



序号 _____ 学号 _____ 姓名 _____ 班级 _____ 成绩 _____ 类型 U1-L

Listening Comprehension



► **Task 1** In this section, you will hear five short dialogs. After each dialog, there is a recorded question. The dialogs and questions will be spoken only once. When you hear a question, you should choose the correct answer from the four choices marked A, B, C and D.

- 1. A. She's a marketing manager. B. She's a secretary.
C. She's an operator. D. She's a saleswoman.
- 2. A. Nancy doesn't know where to go.
B. Nancy doesn't like her manager.
C. Nancy is supposed to do something rather difficult.
D. Nancy wants to buy some cosmetic products.
- 3. A. He doesn't know how to fill in the questionnaire.
B. He doesn't like the survey.
C. He will complete the questionnaire later.
D. He is very busy.
- 4. A. It's terrible. B. It's boring.
C. It's attractive. D. It's easy.
- 5. A. The eye cream is amazing. B. The ad is not reliable.
C. The eye cream is too expensive. D. The ad is trustworthy.

► **Task 2** In this section, you will hear two long conversations. After each conversation, there are some recorded questions. The conversations and questions will be spoken twice. When you hear a question, you should choose the correct answer from the four choices marked A, B, C and D.

Conversation 1

- 6. A. Eye cream. B. Day cream.
C. Whitening cream. D. Night cream.
- 7. A. Oily skin. B. Combination skin.
C. Dry skin. D. Normal skin.
- 8. A. 515 yuan. B. 550 yuan.
C. 100 yuan. D. 510 yuan.

Conversation 2

- 9. A. Experts. B. Sales staff.
C. The training team. D. The research team.

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10. A. The applications of the products. B. The design features of the products.
 C. The organization of the company. D. The special advantages of the products.

► **Task 3** In this section, you will hear a short passage. After that you should fill in the blanks 11-15 in the following table with the information you hear. The passage will be spoken three times.

Five Basic Skin Types	
Skin Types	Characteristics
Dry skin	11. It is _____ and tends to develop _____ and age easily.
12. _____	It is healthy and smooth-textured.
13. _____	It is highly responsive to particular environmental changes. It might become red or even itchy.
Combination skin	14. It is oily _____ and dry _____.
15. _____	It looks shiny with large pores.

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序号 _____ 学号 _____ 姓名 _____ 班级 _____ 成绩 _____ 类型 U1-W&S

Words and Structures

► **Task 1** Complete each statement by choosing the appropriate answer from the four choices marked A, B, C and D.

1. We are all liable _____ make mistakes when we are tired.
A. for B. to C. into D. onto
2. I hate people who _____ the end of a film that you haven't seen before.
A. reveal B. rewrite C. revise D. reverse
3. They started off late and got to the airport with five minutes to _____.
A. leave B. make C. spare D. catch
4. We welcome rain, but a(n) _____ large amount of rainfall will cause floods.
A. extensively B. extremely C. specially D. constantly
5. In a typhoon, winds _____ a speed greater than 120 kilometers per hour.
A. assume B. accomplish C. attain D. account
6. With the _____ of living cost, it has now become difficult for a couple to bring up several children.
A. arise B. rise C. raise D. arouse
7. She'll soon _____ her disappointment and be quite cheerful again.
A. get on B. get over C. get away D. get off
8. Let's put our heads together and decide _____ a plan of action.
A. in B. to C. on D. about
9. The librarian is _____ for all the books in the library.
A. charge B. responsible C. confident D. secure
10. Liquids are like solids _____ they have a definite volume.
A. in that B. for that C. with that D. all that
11. I felt somewhat disappointed and was about to leave, _____ something occurred that attracted my attention.
A. unless B. until C. when D. while
12. I'll mark their work _____.
A. as soon as they will hand it in B. later they hand it in
C. as they handed it in D. as soon as they hand it in
13. _____ you go on the surface of the earth, you find plants and animals living together.
A. Wherever B. Whenever C. Whatever D. However
14. I'm sure he is up to the job _____ he would put his mind to it.
A. if only B. in case C. until D. unless

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15. _____, she often behaves like a child.

- A. As old is she
- B. As old she is
- C. Old as is she
- D. Old as she is

► **Task 2** Match the words in the left column with the words in the right column to form names of cosmetic products. Refer to a dictionary if necessary.

- | | |
|---------------------|------------|
| _____ 16. nail | A. tissue |
| _____ 17. lip | B. remover |
| _____ 18. toning | C. lotion |
| _____ 19. styling | D. balm |
| _____ 20. eye | E. cream |
| _____ 21. makeup | F. block |
| _____ 22. sponge | G. saver |
| _____ 23. facial | H. puffs |
| _____ 24. sun | I. gel |
| _____ 25. whitening | J. shadow |

► **Task 3** Choose among the words and expressions given below to complete the following statements. Only five choices are useful. Change the form if necessary.

facial cleanser	hair conditioner	aftershave lotion	cosmetic surgery
niche market	skincare	feasibility study	questionnaire

26. Establishing a(n) _____ can give you the opportunity to provide products and services to a group that other businesses have overlooked.
27. A(n) _____ is to be carried out before we invest in new cosmetic products.
28. Angelina Jolie is the gold standard of beauty among women who are seeking _____.
29. Choosing the right _____ can help you avoid a dry, frizzy head of hair.
30. Many _____ products in the marketplace focus on improving wrinkles only.

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Reading Comprehension

- **Task 1** In this part, you will have 15 minutes to go over the passage quickly and answer the questions.

For Questions 1-7, mark

Y (for YES) if the statement agrees with the information given in the passage;

N (for NO) if the statement contradicts the information given in the passage;

NG (for NOT GIVEN) if the information is not given in the passage.

For Questions 8-10, complete the sentences with the information given in the passage.

Tens of billions of dollars are spent worldwide each year by women on makeup and other cosmetic products. Advertisements for makeup, hair care products and the like abound and magazines promoting cosmetics are some of the very best sellers.

Although today's cosmetics industry is amongst the most dominant markets, the use of makeup has actually been with us for thousands of years.

The earliest recorded use of makeup involved the Egyptians of the fourth century before Christ. Sweet-smelling oils, sheep fat based creams and eye paint were applied by upper-class women to beautify their facial features.

In the next thousand years, women in the Far East, especially the Japanese and Chinese, stained their faces with a powder derived from rice to make their complexions (肤色) a pale white, while both men and women of the noble class in Europe applied white lead and chalk powders to achieve the same ghostly effect. The pale face was desirable, as it separated the wealthy from the "common" workers who had dark complexions. Another method of obtaining the desired look involved a powder comprised largely of hydroxide (氢氧化物), carbonate (碳酸盐), and lead oxide (氧化铅), the latter often leading to lead poisoning. During this same period, Greek women applied ochre (赭色, 黄褐色) clay and red iron to their lips—perhaps the first historical lipstick application.

Little changed during the dark centuries of the Middle Ages. Perfumes (香水) with alcohol bases were introduced to Europe in the 1200's. In the 1400's upper-class women in England, again seeking a whiter complexion, took to applying egg whites to their faces. But the real emergence of makeup in European society took place in the following two centuries, especially in France and Italy, with the former in particular being responsible for the development of manufacturing facilities for both makeup and perfumes. These were created from fragrant natural ingredients like fruits, flowers, and roots employing a very laborious blending process that required the use of excessive quantities of these natural ingredients in order to produce very small amounts of products.

The use of cosmetics spread throughout Europe during the next two hundred years, with their use becoming more and more widespread amongst all but the poorest women. And in the 1800's, the French began developing more advanced scientific processes for the creation of new cosmetic products, with zinc oxide (氧化锌) bases now replacing more dangerous substances such as copper and lead. And the first beauty salons (美容院) made their appearance towards the end of the 19th century.

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It should be noted that at some times and places, such as in Victorian England of the 19th century, the use of makeup and other cosmetics was seen as proper only for stage actors and the like, being far too “rude” for upper-class society.

But the birth of the cosmetics industry as we know it today did not take place until the early 1930's. Hollywood was largely responsible. Popular actresses such as Mary Pickford and Jean Harlow appeared on screen before millions of admiring women across America and Europe, introducing a modern brown look to the masses. And Hollywood makeup artist Max Factor began using pancake (粉饼) makeup and other products to produce desirable looks for the cameras.

Following the end of the Second World War and with the emerging economic prosperity, came the growth of today's cosmetics industry, encouraged by the new technology of television. Ads for cosmetic products, especially lipsticks and mascaras (睫毛膏), abounded and concurrently came the rapid growth of the beauty magazine industry. Since the 1970's an abundance of new cosmetic products to meet the concerns of a health conscious public has been created, such as natural cream and conditioners and, more recently, mineral makeup.

Today there are tens of thousands of cosmetic products on the market. Billboards, television, magazines, newspapers and the Internet are filled with marketing messages and promotions for every possible sort of cosmetic need imaginable. For the consumer, the result is more choices, and cheaper prices due to the enormous competition for the customer's wallet. The cosmetics world has indeed come a long way since the sheep fat cream of ancient Egypt.

1. The use of makeup has actually been with us for one thousand years. _____
2. The earliest recorded use of makeup dates back to the fourth century before Christ. _____
3. Only women of the noble classes in Europe applied white lead and chalk powders to achieve the ghostly effect. _____
4. Great changes in cosmetics took place during the dark centuries of the Middle Ages. _____
5. The history of cosmetics spans at least 6,000 years of human history, and almost every society on earth. _____
6. In order to achieve desirable looks for the cameras, Max Factor began to use pancake makeup and other products. _____
7. Following the end of the American Civil War, and with the emerging economic prosperity, came the growth of today's cosmetics industry. _____
8. The _____ was once a mark of difference between the wealthy and the “common” workers.
9. In the 1800's, _____ bases were used to replace more dangerous substances such as copper and lead.
10. An abundance of new cosmetic products to meet the concerns of a health conscious public have been created since the _____'s.

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Unit 1

► Task 2 Read the following passage and choose the best answer from the four choices marked A, B, C and D.

Makeup sales have risen despite the recession as women aim to look their best without breaking the bank on clothes and shoes. While many women have cut back on other fashion and beauty expenditures amid the global economic crisis, sales of cosmetics have increased.

Research shows that cosmetics enjoyed the highest growth in the expanding British beauty market with a 7.4 percent rise to £1,200 million between 2007 and 2008. Face and body skincare were up 6.7 percent to £1,000 million and women's perfume sales rose 4.6 percent to £667 million over the same period, according to market research specialists Mintel.

Experts claim that the phenomenon, called the Lipstick factor, is a repeat of that seen during the Great Depression of the 1930's when tougher competition for jobs made women eager to look their best. Selfridges director Anne Pitcher said that women particularly favor bright red shades during periods of economic hardship because they bring them more confidence. She told the *Daily Mail*: "Evidence shows that lipsticks are up for the first time in years. Red is especially popular, as Scarlet Johansson and Monica Bellucci promote the classic Hollywood makeup look."

Research also suggests that rather than saving money by choosing cheaper products, women are treating themselves to top quality brands. George Wallace, chief executive of shopping consultants MHE Retail, said: "A 25- to 34-year-old woman in the UK is carrying £71 worth of makeup in her handbag and there is no sign of her giving this up in the downturn."

11. The reason why makeup sales have risen despite the recession is that _____.
 A. makeup products are cheaper
 B. women want to look their best in tougher competition for jobs
 C. wealthy women have more money to purchase makeup products
 D. women have no idea about the economic crisis
12. Between 2007 and 2008 face and body skincare rose _____ in the British beauty market.
 A. 7.4 percent to £1,200 million B. 6.7 percent to £1,200 million
 C. 4.6 percent to £667 million D. 6.7 percent to £1,000 million
13. The two actresses mentioned in the passage who help promote the classic Hollywood makeup look are _____.
 A. Scarlet Johansson and George Wallace B. Jessica Alba and Jennifer Aniston
 C. Monica Bellucci and Scarlet Johansson D. Halle Berry and Lindsay Lohan
14. What kind of shades do women prefer during periods of economic hardship according to Anne Pitcher?
 A. Orange red. B. Indian red. C. Bright red. D. Dark red.
15. "... there is no sign of her giving this up in the downturn" (Line 4, Para. 4) most probably means "_____".
 A. women will go downtown to buy makeup products
 B. women will keep saving money to buy makeup products
 C. women will never stop buying makeup products even during periods of economic hardship
 D. women will do their best to get a job

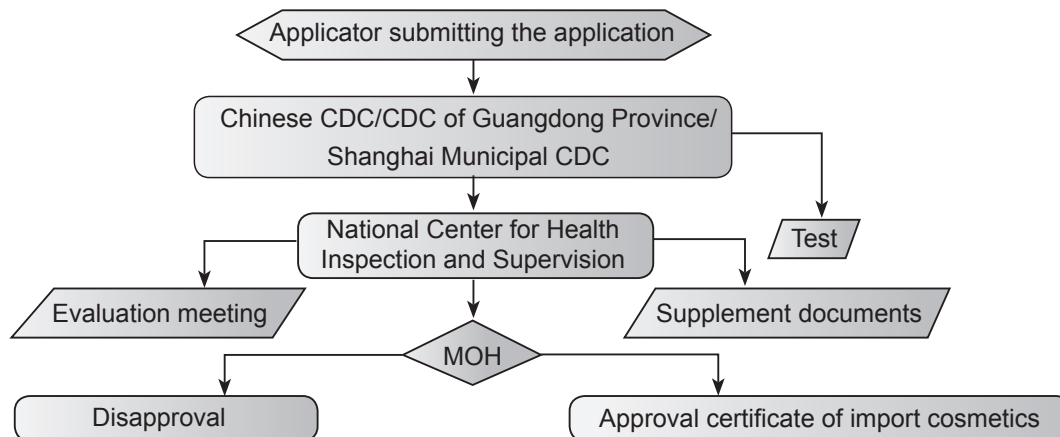
► **Task 3** Read the following passage and complete the sentences below with the information given in the passage.

China cosmetics market is growing rapidly. Unlike most other regions and countries, China requires a license from China Ministry of Health (MOH) for the importing of cosmetic products.

In China, imported cosmetics include general cosmetics and special cosmetics. General cosmetics include products for hair and skin care, makeup, fingernail and toenail care, and perfume. There are 9 categories for special cosmetics: cosmetics used for hair nourishment, hair color, hair perm, hair removal, breast massage, body-building, deodorant, fading cream and sun-protection products.

For general cosmetics, it usually takes 4-7 months and \$750-\$1,100 for each product to fulfill the application procedure. For special cosmetics (Remark: time and cost depend on products' category), it usually takes 5-12 months and \$1,020-\$4,000 for each product.

Flowchart for Cosmetics Registration



NOTE: CDC stands for Center for Disease Control and Prevention

16. In order to apply for cosmetics, the applicator should first _____.
17. The _____ is in charge of the evaluation meeting and supplement documents.
18. The registration fees for general cosmetics are _____ for each product.
19. The duration of the registration process for special cosmetics is _____ months.
20. If the application is accepted, the applicator will obtain a(n) _____.

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Unit 1

序号 _____ 学号 _____ 姓名 _____ 班级 _____ 成绩 _____ 类型 U1-T

Translation

► **Task 1** Match the Chinese expressions in the left column with their English equivalents in the right column.

- | | | |
|-------|----------|------------------------------|
| _____ | 1. 深层洁净 | A. fade dark spot |
| _____ | 2. 延缓衰老 | B. resume elasticity |
| _____ | 3. 去除皱纹 | C. replenish necessary water |
| _____ | 4. 夜间修复 | D. activate skin |
| _____ | 5. 质地清爽 | E. instant absorption |
| _____ | 6. 迅速吸收 | F. fresh texture |
| _____ | 7. 活化肌肤 | G. nighttime repair |
| _____ | 8. 补充水分 | H. remove wrinkles |
| _____ | 9. 恢复弹性 | I. anti-aging |
| _____ | 10. 淡化色斑 | J. deep cleansing |

► **Task 2** Translate the following sentences into Chinese, paying attention to the italicized parts.

11. Most men approve of male beauty products, but not *plastic surgery*.

12. *Selecting an effective facial skin care* is very important if you don't want to hurt your skin tissue.

13. *Cosmetic companies* have grown at a rapid pace ever since male consumers started using beauty products more and more.

14. Non-surgical treatments to prevent hair loss *are well accepted*.

15. One of the most popular options for male facial skincare is anti-aging creams *that help you maintain your skin smooth, fresh, young, fight toxins, erase wrinkles and stimulate the growth of anti-aging substances*.

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Writing

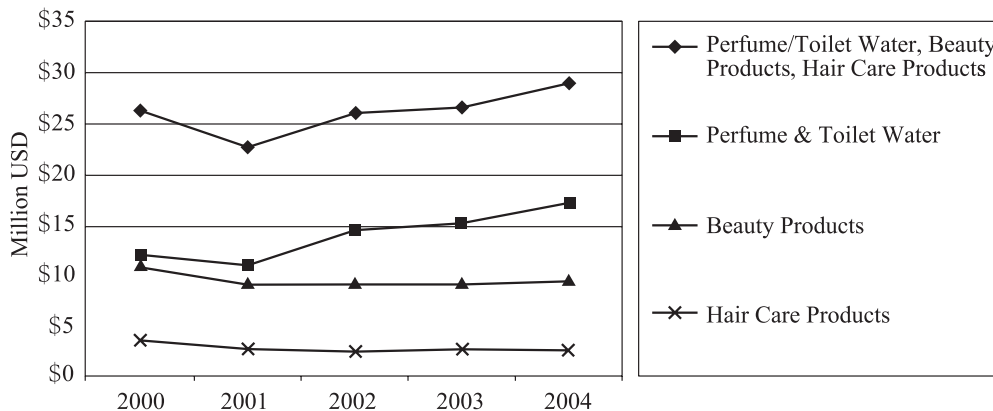
► **Task 1** Match the following reports you may be asked to write in your workplace with their Chinese equivalents.

- | | | |
|-------|-------------------------|-----------|
| _____ | 1. case study report | A. 检验报告 |
| _____ | 2. feasibility report | B. 定期报告 |
| _____ | 3. progress report | C. 个案研究报告 |
| _____ | 4. sales report | D. 事故报告 |
| _____ | 5. investigation report | E. 销售报告 |
| _____ | 6. accident report | F. 可行性报告 |
| _____ | 7. inspection report | G. 进度报告 |
| _____ | 8. periodic report | H. 调查报告 |
| _____ | 9. R&D report | I. 实验报告 |
| _____ | 10. laboratory report | J. 研发报告 |

► **Task 2** Write a summary of no less than 80 words based on the information given in the diagram. Your summary should include:

- ◆ a description of the diagram
- ◆ an analysis of the data
- ◆ a conclusion

Britain's Total Imports of Cosmetics and Related Products from Italy (Jan-Dec. 2000-2004)



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Unit 1

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单元评估档案 (Unit 1)

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	用时		难度			成绩	收获	存在的问题	改进措施
听力	分	秒	难	中	易				
词汇与结构	分	秒	难	中	易				
阅读	分	秒	难	中	易				
翻译	分	秒	难	中	易				
写作	分	秒	难	中	易				
学生建议:									
教师评语:									

