

中等职业教育学科核心素养训练系列

职考导航·英语 (基础模块 1)

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本书是根据教育部 2020 年 3 月颁布的《中等职业学校英语课程标准（2020 年版）》要求编写的中职英语基础模块教材的配套练习册，旨在全面贯彻党的教育方针，践行社会主义核心价值观，落实立德树人的根本任务。在九年义务教育基础上，进一步激发学生学习英语的兴趣，促进学生的职场语言沟通、思维差异感知、跨文化理解和自主学习能力等学科核心素养的发展，为学生的职业生涯、继续学习和终身发展奠定基础。

本书共 8 个单元，每个单元内容均包含单元导读、课前导学、课中助学、课后研学；单元测试 A、B 卷（满分均为 100 分，A 卷用时 45 分钟，B 卷用时 90 分钟，测试题型与新课标要求对接）。

本书有以下特色。

一、立足教材，夯实语言基础

本书以培养学生英语的听、说、读、写等基本技能和基本交际能力为目标，从指导学生做好课本预习入手，通过梳理重点字词及交际用语来解析重点学习内容，通过思维导读解读重点语法等手段帮助学生突破重难点，结合多种题型的练习和对应的单元测试 A、B 卷，逐层推进，从听、说、读、写等方面对学生进行全面考查。同时也能帮助学生查漏补缺，夯实学生的语言基础，巩固学生所学知识，有利于全面提升学生的语言应用能力。

二、围绕话题，创设真实语境

为激发学生的学习兴趣，引导学生进行高效的英语学习，本书在编写中注重围绕单元话题，选用原汁原味的英语语料，为学生创设真实的语言学习情境。

本书的编写材料来自以英语为母语者在各个场景下的真实素材。即便是词汇、翻译练习，也不仅仅是为了练习某个语法或单词，而是基于真实的、符合学生水平的语境材料而设置；写作部分也设计了真实的交际场景，引导学生学习交际写作。通过本书，学生可以学习到不同领域中鲜活生动的语言表达方法，提升交际表达的意愿。

三、基于主题，融入思政元素

书中覆盖 16 个专题，这些专题与时俱进，不仅体现出前沿性和时代性，也能和职业教



育进行很好的融合。材料筛选紧密围绕单元专题,符合语言学习的规律。学生通过对专题相关内容的学习,有利于加深对专题的认知,将文化内容融入语言学习之中,巧妙地解决内容理解与语言点习得“两张皮”的问题。

同时,本书在编写中将语言学习与思政教育、中国文化深度融合,引导学生思考文化的传承与创新,关注社会的发展动态,从而培养学生兼容并包、懂得感恩、奉献社会等品格形成。通过围绕专题设置的多种练习,使语言提升与文化理解相得益彰,引导学生在学语言的同时,关注社会、关注国家、反思自身,思考如何传承中华优秀传统文化,如何做中国声音的传播者。教师在课堂中使用本书时,还可以深度挖掘材料中的德育元素,引导学生树立正确的价值观,并在生活中践行中华传统美德。

由于编者水平有限,书中难免有不当之处,恳请广大师生提出意见和建议。

编 者

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Unit 3

Shopping



单元导读

- 理解与购物有关的信息
- 询问并提供商品信息
- 交流关于网络购物的看法
- 撰写网上购物的消费者评价
- 了解地方特产的网络营销模式



课前导学

一、牛刀小试

1. Match Column A with Column B. 将A栏信息与B栏信息相匹配。

A	B
1) How much are they?	A. It's my pleasure.
2) Where is the fitting room?	B. 170. They are on sale.
3) Thank you very much.	C. It's over here.
4) How can I help you?	D. All right. Here you are.
5) Do you have a larger size?	E. I'd like to buy some potatoes.

2. Put the following words into the correct groups. 将下列单词正确分类。

jeans	sweater	salesgirl	cashier
snack	customer	stationery	fruits

Goods: _____

People in the shop: _____

3. Replace the underlined parts with the proper answers. 选择合适的答案替换句中的画线部分。

1) The palace caught fire three times in the last century, and little of the original building has remained now.

A. last B. previous C. later D. first

2) The supermarket is offering customers one penny for each shopping bag reused.

A. is giving B. is refusing C. is taking D. is bring

3) They fit well. How much are they?

A. have the right size B. meet my needs

C. join together D. put into place

4) The woman gathered a lot of wealth by writing many bestselling works.

A. colorful B. meaningful

C. popular D. famous

5) The parenting style has a strong influence on the character of the children.

- A. way
- B. show
- C. look
- D. road

二、文化拾零

Read the passage in “Culture Understanding” and complete the form. 阅读本单元文化理解部分的短文，补全下面的表格。

Big Online Shopping Days		Day of the Year	Key Features
In the West	1) _____	the day after Thanksgiving	5) _____ in the United States
	Cyber Monday	3) _____	6) _____ in the West
In China	2) _____	November 11 th	one of 7) _____ online shopping days in China
	6.18	4) _____	China’s 8) _____ online shopping day



一、单元导航

主题	购 物	
语言知识	词汇	单词：add, bestselling, beverage, cart, communication, compare, cotton, customer, discount, edition, feature, fit, font, jeans, mall, material, offer, online, original, rating, review, silk, size, snack, stationery, style, sweater, tight, traditional, workplace 词组：convenience store, fitting room, lead the way to, on sale, payment code, pay with, shop assistant
	句型	1.Where do you usually go shopping? 2.What do you usually buy there? 3.I usually buy ... in ... 4.What else can you buy ... in ...? 5.How can I help you? /What can I do for you? 您想买什么? 6.I'd like ..., please. 我想买…… 7.What size are you? 你穿多大尺码? 8.How about ...?……怎么样? 9.Do you have a small/ medium/ large size? 你们有小/中/大尺码吗? 10.It's made of cotton/silk/wool 它是由棉/丝绸/羊毛制成的。 11.Can I pay with ...? 我可以用……方式支付吗? 12.Compared to the 4th edition, this new edition adds as many as 1000 new words. 与第四版相比，新版本增加了 1000 个新词。
	语法	掌握形容词和副词的比较级与最高级

续表

主题	购 物
语篇理解	1.能够读懂网页上购物页面内容,获取关键信息 2.熟悉并掌握网上购物消费者评价的写作要点
语言表达	1.能够谈论商品基本信息,并在购物时询问提供商品信息 2.能够根据商品信息要点撰写网上购物消费者评价
文化知识	培养理性消费观念,辩证看待网上购物,理解电子商务在我国乡村振兴过程中发挥的积极作用

二、词汇精讲

1. bestselling adj. 畅销的(常指书籍,也可用于形容其他产品)

构成: best(最好的)+sell(销售)+后缀ing(构成形容词)

如: She wrote many bestselling novels. 她写了很多畅销小说。

Harry Potter is one of our bestselling books.《哈利波特》是我们最畅销的书之一。

同根词: bestseller n.(= bestselling product)畅销品,畅销货(常指畅销书)

如: His new book is on the bestseller list of the month. 他的新书在本月的畅销书榜单上。

2. rating n. 评级

构成: 词根rate(为……定等级)+ing(构成名词)

如: This hotel have a five-star rating. 这个宾馆有五星评级。

You can check your credit rating online these days. 这些天你可以在网上查看你的信用等级。

词根: rate v. 为……定等级 n. 速度; 比率

如: The car is moving at a slow rate. 这辆车在慢速行驶。

The birth rate is increasing. 出生率正在上升。

3. discount n. 折扣

构成: 前缀dis(除去)+count(计算)

如: Do you give any discounts for students? 你们对学生打折吗?

All customers can get a 20% discount. 所有顾客都可以享受八折优惠。

常见搭配: get a discount 享有折扣 give / offer a discount 提供折扣

4. offer v. 提供

如: He offered some useful advice to her. 他给她提了一些有用的建议。

The hotel offers excellent facilities for families. 本旅馆提供优良的家庭服务设施。

常见搭配: offer sth. to sb.

如: Institutional organizations from all over the country offer scholarships to college students.

全国各地机构组织为大学生提供奖学金。

5. Communication *n.* 沟通; 交际

如: Good communication is the key to success. 良好的沟通是成功的关键。

同根词: Communicate *v.* 沟通; 交流 (Communicate with sb.)

如: We must learn to communicate with each other. 我们必须学会彼此沟通。

6. compare *v.* 比较

构成: com (一起) + par (同等, 同位)

如: We compared the first report with the second one. 我们比较了第一份报告和第二份报告。

He describes a lemon falling to Earth from the stars, and he compares a slice of lemon to a stained glass window. 他描写了一个从星星坠落到地球上的柠檬, 并将一片柠檬比作彩色的玻璃窗。

compare A with B A与B作比较; compare A to B 把A比作B

注意: compared with ... 和 compared to ... 都可用作状语, 意义基本相同, 可互换。

如: Compared to/with him, you are lucky. 与他相比, 你是幸运的。

如: It was a small town then, compared to/with what it is now. 和现在比起来, 那时它还是个小城镇。

7. fit *vt.* 合身, 合适; *adj.* 健康的, 合适的

如: This coat doesn't fit me. 这件大衣我穿不合身。

He isn't fit for his work. 他不适合做这项工作。

She tries to keep fit by jogging every day. 她每天慢跑以保持健康。

词组: fitting room 试衣间

8. be made of 由……制成的 (看得出原材料, 而且制作材料能被还原)

be made from 由……制成 (看不出原材料, 而且制作材料不能被还原)

如: This bowl is made of glass. 碗是玻璃做的。

Glass is made from sand. 玻璃是沙子做的。

碗是玻璃做的, 这个一眼就能看出原材料, 所以用 be made of; 而玻璃是沙子做的, 这个没法看出原材料, 而且玻璃也没法再还原成沙子了, 所以用 be made from。

如: My house is made of bricks. 我的房子是用砖头砌成的。

Wine is made from grapes. 红酒是用葡萄制成。

9. traditional *adj.* 传统的

traditional culture / food / art / music 传统文化 / 食物 / 艺术 / 音乐

同根词: tradition *n.* 传统

如: The Chinese people have a long tradition of tea drinking. 中国人有悠久的饮茶传统。



10. online *adj.* 在线的; 联网的

online library 在线图书馆 go online 上网

如: You can chat to other people online. 你可以与其他人在线聊天。

11. customer review 顾客评价, 消费者评价

如: He always reads the customer reviews before buying things online. 网购前, 他总会读一读消费者评价。

如: No hotel will ever publish a negative customer review on its website. 没有酒店会在自己网站上公布负面的客户评论。

12. original price 原价

如: The original price of the book is very low. 这本书的原价很低。

It's really a bargain, but Tony bought the same book for just half the original price at another bookstore. 这真的很划算, 但托尼在另一家书店以原价的一半购买了同一本书。

13. lead the way to 引向……

如: Hard working leads the way to success. 辛勤工作带来成功。

Good habits lead the way to health. 好习惯带来健康。

三、句子解读

1. *Good Start Student's English Dictionary* fifth edition builds your English vocabulary better than ever before. 《佳启学生英语词典》(第五版)比以往更好地提升你的英语词汇水平。

better 是 good 的比较级, 句子结构 A+形容词比较级+than B, 表示两者进行比较。

如: Mary studies harder than any other girl in her class. 玛丽学习比她班上其他女生更努力。

2. explains word meanings in both Chinese and simple English. 用中文和简明英语解释单词的含义。

both...and.... 连接两个对等的成分, 意为“……和……都”。

如: He was famous both as a novelist and as a statesman. 他不但以小说家闻名, 也以政治家闻名。

3. Compared to the fourth edition, this new edition adds as many as 1000 new words. 与第四版相比, 新版本增加了 1000 个新词。

compared 是 compare 的过去分词, 在本句中作状语, 修饰谓语(adds)。过去分词作状语一般表示被动含义。本句表达的是拿新版词典与旧版词典进行比较, 强调客观性, 不强调动作的发起者(即由谁来进行比较), 故适用被动语态。如用状语从句来表达, 这句话可改写为 “When this new edition is compared to the 4th edition, this new edition adds as many as

1000 new words.”。

如：Compared with many people, she is really lucky. = When she is compared with many people, she is really lucky. 和许多人相比，她真的幸运。

Grown in rich soil, these seeds can grow fast. = If they are grown in rich soil, these seeds can grow fast. 如果种在肥沃的土壤里，这些种子就能长得快。

4. This new edition adds as many as 1000 new words.

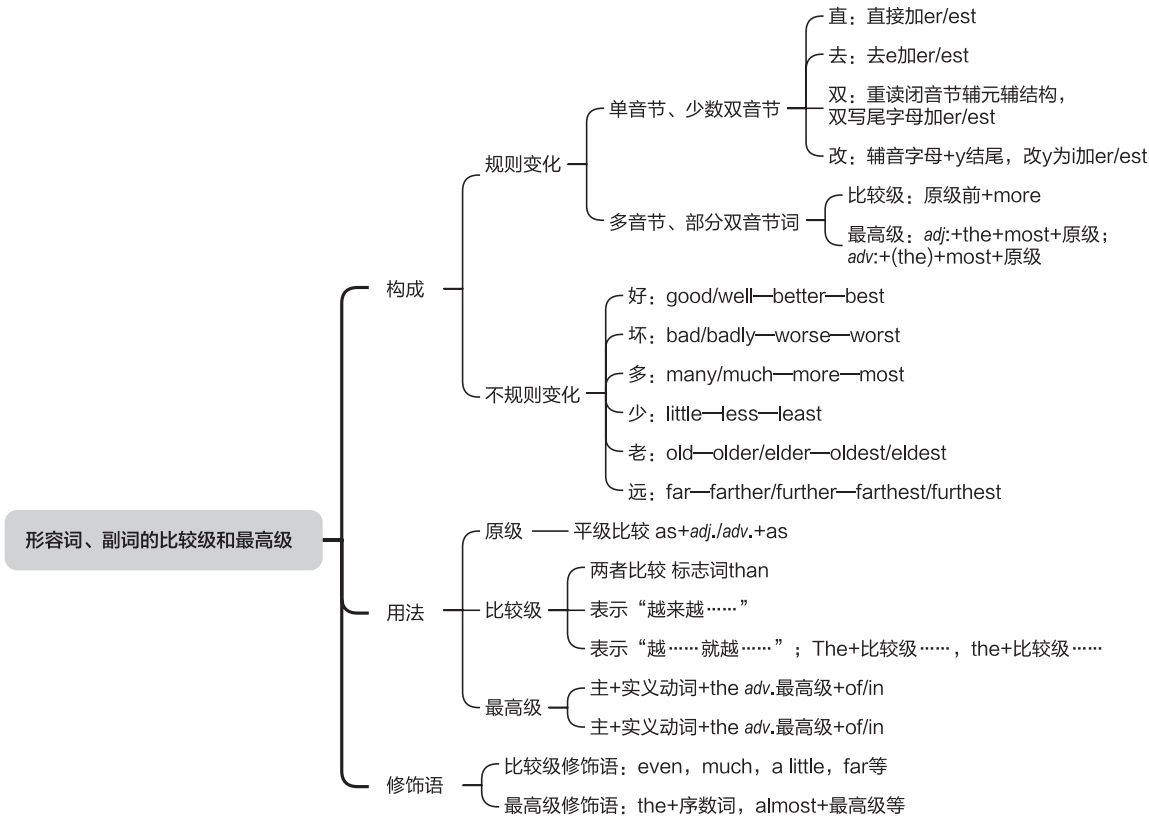
as many as 多达……之数+数词+个体复数名词。

如：She gets as many as eight thousand letters a month. 她一个月里收到的信件多达8000封。

as ... as “与……一样”，中间接形容词或副词的原级，在否定句中，第一个as也可换成so。

如：He doesn't study as [so] hard as his brother. 他学习不如他弟弟努力。

四、语法整理



1. Choose the proper sentence to complete the conversation. 选择合适的句子补全对话。

- A. The original price is 200 *yuan*. B. Of course. Here you are.
C. Can I pay with my smart phone? D. It's my pleasure.
E. Here some ties on sale these days. F. I'm afraid they have sold out.
G. Do you have the ties in a larger size?

W: Can I help you, sir?

M: Yes, I am looking for a tie.

W: 1) _____ Do you like this blue one?

M: Can I try it on?

W: 2) _____

M: It fits me quite well. How much is it?

W: 3) _____ But it is 30% off now.

M: That's great. I'll take it. 4) _____

W: Sure. Please show me your payment code.

M: Here you are. Thanks.

W: 5) _____

2. Choose the proper words to complete the sentences. 选择合适的单词补全句子。

edition feature rating add tight

1) Please _____ some honey to the water.

2) I think they are a bit of _____.

3) The book is now in its second _____.

4) What an interesting _____ of city life!

5) Which movie might receive a good _____ from Marty Klein?

3. Choose the proper expressions to complete the short passage. 选择合适的词组补全短文。

a great deal of the risk of be able to face to face On the other hand

Online shopping has made our daily life more convenient and comfortable. For example, shopping on the Internet can save students 1) _____ time on the way between home and stores, so they would 2) _____ concentrate more time and energy on their academic work. The Internet has shortened the distance between manufacturers and consumers and thus we can even buy goods in other countries. 3) _____, lack of the 4) _____

deal makes online shopping less reliable and trustworthy. What's more, the delivery will increase

5) _____ items' damage.

4. Choose the right answer to complete each sentence. 选择正确答案补全句子。

1) Tom is stronger than _____ in his class.

A. any other boy B. any boys C. any boy D. other boy

2) Your room is _____ than mine.

A. three time big B. three times big
C. three times bigger D. bigger three times

3) _____ he read the book, _____ he got in it.

A. The more; the more interesting B. The less; the more interesting
C. The more; the more interested D. More; more interested

4) These children are _____ this year than they were last year.

A. more tall B. more taller C. very taller D. much taller

5) Cindy is the second _____ girl in the class.

A. old B. older C. oldest D. the oldest

5. Read the passages and choose the right answers. 阅读文章，选择正确答案。

A

When you buy a T-shirt, or a fur coat in a store, it often carries a label (标签) telling who made it or from what store it was bought. Indeed, some labels show the dress is famous and it is very expensive, so buyers secretly wish they might be carried forever. On the other hand, buyers who deal with the cheapest products (产品) would be pleased to do away with labels entirely.

However, there is another label more important than the one showing from which store the dress was bought. When a person buys a fur coat or a jacket from a store, a label telling what the product is made of should be carried to it.

This label is required by law. Besides telling what the product on show is made of, the label should be in clear English and be where one can find it easily. The information on the label must be truthful.

The reason for this label is that most buyers today aren't expert enough to know exactly what kind of fur or material they are buying. The buyer must believe in the store that sells the products or in what the labels say.

- 1) The law requires that furs carry a _____.
A. clean label B. clear label C. white label D. secret label
- 2) In the article, the author says a little about _____.
A. school life B. managers' office
C. chemical laboratories D. clothing stores
- 3) This article mainly refers to _____.
A. making furs and clothes B. protecting buyers with law
C. keeping the buyer informed D. businessmen and sellers
- 4) The author doesn't agree that _____.
A. buyers buy the clothes without labels B. clothing stores sell cheap dresses
C. all the products have labels D. labels are not true
- 5) Which of the following is TRUE?
A. A T-shirt seldom carries a label.
B. A fur coat with a high price often carries a false label.
C. A label only says what material the product is made of.
D. Not all buyers know the material they are buying.

B

Going shopping seems easy, but actually it takes a lot of learning, especially in American. In fact, many Americans who are not so well-off often shop at "sales" or at special stores that sell things at low prices, which you may find interesting. In America, the important rule of dressing is that one should change his or her clothes every day. For example, in an American college, neither professors nor students are seen in the same clothes two days in a row. So you may find it necessary to buy more clothes than in China. While you are shopping in the States, you will discover that prices range considerably from time to time. The purchase of used, second-hand clothing, furniture or other household articles may be an excellent way of saving money. Most second-hand clothes are often of pretty good quality. If you are going to settle down in the States and want some furniture, you may go to a "loan closet", where furniture can be rented at low costs, or you may also go to a "furniture exchange" place in the community.

Sheets, blankets and other bedclothes go on sale in most communities twice a year. Advertisements for "white sales", that is, sales on bed linen, towels, etc, often appear in January, as well as in May, June or July. Once or twice every season, there will be "garage sales", where you

can get almost anything, from a yacht to a pair of shoes, at low prices. Prices at “discount stores” and “thrift shops” are also as low as you can imagine.

6) Shopping in the United States_____.

- | | |
|--------------------------------|--------------------------------|
| A. seems easy for Americans | B. requires some learning |
| C. is very easy for foreigners | D. is only for well-off people |

7) Americans change their clothes daily, because_____.

- | | |
|-----------------------------------|------------------------------|
| A. clothes are sold at low prices | B. people take it as a rule |
| C. they enjoy doing so | D. everyone is very well-off |

8) People shopping in America will discover_____.

- | | |
|---------------------------------|-------------------------------------|
| A. American goods are excellent | B. most clothes come from China |
| C. prices vary much sometimes | D. used clothes are of poor quality |

9) A person who needs furniture can_____.

- | | |
|---------------------------------------|---|
| A. exchange their goods for furniture | B. settle in a place that has furniture |
| C. get some free of charge | D. rent some at low costs |

10) At a “white sale”, one can buy_____.

- | | |
|----------------------------|------------------------------------|
| A. almost anything | B. sheets, cooking, utensils, etc. |
| C. bed linen, towels, etc. | D. shoes at low prices |

6. Translate the following sentences into English or Chinese. 将下列句子译成英文或中文。

1) How would you like to pay, cash or payment code?

2) *Good Start Student's English Dictionary 5th Edition* provides example sentences to show words in use.

3) Compared to the fourth edition, this new edition adds as many as 1000 new words.

4) 这件T恤不适合我。

5) 试衣间就在前面，我带你去。



7. Rearrange the sentences to make a short passage. 将下列句子重新排序, 组成一篇短文。

- A. The information technology is developing nowadays.
- B. For most of the modern history, people went to stores to get what they wanted.
- C. The Internet is changing the way we shop.
- D. But in recent years, more and more people have chosen to go shopping on the Internet.
- E. Some of these special days have become big shopping days for people around the world.
- F. To encourage online shopping, some online stores offer huge discounts on special days of the year.

单元测试 A 卷

I. Match Column A with Column B. 将A栏信息与B栏信息相匹配。(10 小题，每小题 3 分，共 30 分)

A	B
1. convenience store	A. 中国传统文化
2. fitting room	B. 加入购物车
3. lead the way to	C. 提供巨大的折扣
4. payment code	D. 引领去，导向
5. customer ratings	E. 付款码
6. shop assistant	F. 客户评级
7. traditional Chinese Culture	G. 店员
8. add to cart	H. 主要特色
9. offer huge discounts	I. 便利店
10. key features	J. 试衣间

II. Choose the proper words to complete the sentences. 选择合适的单词补全句子。(5 小题，每小题 3 分，共 15 分)

offer	compare	original	bestselling	discount
-------	---------	----------	-------------	----------

11. She wrote many _____ novels.
12. Do you give any _____ to students on Children’s Day?
13. The hotel _____ excellent facilities for families.
14. It was a small town then, _____ with what it is now.
15. Tony bought the same book for just half the _____ price at another bookstore.

III. Choose the right answer to complete each sentence. 选择正确答案补全句子。(10 小题，每小题 3 分，共 30 分)

16. John spent 3000 dollars on the cellphone, but in fact it was worth _____.
A. twice as much B. twice much as C. much as twice D. as much twice
17. The rope is _____ than that one.
A. more longer B. not longer C. much more longer D. many more longer

18. Of the two skirts, the pretty girl chose _____.
 A. the less expensive one B. of the most expensive
 C. a least expensive D. the most expensive of them
19. Which do you like _____, coffee, tea or milk?
 A. the best B. better C. the better D. best
20. I hope our life will be _____ in the future.
 A. better and better B. good and good
 C. good and better D. more and more better
21. The harder you work, _____ you will be.
 A. more lucky B. most lucky C. the luckier D. less lucky
22. My coffee is too bitter. Please _____ more sugar to my coffee.
 A. fix B. add C. suit D. give
23. The blue dress doesn't fit me. May I try another _____ one?
 A. fix B. fit C. fat D. fed
24. —Are there any bananas?
 —Bananas have been sold out, but fresh apples are _____.
 A. on sell B. in sale C. on sale D. selling
25. We must save trees and not buy things _____ ivory.
 A. made of B. made from C. made up of D. made into

IV. Read the passage and choose the right answers. 阅读文章, 选择正确答案。(5 小题, 每小题 5 分, 共 25 分)

I bought 10 sets of Christmas china that were marked at 75 percent off plus an additional 10 percent. It was an amazing deal. When I got them home, I found they took half a closet to store. I already have nice china I can use at Christmas. I can only use it few times in a years, so it wasn't worth buying. I took them back and now I have more money in my checking account(活期存款账户) as well as some luxury towels I have wanted for a long time. I would have saved myself the time of taking the china back if I had figured out beforehand what I really wanted, but it is sometimes hard to decide at the moment. This experience helped me to realize that you can actually save time and money by passing up bargains.

The main advantage of getting things on sale is that you can afford luxuries that you can't afford at regular price. My Christmas tree is covered with beautiful handmade Santa Claus ornaments (装

饰物)。I found them at a store about 15 months ago and fell in love with them. I imagined how beautiful they would look on my tree. I wanted to buy some, but they were \$13.95 each. It didn't fit into our Christmas budget, so I gave up the idea. Through the next few months the price kept dropping until it went down to \$2.95. When I saw that price, I bought 25 of them right away. I waited another nine months to put them on my tree, but in the end, I got exactly what I wanted for an excellent price. Instead of paying around \$350, I ended up paying around \$75. Patience paid off.

26. Why did the writer take the sets of china she had bought back to the shop?

A. Because they were of poor quality.

B. Because they were too expensive.

C. Because they were never used.

D. Because they covered too much room.

27. What's the meaning of the underlined phrase "passing up" in the first paragraph probably?

A. 屈服

B. 舍弃

C. 购买

D. 出售

28. When did the writer decide to buy the Santa Claus ornaments?

A. When the writer found them at a store about fifteen months ago.

B. When they were \$10.95 each.

C. When the price fit into their Christmas budget.

D. When the price went down to \$1.95.

29. Which of the following statements is TRUE according to the text?

A. The writer prefers to buy what is needed at the superstore at a bargain price.

B. The writer likes things on sale which are of high quality.

C. The writer paid about \$75 for a Christmas tree with beautiful ornaments.

D. Patience led to the writer's success in getting what her family would like.

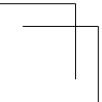
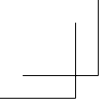
30. What does the author want to teach readers by writing the passage?

A. How to avoid unwise deal.

B. When to go bargain hunting.

C. How to make your budget.

D. When to get what you are eager for.



单元测试 B 卷



I. Listen to the short dialogues and choose the right answer to each question.
听短对话，选择正确答案。(5 小题，每小题 2 分，共 10 分)

1. Which is the cheapest?



A



B



C

2. How many kilos of apples does the woman want?



A



B



C

3. Where are the two speakers?



A



B



C

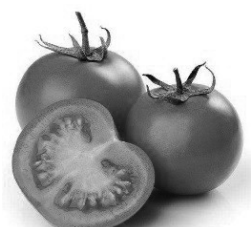
4. What is not in the salad?



A



B



C

5. What is the man doing now?



A



B



C

II. Listen to the dialogues and do the exercises. 听对话, 完成练习。(5 小题, 每小题 2 分, 共 10 分)

Listen and choose. 听对话, 选择正确答案。

6. Where is the woman?

- A. In a market. B. In a stationer.

7. What is the price of the item?

- A. 30 *yuan*. B. 40 *yuan*.

Listen and complete. 听对话, 补全信息。

Item 8. _____

Size 9. _____

Price 10. _____



III. Choose the proper words to complete the sentences. 选择合适的单词补全句子。(15 小题, 每小题 2 分, 共 30 分)

11. It was a small town, _____ what it is now.

- A. compared to B. is compared to C. comparing with D. has compared

12. The weather in Guangzhou in winter is _____ cold _____ that in Beijing.

- A. as; as B. so; as C. not as; as D. not as; like

13. The number of the giant pandas is becoming _____ because there is _____ living space for them.

- A. fewer and fewer; less and less B. fewer and fewer; smaller and smaller

- C. smaller and smaller; fewer and fewer D. smaller and smaller; less and less

14. The Yangtze River is _____ river in China. It's a little _____ than the Yellow River.

- A. longest; longer B. the longest; the longer

- C. the longest; longer D. longest; the longer

15.— _____?

—I'm looking for a pair of shoes.

- A. What can I do for you B. What are you doing here
B. Why are you here D. What's wrong with you

16. All of them can take the job, but I just want to know who is _____.

- A. the most patient B. more patient
C. the most patiently D. patient

17. With the development of 5 G technology, our daily lives have become _____.

- A. more and more convenient B. the most convenient
C. convenienter and convenienter D. most and most convenient

18. The earlier we take action to protect our environment, the _____ it will be for our future.

- A. better B. best C. worse D. worst

19. Our school life has become _____ than before because of all kinds of after-school activities.

- A. colorful B. colorfully
C. more colorful D. the most colorful

20. —Who lives _____ school in your class?

—Jimmy does. His home is just next to our school.

- A. close to B. closest to C. far from D. farthest from

21. The soup tastes _____ because it's too salty. I put salt into it too _____ in a hurry.

- A. terribly; carefully B. terrible; careful
C. terrible; carelessly D. terribly; careless

22. —The sweater is not the right _____ for me.

—Well, shall I get you a bigger one or a smaller one?

- A. price B. style C. size D. level

23. He has to _____ 20 *yuan* on this book. But I only _____ ten *yuan* for it.

- A. pay; spend B. cost; pay C. take; spend D. spend; pay

24. November 11th is coming. They are offering a 30% _____ on all clothes this month. It's the best time to go shopping online.

- A. discount B. benefit C. gift D. reduce

25. My schedule is very _____ right now so it's really difficult to fit you in.

- A. tight B. short C. regular D. flexible

IV. Read the passage and choose the right answers. 阅读文章, 选择正确答案。
(10 小题, 每小题 2 分, 共 20 分)

For several years, Americans have enjoyed teleshopping—watching TV and buying things by phone. Now teleshopping is starting in Europe. In some 26. _____ countries, people can turn on their 27. _____ and shop for clothes, jewelry, food, toys and 28. _____ things.

Teleshopping is becoming popular in Sweden. 29. _____ the biggest Swedish company sells different kinds of things on TV in 15 European countries, and in one year, it makes \$ 10 million. In France, there are two teleshopping channels, and the French 30. _____ about \$ 20 million a year in buying things through those channels. In Germany, 31. _____ last year teleshopping was only possible on one channel for one hour every day. Then the government allow more teleshopping. Other channels can 32. _____ for telebusiness, including the largest American teleshopping company and a 24-hour teleshopping company. German 33. _____ are hoping these will help them sell more things. Some people like teleshopping because it allows them to do their shopping without 34. _____. With all the traffic problems in cities, going shopping is not an easy thing. But at the same time, other Europeans 35. _____ like this new way of buying things. They call teleshopping “junk on the air”. Many Europeans usually worry about the quality of the things for sale on TV. They think high quality is the most important thing, and they don't believe they can be sure about the quality of the things on TV.

- | | | |
|-------------------|-----------------|---------------------|
| 26. A. European | B. Asian | C. American |
| 27. A. lights | B. TVs | C. radios |
| 28. A. many other | B. another many | C. the other |
| 29. A. Such as | B. For example | C. For teleshopping |
| 30. A. takes | B. cost | C. spend |
| 31. A. to | B. until | C. unless |
| 32. A. begin | B. leave | C. open |
| 33. A. people | B. women | C. businessmen |
| 34. A. to go out | B. going out | C. to buy things |
| 35. A. still | B. don't | C. even |

V. Read the passages and choose the right answers. 阅读文章，选择正确答案。
(10 小题，每小题 2 分，共 20 分)

A

“Who needs a shopping mall (购物中心) if you have Taobao?” says Wang Lin, 28, a writer in Beijing. Taobao, China’s largest online shopping site (网上购物网站), has become an important part of Wang Lin’s life. She spends lots of money on Taobao. A growing number of Chinese Internet users like Wang have found the joy of online shopping. Most online shoppers are students or young workers. More women shop on line than men. Clothing and home-use products are the most popular on line. It was reported that more than 250 billion *yuan* was spent on online shopping last year, 80% through Taobao. Taobao means “looking for treasure” in Chinese. People can find almost everything they need on Taobao, from clothes to books, from candies to DVD players. “You may question the security of online shopping,” Wang Lin said, “It’s very safe and convenient. Unless you receive the products from the sellers and are satisfied with them, the shop owner will not get the money. You can also get your money back if you want to return the products.”

However, many Chinese people still need a shopping mall where they can spend relaxing hours with their family and friends during weekends. Shopping malls are usually in the downtown. People come here to do a lot of things. They can buy fashionable clothes in the clothing area and eat in the gourmet area, enjoying food from all over the world. They can also go to the theater to watch movies. They can even do their daily exercise by walking in the mall and others go to the shopping mall to meet their friends. In some shopping malls, people can also see a doctor or a dentist or even go to the gym to practice Yoga.

36. What are the most popular online?

- | | |
|------------------------------------|-----------------------|
| A. Candies and DVD players. | B. Clothes and books. |
| C. Clothing and home-use products. | D. Online dating. |

37. What is Taobao?

- | | |
|-----------------------------|-----------------------|
| A. A shopping mall. | B. An online shopper. |
| C. An online shopping site. | D. A museum. |

38. How old are most online shoppers?

- | | | | |
|-----------|---------|------------|--------------|
| A. Young. | B. Old. | C. Babies. | D. Mid-aged. |
|-----------|---------|------------|--------------|

39. What does the underlined word “gourmet” mean?

- | | | | |
|-------|-------|-------|-------|
| A. 服饰 | B. 娱乐 | C. 美食 | D. 健康 |
|-------|-------|-------|-------|



40. Which is the main idea of the passage?

- A. Wang Lin's shopping habits.
- B. Online shopping in China.
- C. Shopping on line is not safe.
- D. Online shopping can't replace shopping malls in China.

B

What is the first thing you notice when you walk into a shop? The products on show at the entrance? Or the soft background music?

But have you ever notice the smell? Unless it is bad, the answer is likely to be no. But while a shop's scent may not be outstanding compared with sights and sounds, it is certainly there. And it is an increasingly powerful tool in encouraging people to buy things.

A brand store has become famous for its special scent coming through the dark hall and out to the entrance, via scent machines. A smell may be attractive but it may not just be used for freshening air. One sports goods company once reported that when it first introduced scent into its stores, customers' shopping intention (意向) increased by 80 percent.

When it comes to the best shopping streets in Paris, the quality of its goods is important but scent is also important to a brand's success. That is mainly because shopping is a very different experience to what it used to be.

Some years ago, the focus for brand name shopping was on a few people with. Now the rise of electronic commerce (电子商务) has opened up famous brands to a wider audience. But while e-shops can use sights and sounds, only bricks and mortar stores (实体店) can offer a full experience from the minute customers step through the door to the moment they leave. Another brand store hopes to be much more than a shop, but rather a place people go to. And scent is just one way to achieve this.

Now a famous store uses complex man-made smell to make sure that the soft scent of baby powder floats (漂浮) through the kid department, and coconut (椰子) scent in the swimsuit section. A department store has even opened a new lab, inviting customers on a journey into the store's windows to smell books, pots and drawers, in search of their perfect scent.

41. According to the passage, what is an increasingly powerful tool in the success of some brand store?

- | | |
|---------------------------|-------------------------------|
| A. Friendly assistant. | B. Unique scents. |
| C. Soft background music. | D. Attractive window display. |

42. What does the underlined word “scent” mean?
A. 气味 B. 视频 C. 音频 D. 质量
43. Why does the author mention e-shops in the passage?
A. To show the advantages of mortar-and-brick stores.
B. To urge shop assistants to change their attitude.
C. To push stores to use sights and sounds.
D. To introduce the rise of e-commerce.
44. Which of the following is TRUE?
A. Lots of people liked to buy things in famous store in the past.
B. E-shop can use scent to attract customers.
C. Mortar-and-brick stores offers a better shopping experience.
D. Coconut scent usually floats in the kid department.
45. In which part you may read this passage in a magazine?
A. Education. B. Story. C. Tourism. D. Business.

VI. Complete the short passage according to the given information. 根据所给信息补全下面的短文。(10 空，每空 1 分，共 10 分)

bargain with	shopping experience	fake goods	disadvantages
on the Internet	Online purchasing	developing technology	
in front of	convenient	network platform	

Online shopping is very popular these days. 46. _____ has become very easy and convenient, due to new and 47. _____. First of all, we can buy what we want at any time. We just sit 48. _____ our computers and can buy them because shops are always open. Secondly, it is 49. _____. Even though you stay at home, you can get something you want from the 50. _____. Thirdly, we can buy cheaper things because we can 51. _____ sellers.

However, not all this is good 52. _____. For example, it’s easy to buy the 53. _____ for that we only see the pictures of goods before they come to us.

In my opinion, shopping online has more advantages than 54. _____, and with the improvement of e-commerce, there will be more people to shop 55. _____.

