

4A Choose the correct options (A–C) to complete the text.**Taking the pain out of the wait**

Waiting in a queue ¹ most people crazy, and that's bad for business. So businesses ² a lot of effort to solve this. When high-rise buildings became common, waiting for the lift was frustrating for anyone who was in a ³, and there were lots of complaints. So mirrors were put next to the lifts and complaints dropped because it gave people something to look at while waiting. An airport was ⁴ getting complaints about the long wait for baggage. When they moved the arrival gates further away, complaints about waiting stopped, and no one got ⁵ about the longer walk. When a new electronic product comes out, there can be long queues, and people ⁶ outside a shop can be a real problem.

Danish researchers found a solution: serve the last people ⁷ first. That way there's no reason to show up early. As far as we know, no other countries are ⁸ to try out the Danish solution – we can guess how people might ⁹ to it. Most people would probably stick to their belief that first-come, first-served is fair, and anyone ¹⁰ the queue is just behaving rudely.

1 A causes	B gets	C drives
2 A make	B do	C have
3 A way	B hurry	C speed
4 A constantly	B ever	C continual
5 A far	B tired	C upset
6 A camping	B camp	C who
7 A arrived	B who	C to arrive
8 A thinking	B intends	C planning
9 A answer	B react	C argue
10 A jump	B jumping	C jumps