

1.

阅读下面短文，在空白处填入1个适当的单词或括号内单词的正确形式。

How Running Helped Me Turn My Life Around

I've never been an athlete. In my twenties, I went for an occasional yoga class, but that was really the summary of all my athletic accomplishments.

That was until the end of 2016, 【1】 I was unexpectedly laid off. I was feeling quite depressed but pushed myself to go and cheer for the TCS NYC Marathon runners as the course was going through our neighborhood.

However, while 【2】 (be) there, I got lots of energy from all the runners, smiling and applauding. Not a runner myself, I thought maybe I 【3】 give running a try just to use my neglected gym membership and see where it takes me. And so I tried. I went to my local gym the next morning and got on a treadmill (跑步机). I was out of breath my minute five, but I slowed down, 【4】 (walk) for a bit and then restarted. I came back the next day, hoping to last a few minutes 【5】 (long). By the end of two weeks, I could run for 30 minutes, which was a huge success.

While I saw my body starting to look more toned, I also noticed my negative thoughts didn't occur that frequently. And it sparked a thought -- what if I could set a running goal and sign up for my first - ever race? I did and races became a new hobby.

【6】 the meantime, I was able to acquire a few freelance (自由职业的) projects. They offered me a good income, and, most importantly, the time 【7】 (work) out for the big race. Also, when I was going for interviews, I started to feel very confident of my abilities, experience and skills.

I got my full-time job offer at my dream company just a couple of weeks before the half marathon. 【8】 I got an injury from over-training right before the race, I still went for it and still finished within my 【9】 (expect) time.

I still have a long running journey ahead of me -- I'd love to work on my speed, my technique and I dream of running a marathon outside of the US. Running gives me faith 【10】 I can do anything I set my mind to.

2.

Directions: Fill in each blank with a proper word chosen from the box. Each word can only be used once. Note that there is one word more than you need.

A. tightly B. round C. stuck D. spirits E. encouraging F. desperately G. strengths H. frustrating I. clapped J. arrest K. collapsed

Italians Find "Moments of Joy in this Moment of Anxiety"

It started with the national anthem. Then came the piano chords, trumpet blasts, violin serenades (小夜曲) and even the clanging of pots and pans — all of its spilling from people's homes, out of windows and from balconies.

Finally, on Saturday afternoon, a nationwide 【1】 of applause broke out for the doctors on the medical front lines fighting the spread of Europe's worst coronavirus outbreak.

Italians remain essentially under house 【2】 as the nation, the European front in the global fight against the coronavirus, has ordered extraordinary restrictions on their movement to prevent infection.

But the music and noise erupting over the streets, from people 【3】 in their homes, reflects the spirit and humor of a nation facing its worst national emergency since the Second World War. It has also demonstrated the 【4】 of those national characters.

In China, patriotic truck drivers risked infection to bring 【5】 needed food to the people of Wuhan, the center of the outbreak. In Iran, videos show doctors in masks dancing to keep 【6】 up. And in Italy, the gestures of gratitude and music ring out above the country's empty streets, while social media feeds are filled with 【7】, touching and humorous web videos.

Images of nurses who 【8】 from exhaustion or their faces bruised (使受淤伤) from 【9】 sealed masks have also spread across the web in recent days. Parents posted pictures of unicorns and rainbows drawn by young children with the title "It will all be OK."

"We're Italians, and loving singing is part of our culture" said Giorgio Albertini 51, an archaeology professor who 【10】 from his apartment balcony in the university district of Milan, calling it a way 'to feel a community, and to have the collective grief'.

3. 完形填空

The true purpose of a business, Peter Drucker said, is to create and keep customers. "Customer value" has several definitions. I use the _____ to mean the total lifetime value of a company's customer base. Companies can increase this value by _____ more customers, earning more business from existing ones, keeping them longer, making their experience simpler through digital improvements and so on. Visionary leaders have long understood the importance of _____ on customer value rather than pursuing short-term profits or quarterly earnings, and they've become enduring customer loyalty leaders in the process. It's worth noting that a number of loyalty-leading companies are able to _____ shareholder pressure, or avoid it altogether.

Companies can _____ customer value in a variety of ways: To increase _____, software companies sometimes charge corporate customers change fees that can raise the total cost of ownership to as much as three times the original price. To reduce operating costs, restaurant chains sometimes _____ frozen and precooked ingredients in place of fresh and made-to-order food. The resulting profits may look good on the income statement. Such strategies may even lead to short-term earnings growth. But they also _____ potential customers and encourage disloyalty.

Given the importance of customer value, leaders should track it as much as they track other key assets, such as buildings, machinery, and marketable securities. They also should reveal it in their quarterly and annual earnings reports so that investors can make _____ judgments about company performance and how it compares with that of industry peers. But most companies _____ believe that measuring customer value is too difficult or costly. They continue to rely on a centuries-old accounting tradition that emphasizes physical and financial assets, and neither income statements nor balance sheets offer much _____ into the value of a company's customers.

As investors wake up to the importance of customer value, however, many growth-stage companies now direct investors' attention to _____ in growing the value of their customer base. Some public companies increasingly report various types of customer value metrics. One of the UK's top energy suppliers E.ON, _____, reports year-over-year customer counts in its financial report. "As a customer-focused company," E.ON noted, "we see customer value as crucial to our success."

This is a start, but because there are no customer-value reporting standards or requirements, investors still have a(n) _____ picture. The minority of companies that do provide customer value information decide for themselves what to disclose. _____, firms may calculate customer metrics differently or change them to tell a desired story, or simply stop reporting them if they fail to go with the company's preferred narrative.

【1】 A.item B.version C.term D.definition

【2】 A.persuading B.consulting C.acquiring D.inspecting

【3】 A.remarking B.concentrating C.commenting D.operating

【4】 A.resist B.increase C.intensify D.maintain

【5】 A.raise B.adopt C.calculate D.destroy

【6】 A.income B.experience C.productivity D.demand