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Passage No. 31

Directions: In the following questions, you have a brief passage with 5 questions. Read the passage carefully and choose the best answer to each question out of the four alternatives.

Once upon a time, a businessman named Ray Kroc discovered a restaurant owned by two brothers. The restaurant served just four things: hamburgers, French Fries, milk shakes and coca cola. But it was clean and inexpensive, and the service was quick. Mr. Kroc liked it so much that he paid the brother so that he could use their idea and their name: Mc Donald's.

Beef, big business and fast service were the ingredients when Mr. Kroc opened his first McDonald's in 1955. Four years later, there were 100 of them. Kroc knew Americans liked success. So he put signs saying how many millions of McDonald's hamburgers people had bought. In just four years, the number was one hundred million. Now there are more than 13,000 McDonald's restaurants from Dallas to Paris and from Moscow to Beijing.

Anyone who wants to open a McDonald's must first work in one for a week. Then, they do a nine month training programmed, in the restaurants and at "McDonald's University" in Chicago. There they learn the McDonald's philosophy: quality control, service, cleanliness and cheap prices. McDonald's has strickt rules, Hamburgers must be served before they are ten minutes old, and French fries, seven.

McDonald's has never stopped looking for new methods to attract customers, from drive-in windows to birthday parties. Chicken, fish, salad and, in some places, pizza are now on the menu. McDonald's in Holland even sells a vegetarian burger. Their international popularity shows they have found the recipe for success.

Questions:

1. How did putting up signs of his success in America help Mr. Kroc?

- A. People could work in the outlets for a week
- B. People could apply for jobs Children would visit the outlets more
- C. Children would visit the outlets more
- D. Americans would encourage him and buy more hamburgers

2. What made the restaurants more popular?

- A. The servers were kind
- B. The ingredients used were genuine
- C. It was owned by two brothers
- D. It was clean and inexpensive

3. What is McDonald's philosophy?

- A. Quality control, service, cleanliness and high prices
- B. Quality control, cleanliness and cheap prices
- C. Quality control, service and cheap prices
- D. Quality control, service, cleanliness and cheap prices

4. Who is McDonald's named after?

- A. Two brother unrelated to Mr. Kroc
- B. Two brothers related to Mr. Kroc
- C. Mr. Kroc's two sons
- D. Mr. Kroc's two brothers

5. Which statement is false?

- A. McDonald's is not innovative in their methods
- B. McDonald's is both a domestic and international food chain
- C. McDonald's is a rapidly growing food chain
- D. McDonald's is not a multi cuisine restaurant

Correct Answers:

1	2	3	4	5
D	D	D	A	A



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