

全国 2020 年 8 月高等教育自学考试
高级英语试题
课程代码:00600

请考生按规定用笔将所有试题的答案涂、写在答题纸上。

选择题部分

注意事项:

1. 答题前,考生务必将自己的考试课程名称、姓名、准考证号用黑色字迹的签字笔或钢笔填写在答题纸规定的位置上。
2. 每小题选出答案后,用 2B 铅笔把答题纸上对应题目的答案标号涂黑。如需改动,用橡皮擦干净后,再选涂其他答案标号。不能答在试题卷上。

I. Each of the following sentences is given four choices of words or expressions. Choose the right one to complete the sentence and write the corresponding letter on your Answer Sheet. (15 points, 1 point for each)

1. Many men feel their body shape doesn't live up to the _____ of the ideal man.
A. pattern
B. sample
C. stereotype
D. archetype
2. It is thought that the _____ is the work of a monk and dates from the twelfth century.
A. notice
B. remark
C. prescription
D. manuscript
3. Despite _____ the White House, the Senate voted today to cut off the aid.
A. obligations of
B. objections by
C. dedications of
D. demonstrations by
4. The Irish government announced it was to _____ homosexuality.
A. legalize
B. recognize
C. realize
D. idealize
5. Would you _____ some of your salary for more holiday time?
A. raise
B. lose
C. sacrifice
D. donate

Read the following passage carefully and complete the succeeding three items II, III, IV.

- (1) In 2004, when Danny Meyer opened a burger stand named Shake Shack in Madison Square Park, it didn't look like the foundation of a global empire. There was just one location, and Meyer was known for high-end venues like Gramercy Tavern. But the lines became legendary, and in 2008 other outlets started appearing—first in New York, then in the rest of the country, then as far afield as Moscow and Dubai. Today, Shake Shack brings in at least a hundred million dollars a year and is planning an I.P.O. that could value the company at a billion dollars. That seems like a lot of burgers, but Meyer's venture was perfectly timed to capitalize on a revolution in the fast-food business, the rise of restaurants known in the trade as “fast-casual”—places like Panera, Five Guys, and Chipotle.
- (2) Unlike traditional fast-food restaurants, fast-casuals emphasize fresh, natural, and often locally sourced ingredients. (Chipotle, for instance, tries to use only antibiotic-free meat.) Perhaps as a result, their food tends to taste better. It's also more expensive. The average McDonald's customer spends around five dollars a visit; the average Chipotle check is more than twice that. Fast-casual restaurants first appeared in serious numbers in the nineteen-nineties, and though the industry is just a fraction of the size of the traditional fast-food business, it has grown remarkably quickly. Today, according to the food-service consulting firm Technomic, it accounts for thirty-four billion dollars in sales. Since Chipotle went public, in 2006, its stock price has risen more than fifteen hundred per cent.
- (3) The rise of Chipotle and its peers isn't just a business story. It's a story about income distribution, changes in taste, and advances in technology. For most of the fast-food industry's history, taste was a secondary consideration. Food was prepared according to factory model, explicitly designed to maximize volume and reduce costs. Chains relied on frozen food and assembly-line production methods, and their ingredients came from industrial suppliers. They were able to serve enormous amounts of food quickly and cheaply, even if it wasn't that healthy or tasty, and they enjoyed enormous success in the last quarter of the twentieth century. The number of outlets septupled between 1970 and 2000.
- (4) But, even as the big chains thrived, other trends were emerging. Most of the gains from the economic boom of the eighties and nineties went to people at the top of the income distribution. That created a critical mass of affluent consumers. These people led increasingly busy work lives. They typically lived alone or in dual-income households, so they cooked less and ate out a lot. Michael Silverstein, a senior partner at the Boston Consulting Group and the

co-author of the book “Trading Up,” has made a study of this kind of consumer. “These aren’t people with unlimited resources, but they have plenty of **disposable income**. One of the things they’re willing to spend money on is food away from home.” In the same period, affluent consumers developed a serious interest in food and became more discriminating in their tastes—a development often called “the American food revolution.” Wine consumption jumped fifty per cent between 1991 and 2005. After the U.S.D.A. started certifying food as organic, in 1990, sales of organic food rose steadily, and stores like Whole Foods expanded across the country.

- (5) Traditional fast-food chains pretty much ignored these changes. They were still doing great business, and their industrial model made it hard to appeal to anyone who was concerned about natural ingredients and freshness. That created an opening for fast-casual restaurants. You had tens of millions of affluent consumers. They ate out a lot. They were comfortable with fast food, having grown up during its heyday, but they wanted something other than the typical factory-made burger. So, even as the fast-food giants focused on keeping prices down, places like Panera and Chipotle began charging higher prices. Their customers never **flinched**.
- (6) It might seem that the success of fast-casual was simply a matter of producing the right product at the right time. But restaurants like Chipotle and Five Guys didn’t just respond to customer demand; they also shaped it. As Darren Tristano, an analyst at Technomic, put it, “Consumers didn’t really know what they wanted until they could get it.” The archetype of this model is Starbucks. In 1990, the idea of spending two dollars for a cup of coffee seemed **absurd** to most Americans. But Starbucks changed people’s idea of what coffee tasted like and how much enjoyment could be got from it. The number of gourmet-coffee drinkers nearly quintupled between 1993 and 1999, and many of them have now abandoned Starbucks for even fancier options.
- (7) As Starbucks did for coffee, Chipotle and Shake Shack have changed people’s expectations of what fast food can be. The challenge for the old chains is that new expectations spread. Millennials, for instance, have become devoted fast food customers. So McDonald’s is now experimenting with greater customization, and has said that it would like to rely entirely on “sustainable beef.” The question is whether you can inject an emphasis on taste and freshness into a business built around cheapness and convenience. After decades in which fast-food chains perfected the “fast,” can they now improve the “food”?

II. In this section, there are ten incomplete statements or questions, followed by four choices marked A, B, C and D. Choose the best answer and write the corresponding letter on your Answer Sheet. (20 points, 2 points for each)

16. According to Paragraph 1, which of the following can best describe Shake Shack?
- A. It was better liked abroad.
 - B. It got unexpected success.
 - C. It started in a suitable place.
 - D. It was opened at a right time.
17. Compared with traditional fast-food restaurants, fast-casuals _____.
- A. insist on using imported ingredients
 - B. concentrate on making more money
 - C. attract customers with new products
 - D. provide food of better taste at higher prices
18. It can be learned from Paragraph 3 that the success of fast-food restaurants depends on _____.
- A. loyal customers and efficient service
 - B. higher technology and faster speed
 - C. more production and lower cost
 - D. good quality and authentic taste
19. In Paragraph 4, the phrase “disposable income” means _____.
- A. money set aside for your personal use
 - B. money left after you have paid your bills
 - C. money left after you have paid your income tax
 - D. money got from the extra work you do in your spare time
20. Which of the following is true about affluent customers?
- A. They can afford to dine out and are willing to do so.
 - B. They like to be part of “the American food revolution.”
 - C. They believe that it is fashionable to eat away from home.
 - D. They choose to eat out because they hate to cook at home.
21. In Paragraph 5, the word “flinched” means _____.
- A. looked out
 - B. passed out
 - C. drew back
 - D. gave in

22. What does the author intend to show by citing the example of Starbucks?
- A. It takes time for consumers to accept new products.
 - B. Consumers' expectations can be shaped by businesses.
 - C. Providing tips for coffee-making can promote business.
 - D. Most consumers are ignorant about how to spend money.
23. In Paragraph 6, the word "absurd" means _____.
- A. acceptable
 - B. mysterious
 - C. reasonable
 - D. ridiculous
24. What is the author's purpose of writing this passage?
- A. To stand up for fast-casual restaurants.
 - B. To elaborate on the secret of fast-casuals' success.
 - C. To encourage people to choose fast-casual restaurants.
 - D. To compare traditional fast-food restaurants with fast-casuals.
25. In which of the following might this passage most likely appear?
- A. A magazine.
 - B. A novel.
 - C. An advertisement.
 - D. An encyclopedia.

非选择题部分

注意事项:

用黑色字迹的签字笔或钢笔将答案写在答题纸上,不能答在试题卷上。

III. Translate the following sentences into Chinese and write the translation on your Answer Sheet. (10 points, 2 points for each)

26. Unlike traditional fast-food restaurants, fast-casuals emphasize fresh, natural, and often locally sourced ingredients.
27. The rise of Chipotle and its peers isn't just a business story. It's a story about income distribution, changes in taste, and advances in technology.
28. These people led increasingly busy work lives. They typically lived alone or in dual-income households, so they cooked less and ate out a lot.
29. It might seem that the success of fast-casual was simply a matter of producing the right product at the right time.
30. The question is whether you can inject an emphasis on taste and freshness into a business built around cheapness and convenience.

IV. Answer the following essay question in English within 80-100 words. Write your answer on your Answer Sheet. (10 points)

31. What do you learn from the success of Shake Shack?

V. The following paragraphs are taken from the textbooks, followed by a list of words or expressions marked A to Y. Choose the one that best completes each of the sentences and write the corresponding letter on your Answer Sheet. One word or expression for each blank only. (25 points, 1 point for each)

Her heels clicked on the sidewalk in front of the café as we 32, and she became agitated as 33 talked. “After all that trouble he got into 34 that protest at Custer when the 35 was burned, he was in jail for a year. He’s still on parole and he will be on parole for 36 five years—and they didn’t even prove anything against him!

As a very small child I used to 37 that I was, say, Robin Hood, and picture myself as the 38 of thrilling adventures, but quite 39 my “story” ceased to be narcissistic in a crude 40 and became more and more a mere description of what I was doing 41 the things I saw.

A little over a week ago we 42 an investigation in Detroit where over 150 honorably discharged 43, many of them highly decorated, 44 to war crimes committed in 45—not isolated incidents, but crimes committed on a day-to-day 46 with the full awareness of officers at all levels of command.

Problems large and small confront the elderly. They are 47 targets for crime in the 48 and in their homes. Because 49 loneliness, confusion, hearing and visual 50 they are prime victims of 51 door-to-door salesmen and fraudulent advertising.

I suspected at the time and 52 realize that the riots were perhaps the 53 significant massive action 54 by Northern Negroes. It was a watershed in the ghetto’s 55. Before the riots, the reach of the Negro movement in 56 seemed within the province of a small civil rights leadership.

A. now	B. easy	C. difficulties	D. history	E. held
F. hero	G. courthouse	H. left	I. way	J. Indochina
K. of	L. taken	M. basis	N. she	O. and
P. testified	Q. during	R. imagine	S. veterans	T. soon
U. dishonest	V. most	W. another	X. America	Y. streets

VI. Translate the following sentences into English and write the translation on your Answer Sheet. (20 points, 2 points each for 57-60, 4 points for 61, 8 points for 62)

57. 如果我说作为黑人比作为女人更为不利，也许不会有人对我提出疑问。
58. 我们走过左边的三角形农场，路宽了起来，能容纳我们并排走了。
59. 拥有来自三家全国最负盛名的事务所的工作机会，他根本不需要这次面试，进这家事务所。
60. 形势不好的时候，销售人员的境遇更为糟糕；形势好的时候，他们的境遇也好不到哪儿去。
61. 如果有人会使他们的技术变得过时，他们宁愿做这件事情的人是自己。产品先锋们从不停下来自我喝彩，而是忙于技术升级。
62. 但是，即便车主可以对公共交通的匮乏熟视无睹，他也很难无视服务整体变差这个事实。他的汽车需要机修工来维修，而机修工的费用越来越高，效率却越来越低。家用小设备的换新比维修更便宜。