

英语试题参考答案

第一部分（共20小题；每小题1分，共20分）

1. B 2. C 3. C 4. B 5. A 6. B 7. A 8. B
9. C 10. C
11. A 12. B 13. A 14. A 15. C 16. B 17. C 18. B
19. C 20. A

第二部分（共35小题；每小题1分，共35分）

21. D 22. C 23. B 24. B 25. A 26. D 27. A 28. C
29. B 30. A
31. C 32. D 33. A 34. B 35. D 36. B 37. D 38. A
39. B 40. D
41. A 42. B 43. D 44. C 45. A 46. C 47. A 48. C
49. B 50. D
51. C 52. D 53. B 54. A 55. C

第三部分（共15小题；每小题2分，共30分）

56. C 57. B 58. A 59. A 60. D 61. B 62. D 63. C
64. A 65. B
66. A 67. B 68. D 69. C 70. A

第四部分（共10小题；每小题1分，共10分）

71. benefit 72. Ways 73. joint/collective 74. Promotion/marketing 75.
Effect
76. fares 77. Positive 78. outside/beyond 79. statistics/data/analyses 80.
Alternative

第五部分（满分25分）

Possible version one:

As a major channel of consumption information, the rating is an efficient source of information for shopping in our own consumption. Interestingly, the same rating may have different influences on different consumers.

I tend to consult consumption ratings whatever I purchase. Firstly, the higher rating means the higher quality of the product, or better service. Based on the ratings, I bought my beloved backpack, saw interesting films and tasted delicious foods. Secondly, ratings can save time to make decisions in shopping. For example, there are huge amounts of reference books which I am often confused to choose from. In that case, it is both convenient and economical to buy books according to the ratings.

There is no doubt that it is unwise to depend completely on the ratings in consumption. The advantages and disadvantages of ratings are often closely related. It is necessary to hold an objective attitude towards ratings.

Possible version two:

Nowadays, most commodities or services are rated through certain channels. These ratings, easy to access, are playing an increasingly important role in customers' purchase decision. However, results are sometimes unsatisfactory.

There is no denying that such ratings might bring convenience to consumers, but they are often misleading and unreliable. As we all know, most of the ratings are based on others' judgment on the product or service concerned. Every judgment comes from a specific need or a unique psychological state. Apparently, blindly following others' advice will affect our own judgment. Another fact should not be neglected that some of the ratings are the outcome of a careful manipulation of companies or sellers. It has become a common practice for some to pay for good ratings on their products or services so as to increase their sales.

Therefore, we should give a second thought to these ratings whenever we go shopping.