# 电子科技大学

# 2014 年攻读硕士学位研究生入学考试试题

# 考试科目: 621 英语水平测试

# 注:无机读卡, 所有答案必须写在答题纸上, 写在试卷或草稿纸上无效.

### Part I Reading Comprehension (40 points).

**Directions:** In this part there are 5 passages, each with some questions or incomplete statements. Read them carefully and then choose from the four suggested answers marked A. B. C. and D to answer the questions or complete the statements. Please write your answers on the Answer Sheet.

### Passage 1

First, the university will take on an even larger role in assisting pre-college education in preparing students for study and work. Success on college is greatly impacted by student preparation. Thus, the university will need to take more responsibility in guiding the process in college preparation.

Partnerships with corporations and businesses will become a greater part of university involvement. The 21st century will see expansion of partnerships of this type particularly with research universities. These will take on different forms. They will involve collaboration for education of an older workforce, collaboration for organizational and process improvement in both types of organizations, agreements for special consideration in student recruitment and internships, and employment and funding between the partners. Each will need to undergo some modification of culture as these changes occur.

The convener role involves bringing people to campus to address certain important issues. It means identifying experts around the world to join with those on campus to seek understanding and actions for change. This conference sponsored by Peking University is an example of the convener function. It also involves bringing people together to learn about modern approaches to the latest and important issues in many different fields. This role has been served for many years in agriculture, education and engineering. Others are emerging, and the future will have universities serving even broader roles as convener of experts in many different areas.

The world role for universities is another that is evolving rapidly. It is being driven by increasing ease of communication worldwide, the connectivity of economies of countries around the world, the opening up of greater opportunities for trade, and the increasing prevalence of multinational corporations.

- 1. In what way will the university play a larger role in the future?
  - A. Helping students find jobs.
  - B. Helping students prepare for study and work.
  - C. Arranging the process of college preparation.
  - D. Ensuring every student achieves success in study.
- 2. Which of the following is NOT true of the research universities in the 21st century?
  - A. They will offer education to an older workforce.
  - B. They will make organization and process improvement.
  - C. They will modify the culture they are in.
  - D. They will collaborate with corporations and business in students' employment and funding.
- 3. The passage is organized by \_\_\_\_\_
  - A. making a list of the roles played by the university in the 21st century
  - B. comparing and contrasting several roles played by the university
  - C. introducing a phenomenon first and then analyzing its reasons
  - D. preparing a problem first and then its solutions

## Passage 2

Each year in the never-ending cycle of death and regeneration, the rains sweep across southern Asia. Between June and October strange sea winds surge over the land, drenching the earth with torrential downpours. This is the monsoon—a familiar word often taken to mean a violent windstorm, but in fact referring to a tumultuous season of recurring rains.

The monsoon is close to the very soul of the people it touches; it permeates the lives of the people and affects everything they do. India is especially dominated by it. For three months before the monsoon rains arrive, the heat is intense, unbearable: the earth itself is dead; farmers cannot work the stone-hard fields; bare subsistence is difficult. With the rains, everything suddenly changes—India bursts into life again; fields that seemed hopelessly barren turn green and grow wildly.

The rich new season is one of beauty, but to the peasant it is a beauty shot through with possible disaster. Overflowing with the great rains, the Ganges River moves relentlessly to the sea, hiding beneath its shining but deceptive calm the horror of fields and homes overcome by flood. The horror of flood and cyclone rides always with the monsoon clouds when they come to redeem the land. The peasants have no resource but resignation.

4.	The monsoon is correctly described as a		
	A. torrential downpour	B. violent windstorm	
	C. season of recurring rains	D. violent thunderstorm	
5.	The monsoon is said to be "close to the very soul	of the people it touches" because	
	A. it plays a significant role in Asian religions	B. it is destructive	
	C. the people are resigned to it	D. it affects all aspects of their lives	

- 6. The peasant's reaction to the monsoon is \_\_\_\_\_
  - A. resignation B. hope that the next year will be better
  - C. Joy

D. relief

- 7. Which of the following is implied but not stated?
  - A. India is the only country affected by the monsoon.
  - B. Monsoons seldom affect people in temperate climates.
  - C. After the floods subside, the great heat will begin again.
  - D. The monsoon completely permeates the lives of people.

# Passage 3

A recent history of the Chicago meat-packing industry and its workers examines how the industry grew from its appearance in the 1830s through the early 1890s. Meat- packers, the author argues, had good wages, working conditions, and prospects for advancement within the packing-houses, and did not cooperate with labor agitators since labor relations were so harmonious. Because the history maintains that conditions were above standard for the era, the frequency of labor disputes, especially in the mid. 1880s, is not accounted for. The work ignores the fact that the 1880s were crucial years in American labor history, and that the packing-house workers' efforts were part of the national movement for labor reform.

In fact, other historical sources for the late-nineteenth century record deteriorating housing and high disease and infant mortality rates in the industrial community, due to low wages and unhealthy working conditions. Additional data from the University of Chicago suggest that the packing-houses were dangerous places to work. The government investigation commissioned by President Theodore Roosevelt which eventually led to the adoption of the 1906 Meat Inspection Act found the packing-houses unsanitary, while social workers observed that most of the workers were poorly paid and overworked.

The history may be too optimistic because most of its data from the 1880s, at the latest, and the information provided from that decade, is insufficiently analyzed. Conditions actually declined in the 1880s and continued to decline after the 1880s, due to a reorganization of the packing process and a massive influx of unskilled workers. The deterioration in worker status, partly a result of the new availability of unskilled and hence cheap labor, is not discussed. Though a detailed account of work in the packing-houses is attempted, the author fails to distinguish between the wages and conditions for skilled workers and for those unskilled laborers who comprised the majority of the industry's workers from the 1880s on While conditions for the former were arguably tolerable due to the strategic importance of skilled workers in the complicated slaughtering, cutting, and packing process (though worker complaints about the rate and conditions of work were frequent), pay and conditions for the latter were wretched. The author's misinterpretation of the origins of the feelings the meat-packers had for their industrial neighborhood may account for the history's faulty generalizations.

The pride and contentment the author remarks upon were, arguably, less the products of the industrial world of the packers—the giant yards and the intricate plants—than of the unity and

vibrancy(活跃) of the ethnic cultures that formed a viable community on Chicago's South Side. Indeed, the strength of this community succeeded in generating a social movement that effectively confronted the problems of the industry that provided its livelihood

8. The passage is primarily concerned with discussing \_\_\_\_\_

A. how historians ought to explain the origins of the conditions in the Chicago meat- packing industry

B. why it is difficult to determine the actual nature of the conditions in the Chicago meat-packing industry

C. why a particular account of the conditions in the Chicago meat-packing industry is inaccurate

D. what ought to be included in any account of the Chicago meat-packers' role in the national labor movement

9. The author of the passage mentions the "social movement" (in the last paragraph) generated by Chicago's South Side community primarily in order to \_\_\_\_\_.

A. inform the reader of events that occurred in the meat-packing industry after the period of time covered by the history

B. introduce a new issue designed to elaborate on the good relationship between the meat-packers and Chicago's ethnic communities

C. salvage the history's point of view by suggesting that there were positive developments in the meat-packing industry due to worker unity

D. suggest the history's limitations by pointing out a situation that the history failed to explain adequately

10. According to the passage, the working conditions of skilled workers in the meat-packing industry during the 1880s were influenced by \_\_\_\_\_.

A. the workers' determined complaints about the rate and conditions of their work

B. the workers' ability to perform the industry's complex tasks

C. the efforts of social workers to improve sanitation in the packing-houses

D. improvements in the industry's packing process that occurred in the 1880s

11. The author of the passage uses the second paragraph to \_\_\_\_\_

A. summarize the main point of the history discussed in the passage

B. explain why the history discussed in the passage has been disparaged by critics

C. evaluate the findings of recent studies that undermine the premises of the history discussed in the passage

D. present evidence that is intended to refute the argument of the history discussed in the passage

# Passage 4

I live in the land of Disney, Hollywood and year-round sun. You may think people in such a glamorous, fun-filled place are happier than others. If so, you have some mistaken ideas about the

nature of happiness.

Many intelligent people still equate happiness with fun. The truth is that fun and happiness have little or nothing in common. Fun is what we experience during an act. Happiness is what we experience after an act. It is a deeper, more abiding emotion.

Going to an amusement park or ball game, watching a movie or television, are fun activities that help us relax, temporarily forget our problems and maybe even laugh. But they do not bring happiness, because their positive effects end when the fun ends.

I have often thought that if Hollywood stars have a role to play, it is to teach us that happiness has nothing to do with fun. These rich, beautiful individuals have constant access to glamorous parties, fancy cars, expensive homes, everything that spells "happiness". But in memoir after memoir, celebrities reveal the unhappiness hidden beneath all their fun: depression, alcoholism, drug addiction, broken marriages, troubled children and profound loneliness.

Ask a bachelor why he resists marriage even though he finds dating to be less and less satisfying. If he's honest, he will tell you that he is afraid of making a commitment. For commitment is in fact quite painful. The single life is filled with fun, adventure and excitement. Marriage has such moments, but they are not its most distinguishing features.

Similarly, couples that choose not to have children are deciding in favor of painless fun over painful happiness. They can dine out whenever they want and sleep as late as they want. Couples with infant children are lucky to get a whole night's sleep or a three-day vacation. I don't know any parent who would choose the word fun to describe raising children.

Understanding and accepting that true happiness has nothing to do with fun is one of the most liberating realizations we can ever come to. It liberates time: now we can devote more hours to activities that can genuinely increase our happiness. It liberates money: buying that new car or those fancy clothes that will do nothing to increase our happiness now seems pointless. And it liberates us from envy: we now understand that all those rich and glamorous people we were so sure are happy because they are always having so much fun actually may not be happy at all.

- 12. Which of the following is true?
  - A. Fun creates long-lasting satisfaction.
  - B. Fun provides enjoyment while pain leads to happiness.
  - C. Happiness is enduring whereas fun is short-lived.
  - D. Fun that is long-standing may lead to happiness.
- 13. To the author, Hollywood stars all have an important role to play that is to \_\_\_\_\_\_
  - A. tell the public that happiness has nothing to do with fun
  - B. write memoir after memoir about their happiness
  - C. teach people how to enjoy their lives
  - D. bring happiness to the public instead of going to glamorous parties
- 14. Couples having infant children \_\_\_\_\_
  - A. are lucky since they can have a whole night's sleep
  - B. find fun in tucking them into bed at night

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- C. find more time to play and joke with them
- D. derive happiness from their endeavor
- 15. If one gets the meaning of the true sense of happiness, he will \_\_\_\_\_\_.
  - A. stop playing games and joking with others
  - B. make the best use of his time increasing happiness
  - C. give a free hand to money
  - D. keep himself with his family

#### Passage 5

Working out exactly what students and taxpayers get for the money they spend on universities is a tricky business. Now the Organization for Economic Co-operation and Development (OECD), a Paris-based think-tank for rich countries, is planning to make the task a bit easier, by producing the first international comparison of how successfully universities teach.

"Rather than assuming that because a university spends more it must be better, or using other proxy measures for quality, we will look at learning outcomes," explains Andreas Schleicher, the OECD's head of education research. Just as the OECD assesses primary and secondary education by testing randomly chosen groups of youngsters from each country in reading and mathematics, it will sample university students to see what they have learned. Once enough universities are taking part, it may publish league tables showing where each country stands, just as it now does for compulsory education. That may produce a fairer assessment than the two established rankings, though the British one does try to broaden its inquiry by taking opinions from academics and employers.

There is much to be said for the OECD's approach. Of course a Nobel laureate's view on where to study may be worth hearing, but dons may be so busy writing and researching that they spend little or no time teaching—a big weakness at America's famous universities. And changes in methodology can bring startling shifts. The high-flying London School of Economics, for example, tumbled from 17th to 59th in the British rankings published last week, primarily because it got less credit than in previous years for the impressive number of foreign students it had managed to attract.

The OECD plan awaits approval from an education ministers' meeting in January. The first rankings are planned by 2010. They will be of interest not just as a guide for shoppers in the global market, but also as indicators of performance in domestic markets. They will help academics wondering whether to stay put or switch jobs, students choosing where to spend their time and money, and ambitious university bosses wanting a sharper competitive edge for their institution.

The task the OECD has set itself is formidable. In many subjects, such as literature and history, the syllabus varies hugely from one country, and even one campus, to another. But OECD researchers think that problem can be overcome by concentrating on the transferable skills that employers value, such as critical thinking and analysis, and testing subject knowledge only in fields like economics and engineering, with a big common core.

Moreover, says Mr. Schleicher, it is a job worth doing. Today's rankings, he believes, do not help governments assess whether they get a return on the money they give universities to teach their undergraduates. Students overlook second-rank institutions in favor of big names, even though the less grand may be better at teaching. Worst of all, ranking by reputation allows famous places to coast along, while making life hard for feisty upstarts. "We will not be reflecting a university's history," says Mr. Schleicher, "but asking: what is a global employer looking for?" A fair question, even if not every single student's destiny is to work for a multinational firm.

- 16. The project by OECD is aimed to \_\_\_\_\_.
  - A. assess primary and secondary education of each school that subscribe to the service
  - B. appraise the learning outcomes of university students as part of their academic performance
  - C. establish a new evaluation system for universities
  - D. set up a new ranking for compulsory education
- 17. The assessment method by OECD is different from the established rankings in \_\_\_\_\_.
  - A. that its inquiry is broader as to include all the students and staff
  - B. that its samples are chosen randomly based on statistical analysis of method
  - C. that it attaches more importance to the learning efficiency
  - D. that it takes opinions from the students to see what they have learnt
- 18. The best universities in the Nobel laureate's eye are \_\_\_\_\_.
  - A. those ambitious universitiesB. those of high reputation
  - C. the feisty upstarts D. those high-flying universities
- 19. By the case of London School of Economic, the author wants to show that \_\_\_\_\_
  - A. the OECD's approach is very fair
  - B. the Nobel laureate's opinion is not worth hearing
  - C. the British rankings pays more attention to the foreign students
  - D. different assessment methods may lead to different ranking results
- 20. The OECD's ranking system will probably be welcomed most by \_\_\_\_\_.
  - A. those ambitious second-rank institutions
  - B. the famous colleges
  - C. parents who pay for the children's secondary education
  - D. shoppers in the global market

## Part II Vocabulary and Structure (20 points)

**Directions:** Beneath each of the following sentences, there are four choices marked A, B, C, and D. Choose the ONE that best completes the sentence. Please write your answer in the Answer Sheet.

21. Another big issue \_\_\_\_\_\_ the new republic is the problem of the education of its citizens. A. conflicting B. confronting C. confining D. confirming 22. Telling your doctor about all the medicines you take may help avoid serious drug D. interactions A. interventions B. interruptions C. institutions 23. It was Mr. Biden's first trip to China since taking office. He spoke of his first visit to China in 1979, when he was a senator. A. nostalgically B. melancholy C. calmly D. skillfully

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24.	His book is the cultural	-		
	A. incident			
25.		-	f Innsbruck and its	·
	A. environments	B. vicinities	C. circumstances	D. surroundings
26.	Finance during marriag	ge is a very big	g issue particularly with r	egards to the mortgage
	and household bills.			
	A. separation	B. division	C. allocation	D. detachment
27.	Ed's already	health deteriorated after	he left the hospital.	
	A. invalid	B. faint	C. fragile	D. crisp
28.	A complete investigation	on into the causes of the	accident should lead to in	mproved standards and
	should new of	operating procedures.		
	A. result in	B. match with	C. subject to	D. proceed with
29.	If a person talks about	his weak points, his liste	ener is expected to say so	omething in the way of
	·			
	A. persuasion	B. remedy	C. encouragement	D. compromise
30.	If we our r	elations with that count	ry, we'll have to find an	nother supplier of raw
	materials.			
	A. diffuse	B. diminish	C. redistribute	D. preclude
31.	During the races there	were two accidents to mo	otor-cyclists including one	e accident.
	A. fatal	B. killing	C. deadly	D. deathly
32.	Business picked up in t	he stores during Decemb	er, but again at	fter Christmas.
	A. dropped out	B. dropped on	C. dropped over	D. dropped off
33.	His misbehavior and	dismissal from t	he firm was reported in th	ne newspaper.
	A. improper	B. inefficient	C. subsequent	D. frequent
34.	Every citizen has the sa	acred to defend	l his country.	
	A. right	B. objective	C. authority	D. obligation
35.	We need an umbrella of	n the beach to give us so	me at midday.	
	A. shed	B. shade	C. shadow	D. dark
36.	to the Revolution	utionary War, the United	States was an English col	ony.
	A. Prior	B. Close	C. Earlier	D. Next
37.	If you are an electrici	an, you will know the	difference between an a	lternating and a direct
	·			
	A. conductor	B. circuit	C. cable	D. current
38.	The company has the _	right to print M	r. Dare's books.	
	A. virtual	B. exclusive	C. overall	D. flexible
39.	Digging the foundation	is the first of	our building project.	
	A. solution	B. procession	C. phase	D. achievement
40.				
	The curtains have	because of the stro	ng sunlight.	
	The curtains have A. faded	because of the stro B. dulled	ng sunlight. C. fainted	D. weakened

### Part III Cloze (20 points)

**Directions:** *Fill in each blank with ONE appropriate word to complete the passage.* 

#### Section A:

When a 47-year-old manager at the headquarters of a large company returned from a two-week business \_\_\_\_\_, he found another man seated 41. in his office, <u>42</u> his job. The manager's boss had been <u>43</u> with a 42. new vice president, who had brought 44 his own people. 43.

45 six moths to find another job within the company, he went to 44. work for one of the smaller departments. His new job was a demotion, and his pay would be frozen for three years. 45.

Learning to cope with career downturns is part of <u>46</u> the ladder 46. to success. Virtually all 47 people have experienced major career 47. setbacks. Here are some suggestions for bouncing back:

Make the <u>48</u> of it. The former manager dug into this new job 48. with the enthusiasm of a person who has been given a new and pleasant life, and within 18 months he was promoted. "I'm happier today as manager of a 50. \_\_\_\_ small, effective 49 than I was working at the headquarters," he says. "There is <u>50</u> pressure, and I'm actually making a bigger contribution."

#### Section B:

Ever 51 humans have lived on the earth, they have made use of various 52 of communication. Generally, this expression of thoughts and feelings has been in the form of oral speech. When there is a language barrier, communication is completed through sign language 53 which 53. \_\_\_\_\_ motions 54 for letters, words, and ideas. Tourists and the people 5 55 to hear or speak have had to turn to this form of expression. Many of 55. these symbols of whole words are very lively and exact and can be used 56. internationally; spelling, 56, cannot.

Body language sends ideas or thoughts by certain 57, either meaningfully or not. A wink can be a way of showing that the party is only joking. A nod means agreement, while shaking the head indicates <u>58</u>.

Other forms of nonlinguistic language can be found in Braille (a system of raised dots read with the fingertips), signal flags, Morse code, and smoke signals. Road maps and picture signs also guide and warn people. While language is the 59 common form of communication, other systems and techniques also <u>60</u> human thoughts and feelings.

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60. \_\_\_\_\_

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### Part IV Paraphrase (20 points)

**Directions:** *Paraphrase the underlined parts.* 

(61) Any industrial manufacturer that has not awakened to the fact that it must become a service business is in serious peril today. Sadly, there are many such businesses—companies that still think of themselves as builders of things and that state their gross margins, operating profits, and other measures of success solely in terms of "the product." (62) But even their more enlightened competitors, the ones who've begun to wrap valuable services around their products and, in some cases, profit directly from those services, are enjoying only a temporary advantage. (63) They may be improving their customer relationships by taking on various burdens such as maintenance and replenishment of supplies, but that will get them only so far. A select group of companies is already upping the ante. Soon, it will not be enough for a company to offer services; it will have to provide "smart services."

Smart services go beyond the kinds of upkeep and upgrades you may be bundling with your products, both in their value to customers and in their cost efficiency to you. <u>(64) To provide them, you must build intelligence—that is, awareness and connectivity—into the products themselves.</u> And you must be prepared to act on what the products then reveal about their use.

Consider Heidelberger Druckmaschinen (commonly known as Heidelberg), a maker of high-end printing presses. Throughout its history, the company has offered repair services to its customers. Several years ago, (65) when it developed the ability to monitor its equipment remotely, Heidelberg found that it could provide maintenance much more cost-effectively. Now with its machines communicating continuously over the Internet, relaying information about their status between the print shops and Heidelberg's regional and global technical support specialists, (66) the company has the access and insight to optimize printing performance in customers' shops. The total product support that Heidelberg now offers—which extends even to removal and resale of the machines—represents a whole new level of value for buyers. (67) The network context has made the difference for Heidelberg and has allowed the firm to achieve true intimacy with its customers.

The rewards of becoming a smart service provider are hard to deny. In our research, we've documented organic growth rates in double digits for many of the companies that are following this path. (68) The leaders are establishing the new performance benchmarks for their industries, deriving more than 50% of their revenues and 60% of their margin contributions from services as opposed to product sales. For most management teams in product-centric companies, numbers like these sound like nirvana.

Joining the ranks of smart service organizations is not primarily a technical challenge. (69) The necessary technologies, while critical to the task, are well enough established by this point. Rather, in most companies, (70) the biggest challenge is getting senior management to adopt a new perspective on the nature of the business. The companies in the vanguard of smart services think differently about their purpose and how they make their profits–but they have come to that new heading by degrees.

### Part V Translation (40 points)

## 71. Translate the following paragraph into Chinese.

During early adolescence, emotional and psychological development is characterized by the quest for independence and identity formation. It is a time when young adolescents seek their own sense of individuality and uniqueness. They are searching for an adult identity as well as adult acceptance, while striving to maintain peer approval. Typically, the period of early adolescence is intense and unpredictable. Young adolescents have a tendency to be moody, restless, and may exhibit erratic and inconsistent behavior including anxiety and fluctuations between superiority and inferiority. They are also often self-conscious, prone to lack self-esteem, and are highly sensitive to criticism of their perceived personal shortcomings. Emotionally-charged situations may trigger young adolescents to resort to childish behavior patterns, exaggeration of simple occurrences, and vocalization of naive opinions or one-sided arguments. Their emotional variability also puts young adolescents are apt to believe that their experiences, feelings, and problems are unique. Young adolescents also tend to test the limits of acceptable behavior and often challenge adult authority. Feelings of adult rejection can drive young adolescents into the somewhat secure social environment of their peer group.

### 72. Translate the following paragraph into English

至于阅读的碎片化和平面化,的确是当下需要直面的问题,但其核心在于方 法而非载体。具体而言,成天捧着纸质书阅读的人,如果方法、态度和心境出了 问题,一样会不深入细致,一样会碎片化、平面化。同样,在电脑或者手机上阅 读如果能聚精会神、认真思考,也能够获得真知灼见。

在我们身边,有热爱纸质阅读的人,也有喜爱电子阅读的人。前者可以说出 一大堆书名,拥有为数不少的藏书,后者光在微博、微信上阅读文章,每天就可 达数万字。很难说这两者孰优孰劣,而我更愿意看到的是剥离对载体的成见,怎 么方便怎么读,怎么舒服怎么读,因为我们最终的目的是更好地同人类智慧的结 晶打交道,而非纠结于某种形式。又或者,"书"的作用,不正是教会我们更加包 容、开放,懂得深入事物本质,去其"形"而取其"神"么?

# Part VI Proofreading (10 points)

**Directions:** The passage contains TEN errors. Each indicated line contains a maximum of ONE error. In each case, only ONE word is involved. Proofread the passage and correct it in the following way:

For a <u>wrong</u> word, underline the wrong word and write the correct one in the blank provided at the end of the line.

For a <u>missing</u> word, mark the position of the missing word with a " $\wedge$ "sign and write the word you believe to be missing in the blank provided at the end of the line.

For an <u>unnecessary</u> word, cross the unnecessary word with a line in the center and put the word in the blank provide at the end of the line.

Example:

When $\wedge$ art museum wants a new exhibit,
it never buys things in finished form and hangs
them on the wall. When a natural history museum
wants an exhibition, it must often build in

1. When  $\wedge$  art an

2. <u>never</u>

3. exhibition exhibit

The appeal of advertising for buying motives can have both negative and positive effects. Consumers may be convincing to buy a product of poor quality or high price because of an advertisement. For example, some advertisers have appealed to people's desire for better fuel economy for their cars by advertising automotive products that improve gasoline mileage. Some of the products works. Others are worthless and a waste of consumers' money.

Sometimes advertising is intentional misleading. A few years ago a brand of bread was offered to dieters the message that there were fewer calories in every slice. It turns out that the bread was not dietetic, but just regular bread. There were more calories because it was sliced very thin, but there were the same number of calories in every loaf.

In the positive side, emotional appeals may respond to a consumer's real concerns. Consider fire insurance. Fire insurance may be sold by appealing to fear of loss. But fear of loss is the real reason for fire insurance. The security of knowing that property is protected by insurance makes purchase of fire insurance a worthwhile investment for most people. Unless consumers consider the quality of the insurance plans as well as the message in the ads, they will benefit from the advertising.

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