Indians D. English

9. General Wolfe died in\_\_\_\_\_\_\_\_.

A. England B. France C. Canada D. India

10. Washington lost his battle at the fort on the Ohio River\_\_\_\_\_\_\_\_.

A. at the beginning of the war B. in the middle of the war

C. at the end of the war D. during the war

**Task 3**

The Chinese have used a method called acupuncture(针灸) to perform operations for about 4 000 years without putting the patient to sleep. This involves placing flexible needles into certain parts of the body. The needles are available in a number of stores in China and anyone may buy them.

To learn how to use the needles takes about one month of training. But to be skillful requires greater time. The person who performs the acupuncture knows how to put in the needles so the needles themselves are not painful. This person also knows where to place the needles so the patient feels no pain in the area where the operation is to be performed. A particular operation might require 25 or more needles placed in various parts of the body. But now this operation requires only 3 or 4 needles.

Today, the Chinese doctors are trying to learn more about acupuncture. They are trying to develop a convincing(令人信服的) theory to explain how the needles work in preventing pain, or why a needle in the wrist, for example, would prevent the pain in the area of the mouth.

A patient who needs an operation is given a choice between having acupuncture or having one of the chemicals used for putting him to sleep. It has been estimated that over half of the patients choose acupuncture because there is no sickness after the operation and because the chemical may make the patient sick for a few hours or a day.

11. Acupuncture is\_\_\_\_\_\_\_\_.

A. a medical operation B. a medical needle

C. a medical technique D. a medical machine

12. Which statement is NOT true of the performer of acupuncture?

A. He knows where to place the needles without pain.

B. He knows where the operation is to be performed.

C. He knows how to perform the operation to cure the patient.

D. He knows how to use the needles in an operation.

13. To learn how to use the needles, it takes a person\_\_\_\_\_\_\_\_.

A. several months B. a couple of weeks

C. a life time D. almost one month

14. It can be learned from the passage that\_\_\_\_\_\_\_\_.

A. the person performing the acupuncture knows a lot about the making of needles

B. an operation now needs fewer needles than in the past

C. acupuncture has existed in China for as long as 2 000 years

D. few patients prefer acupuncture to chemicals

15. Which is implied but NOT stated in the passage?

A. The Chinese mainly use acupuncture to cure strange disease.

B. The Chinese are learning to be more skillful and efficient in acupuncture.

C. The Chinese have spread acupuncture all over the world.

D. Most Chinese patients prefer acupuncture to chemicals in curing diseases.

**Task 4**

Lawson & Company

1470 St. Louis Street

Los Angeles, CA90015

U.S.A

Gentlemen,

Many thanks for your letter of September 10, 2004. We are interested to hear that you saw our advertisement in the SILK GARMENTS (服装), and appreciate your interest in Peony (牡丹) brand products we stock.

We are enclosing a copy of our terms of business, where you will find details of our quantity discounts and our price list for the complete range of Peony products. As you will see, we can grant special terms for orders of the value you mention.

By the way, our sales representative for the United States will be in California from the 20th to the 26th of this month, and we have asked him to discuss the terms of an order with you or to negotiate a contract.

We hope our products will be just what you want for the fashionable trade (时装生意), and look forward to the opportunity of performing our reliable services.

Yours truly,

Li Qiang

Sales manager

16. Who is the receiver of this letter?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

17. What kind of discount is offered?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

18. Who will pay a visit to the importer some time this month?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

19. What’s the purpose of this interview?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

20. How does the exporter describe their services?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Part ⅲ Decide whether the statements are true (T) or false (F) according to the

passage. 1\*5

( )1. The guide needn’t attach much more importance to food service because it’s

not a pivotal part for him.

( )2. If the tourists put forward some special dietary demand after they arrive, the

guide shouldn’t content them.

( )3. Whenever the tourists raise the demand for changing the food, the guide

should satisfy them.

( )4. If a tourist falls sick and wants to dine in the guest room, the guide should

meet his demand, and the tourist doesn’t have to pay the service charge.

( )5. The guide should recommend those licensed restaurants with a good reputation

to the tourists who want to sample the local food.

Part ⅳFill in the blanks with the proper words given below. Change their forms if necessary. 1\*5

Important universal represent find tender

Today Chinese cooking is \_\_\_\_\_\_known as one of the best cuisines all over the world .

In addition Chinese cooking attaches much more \_\_\_\_\_\_to the color ,fragrance,taste and shape.

Chengdu and Chongqing food are \_\_\_\_\_\_\_of Sichuan cuisine.

Shandong cuisine is well-known for its light seasoning ,freshness ,\_\_\_\_\_\_\_and delicacy.

Zhu Yuanzhang ,the \_\_\_\_\_\_\_\_of the Ming Dynasty ,liked the Jiangsu cuisine so much that he once designated it as as an imperial court cuisine.

partⅴ Complete the following passage according to what you’ve learnt. 1\*10

The guide should pay great \_\_\_1\_\_\_to food service and deal with the special\_\_\_2\_\_\_\_seriously and reasonably. When the tourist \_\_\_3\_\_\_\_some special dietary demands because of

religious \_\_\_\_4\_\_\_\_\_，customs or other \_\_\_\_5\_\_\_\_,the local guide should contact the restaurant in advance and content the tourist if possible. If the tourist puts \_\_\_\_6\_\_\_\_\_\_the demand of changing the food just before the meal, the guide shouldn’t\_\_\_7\_\_\_\_\_ it, but he should tell them the reason. When some tourists ask for dining alone because of interior\_\_\_8\_\_\_\_\_, the guide should\_\_\_\_9\_\_\_\_\_ it patiently and asks the tour leader to mediate. When the tourist falls ill and asks for dining in the guest room, the guide should take the meal to the \_\_\_\_10\_\_\_\_\_\_\_\_ himself if possible.The guide should recommend those licensed and reputable restaurants to the tourists if they want to sample some local dishes.

partⅵ Complete the following dialogue according to what you've learnt. 1\*10

Situation: The tourists would like to sample some local dishes in Beijing. The guide recommends Peking Roast Duck to them and deals with some special demands for them.

(G = local guide, T = tourists)

T: We’d like to sample some local food\_\_\_1\_\_\_\_?

G：\_\_\_\_\_2\_\_\_\_\_\_

T: Could you tell us something about it?

G： Yes, of course. First of all, the recipe of Peking Roast Duck is very unique, and it was first developed by a chef in the service of an emperor in the Ming Dynasty, Ducks are immersed in\_\_\_\_3\_\_\_\_\_\_\_ and roasted over flames stoked by \_\_\_\_\_4\_\_\_\_\_\_\_\_such as peach,Chinese date and pear to lend a distinctive aroma to the meat. What’s more,\_\_\_\_\_5\_\_\_\_\_\_\_\_,the chef will bring the whole duck to the table and then cut the meat into\_\_\_\_6\_\_\_\_\_\_\_\_,each with both crisp skin and \_\_\_\_7\_\_\_\_\_\_\_\_ ,

T: Sounds good! And which restaurant can offer the best Peking Roast Duck?

G：Quanjude is the most well-known Peking Roast Duck restaurant in Beijing.

T： Could you please tell us why it is so famous?

G: Well, Quanjude was established in 1864 with a long history of more than \_8\_\_ years. The restaurant has an excellent reputation because it has used the recipe once used by \_\_\_\_9\_\_\_\_.The duck is golden brown, \_\_10\_\_, and very delicious.

T： Can we have dinner at Quanjude tonight?

Part ⅶ Writing 1\*20

Introduction to Mount Tai