- 剑六Test 4 READING PASSAGE 1

- Question 1-7
- Reading Passage 1 has seven paragraphs, A-G.
- Choose the correct heading for each paragraph from the list of headings below. Write the correct number, i-x, in boxes 1-7 on your answer sheet.

List of Headings

- i. Not all doctors are persuaded
- ii. Choosing the best offers
- iii. Who is responsible for the increase in promotion?
- iv. Fighting the drug companies
- v. An example of what doctors expect from drug companies

- vi. Gifts include financial incentives
- vii. Research shows that promotion works
- viii. The high costs of research
- ix. The positive side of drug promotion
- x. Who really pays for doctors' free gifts?

- 1 Paragraph A
- 2 Paragraph B
- 3 Paragraph C
- 4 Paragraph D
- 5 Paragraph E
- 6 Paragraph F
- 7 Paragraph G

Doctoring sales

Pharmaceuticals is one of the most profitable industries in North America. But do the drugs industry's sales and marketing strategies go too far?

- A A few months ago Kim Schaefer, sales representative of a major global pharmaceutical company, walked into a medical center in New York to bring information and free samples of her company's latest products. That day she was lucky-doctor WAS available to see her. 'The last rep offered me a trip to Florida. What do you have?' the physician asked. He was only half joking.

- B What was on offer that day was a pair of tickets for New York musical. But on any given day what Schaefer can offer is typical for today's drug rep- a car trunk full of promotional gifts and gadgets, a budget that could buy lunches and dinners for a small county hundreds of free drug samples and the freedom to give a physician $200 to prescribe her new product to the next six patients who fit the drug's profile. And she also has a few $1,000 honoraria to offer in exchange for doctors' attendance at her company's next educational lecture.

- C Selling Pharmaceuticals in a daily exercise in ethical judgment. Salespeople like Schaefer walk the line between the common practice of buying a prospect's time with a free meal, and bribing doctors to prescribe their drugs. They work in an industry highly criticized for its sales and marketing practices, but find themselves in the middle of the age-old chicken-or-egg question—— businesses won't use strategies that don't work, so are doctors to blame for the escalating extravagance of pharmaceutical marketing? Or is it the industry's responsibility to decide the boundaries?

- D The explosion of the sheer number of salespeople in the Reid——and the amount of funding used to promote their causes——forces close examination of the pressures, influences and relationships between drug reps and doctors. Salespeople provide much-needed information and education to physicians. In many cases the glossy education for healthcare givers. With the huge investment the industry has placed in face-to-face selling, salespeople have essentially become specialists in one drug or group of drugs——a tremendous advantage in getting the attention of busy doctors in need of quick information.

- E But the sales push rarely stops in the office. The flashy brochures and pamphlets left by the sales reps are often followed up with meals at expensive restaurants, meetings in warm and sunny places, and an inundation of promotional gadgets. Rarely do patients watch a doctor write with a pen that isn't emblazoned with a drug's name, or see a nurse use a tablet not bearing a pharmaceutical company's logo. Millions of dollars are spent by pharmaceutical companies on promotional products like coffee mugs, shirts, umbrellas, and golf balls. Money well spent? It's hard to tell." I 've been the recipient of golf balls from one company and I use them, but it doesn't make me prescribe their medicine," says one doctor." I tend to think I'm not influenced by what they give me."

- F Free samples of new and expensive drugs might be the single most effective way of getting doctors and patients to become loyal to a product. Salespeople hand out hundreds of dollars' worth of samples each week——$7.2 billion worth of them in one year. Though few comprehensive studies have been conducted, one by the University of Washington investigated how drug sample availability affected what physician prescribe. A Total of 131 doctors self-reported their prescribing patterns——the conclusion was that the availability of samples led them to dispense and prescribe drugs that differed from their preferred drug choice.

- G The bottom line is that pharmaceutical companies as a whole invest more in marketing than they do in research and development. And patients are ones who pay——in form of sky-rocketing prescription prices——for every pen that's handed out, every free theatre tickets, and every steak dinner eaten. In the end the fact remains that pharmaceutical companies have every right to make a profit and will continue to find new ways to increase sales. But as the medical world continues to grapple with what's acceptable and what's not, it is clear that companies must continue to be heavily scrutinized for their sales and marketing strategies.

- **Question 8-13**
- **Does the following statements agree with the views of the writer in Reading Passage 1? In boxes 8-13 on your answer sheet, write**
- **YES if the statement agrees with the views of the writer**
- **NO if the statement contradicts the views of the writer**
- **NOT GIVEN if it is impossible to say what the writer thinks**

- 8 Sales representatives like Kim Schaefer work to a very limited budget.
- 9 Kim Schaefer's marketing technique may be open to criticism on moral ground.
- 10 The information provided by drug companies is of little use to doctors.

- 11 Evidence of drug promotion is clearly visible in the healthcare environment.
- 12 The drug companies may give free drug samples to patients without doctors' prescriptions.
- 13 It is legitimate for drug companies to make money.

- **Information containing** 信息包含题
- 1.题目中的信息在文章中会被展开来复述。
- 2.题型内部绝对乱序
- 3.如果题目由名词词组够成，**of**后是定位重点.
  （例如：**the effect of the computer.**）

- **Summary** 总结题
- 1.没有备选项的，局部总结，题型内部答案顺序，词汇要求不高
- 2.总结题作法等同于句子填空题（**sentences completion**），填空前面是定位的重点，可以用来精确定位此空。

- **Sentences completion**句子填空题
- 做题方式以及题型特征，和没有备选项的**summary**一致。

- 剑七**Test 1 READING PASSAGE 1**

Let's Go Bats

- A Bats have a problem: how to find their way around in the dark. They hunt at night, and cannot use light to help them find prey and avoid obstacles. You might say that this is a problem of their own making, one that they could avoid simply by changing their habits and hunting by day. But the daytime economy is already heavily exploited by other creatures such as birds. Given that

there is a living to be made at night, and given that alternative daytime trades are thoroughly occupied, natural selection has favoured bats that make a go of the night-hunting trade. It is probable that the nocturnal trades go way back in the ancestry of all mammals. In the time when the dinosaurs dominated the daytime economy, our mammalian ancestors probably only managed to survive at all because they found ways of scraping a living at night. Only after the mysterious mass extinction of the dinosaurs about 65 million years ago were our ancestors able to emerge into the daylight in any substantial numbers.

- B Bats have an engineering problem: how to find their way and find their prey in the absence of light. Bats are not the only creatures to face this difficulty today Obviously the night-flying insects that they prey on must find their way about somehow. Deep-sea fish and whales have little or no light by day or by night. Fish and dolphins that live in extremely muddy water cannot see because, although there is light, it is obstructed and scattered by the dirt in the water. Plenty of other modern animals make their living in conditions where seeing is difficult or impossible.

- C Given the questions of how to maneuver in the dark, what solutions might an engineer consider? The first one that might occur to him is to manufacture light, to use a lantern or a searchlight. Fireflies and some fish (usually with the help of bacteria) have the power to manufacture their own light, but the process seems to consume a large amount of energy. Fireflies use their light for attracting mates. This doesn't require a prohibitive amount of energy: a male's tiny pinprick of light can be seen by a female from some distance on a dark night, since her eyes are exposed directly to the light source itself. However, using light to

find one's own way around requires vastly more energy, since the eyes have to detect the tiny fraction of the light that bounces off each part of the scene. The light source must therefore be immensely brighter if it is to be used as a headlight to illuminate the path, than if it is to be used as a signal to others. In any event, whether or not the reason is the energy expense, it seems to be the case that, with the possible exception of some weird deep-sea fish, no' animal apart from man uses manufactured light to find its way about.

- D What else might the engineer think of?. Well, blind humans sometimes seem to have an uncanny sense of obstacles in their path. It has been given the name 'facial vision', because blind people have reported that it feels a bit like the sense of touch, on the face. One report tells of a totally blind boy who could ride his tricycle at good speed round the block near his home, using facial vision. Experiments showed that, in fact, facial vision is nothing to do with touch or the front of the face, although the sensation may be referred to the front of the face, like the referred pain in a phantom limb. The sensation of facial vision, it turns out, really

goes in through the ears. Blind people, without even being aware of the fact, are actually using echoes of their own footsteps and of other sounds, to sense the presence of obstacles. Before this was discovered, engineers had already built instruments to exploit the principle, for example to measure the depth of the sea under a ship. After this technique had been invented, it was only a matter of time before weapons designers adapted it for the detection of submarines. Both sides in the Second World War relied heavily on these devices, under such codenames as Asdic (British) and Sonar (American), as well as Radar (American) or RDF (British), which uses radio echoes rather than sound echoes.

- E The Sonar and Radar pioneers didn't know it then, but all the world now knows that bats, or rather natural selection working on bats, had perfected the system tens of millions of years earlier, and their 'radar' achieves feats of detection and navigation that would strike an engineer dumb with admiration. It is technically incorrect to talk about bat 'radar', since they do not use radio waves. It is sonar. But the underlying mathematical theories of radar and sonar are very similar, and much of our scientific understanding of the details of what bats are doing has come from applying radar theory to them. The American zoologist Donald Griffin, who was largely responsible for the discovery of sonar in bats, coined the term 'echolocation' to cover both sonar and radar, whether used by animals or by human instruments.

- **Questions l-5**
- Reading Passage l has five paragraphs, **A-E**.
- Which paragraph contains the following information?
- Write the correct letter, A-E, in boxes l-5 0n your answer sheet.
- **NB** → You may use any letter more than once.

- 1 examples of wildlife other than bats which do not rely on vision to navigate by
- 2 how early mammals avoided dying out
- 3 why bats hunt in the dark
- 4 how a particular discovery has helped our understanding of bats
- 5 early military uses of echolocation

- **Questions 6-9**
- Complete the summary below,
- Choose **ONE WORD ONLY** from the passage for each answer.
- Write your answers in boxes 6-9 0n your answer sheet.

Facial Vision

- Blind people report that so-called 'facial vision' is comparable to the sensation of touch on the face. In fact, the sensation is more similar to the way in which pain from a **6** .....arm or leg might be felt. The ability actually comes from perceiving **7**..... through the ears. However, even before this was understood, the principle had been applied in the design of instruments which calculated the **8** ..... of the seabed. This was followed by a wartime application in devices for finding **9** .....

- **Questions 10-13**
- Complete the sentences below
- Choose **NO MORE THAN TWO WORDS** from the passage for each answer.
- Write your answers in boxes 10-13 0n your answer sheet

- **10** Long before the invention of radar, ... had resulted in a sophisticated radar-like system in bats.
- **11** Radar is an inaccurate term when referring to bats because…… are not use in their navigation system.
- **12** Radar and sonar are based on similar .....
- **13** The word 'echolocation' was first used by someone working as a ……

- **Matching**配对题
- 1 .题型内部多数乱序。
- 2. 用题目中的重点辅助定位，不可用备选项定位。

- **Table** 表格题
- **1.**容易定位的句子填空题
- **2.**优先考虑做表格题较多的文章