

Written Comprehension

Read the text and answer the questions :

McDonald's: a hundred billion hamburgers

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 brothers 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 Mc Donald'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 Mc Donald's hamburgers people had bought. In just four years, the number was one hundred million. Now, there are more than 13,000 Mc Donald's restaurants from Dallas to Paris and from Moscow to Beijing.

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

Mc Donald'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. Mc Donald's in Holland even sells a vegetarian burger. Their international popularity shows they have found the recipe for success.

*: pancartes / panneaux publicitaires **: clients

1. This document is

an extract from a book

a press article

a poem

2. Who was Ray Kroc?

a cook

a businessman

a soldier

3. Ray Kroc discovered a restaurant. Read the first paragraph and give pieces of information about this restaurant:

• Name of the owners: Ray Kroc Mr Brothers Mc Donalds

• Menu: _____ / _____ / _____ / _____

• Qualities: _____ / _____ / _____

4. Why did Mr Kroc give money to the two brothers?
- because they had helped him a few years before
 - because they were very friendly
 - because he wanted to use their model of restaurant and name
5. When did Mr Kroc open his first restaurant?
in the 1960s in the 1950s in the 1940s
6. What was the name of his restaurant? _____
7. In 1959, Mr Kroc had 100 restaurants.
Right Wrong
8. Why did Mr Kroc put up signs?
- because he wanted to show his restaurants were very successful
 - because he didn't want his customers to park everywhere
 - because his prices were really cheap
9. In 4 years he sold:
10,000,000 burgers 100,000,000 burgers 1,000,000 burgers
10. Today there are:
- thirty thousand Mc Donald's Restaurants in Dallas and Paris
 - thirty thousand Mc Donald's Restaurants on the planet
 - thirteen thousand Mc Donald's Restaurants in Dallas and Paris
 - thirteen thousand Mc Donald's Restaurants on the planet
11. If you want to open a Mc Donald's restaurant today:
- you just need money.
 - you must work in a Mc Donald's restaurant for 1 week
 - you must eat burgers every day
 - you must do a training programme during 9 months
 - you must go to a special university in Chicago
 - you must be a good cook
12. Since 1955, Mc Donald's restaurants have changed a lot to keep their customers.
Right wrong
13. All Mc Donald's restaurants on the planet sell the same meals.
Right Wrong
14. What can you find in Holland?
a special hamburger a special drink a special ice-cream
15. The author of the article thinks that Mc Donald's restaurants will disappear very soon.

Right Wrong

16. What is the title "Mc Donald's: a hundred billion hamburgers" in French?
