**SO\_MAIN READING 6\_KEYS AND EXPLANATION**

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| **Questions**  (the answers are highlighted  & the key words are underlined) | **Reading passage** | **Explanation**  (if needed) |
| **Questions 1=>8: MATCHING HEADINGs**  Read from the shortest => longest paragraph.  Read from the 1st => final sentence to find the recurring theme/main idea.  Choose the correct answer by eliminating wrong headings. | | |
| 1. VIII. A successful restaurant on the brink of shutdown.   Maurice and Richard McDonald made a lot of money with their restaurant, but they grew tired of the stresses of ownership. The brothers were tired of searching for replacements when their cooks and waitresses quit. They were tired of replacing broken dishes and glassware and lost silverware. Before abandoning their successful business, however, they decided to try a new system of preparing and serving food. | |  |
| 1. V. A system coming to the rescue.   Their remodeled restaurant contrasted with the original. It served just hamburgers, cheeseburgers, French fries, and drinks.   * Describe “the new system”   …. This new system was like a factory assembly line. Increasing the speed of food preparation increased the kitchen’s output and lowered its costs. The system revolutionized the restaurant business and introduced the term “fast food.”   * Coming to the rescue (benefits) | |  |
| 1. IX. An idea to copy the new Mc.Donald model   Carl Karcher heard that a nearby restaurant was selling cheap, albeit top-grade, hamburgers for 15 cents. He was charging cents for burgers in his own restaurant. When he visited the McDonald’s restaurant, he was astonished to see dozens of customers waiting in line to buy burgers while the assembly-line kitchen staff quickly and efficiently prepared their food. He liked the new system. In 1956 Karcher opened his own fast-food restaurant and named it Carl’s Jr. | | Lưu ý bẫy dạng câu hỏi có tên riêng: “Carl” “Ray Kroc”   * Cần đọc nội dung ở sau trong headings xem có được nhắc đến không, vì phần lớn headings có đúng tên riêng trong đoạn là đáp án sai   e.g: Câu 3 – vii: “Carl’s Jr’s **interior**” – “nội thất” => không được nhắc đến trong đọan. |
| 1. I. The expansion of the Mc Donald’s brand   Around this time, Ray Kroc, a salesman who sold milkshake machines to restaurants, also visited the new McDonald’s restaurant. Kroc was impressed by its food preparation and service system. He convinced the McDonald brothers to sell him the rights to build McDonald’s restaurants across the U.S. By 1960, Kroc had opened 250 of them. A decade later, there were nearly 3,000 McDonald’s franchises across the U.S. | |
| 1. VI. A glance at the history   The fast food industry grew because it was born at the right time. In the 1950s, the economy of the U.S. was expanding, and people were inclined to be optimistic and ambitious. This was a generation that was willing to risk starting a business and to work hard to make it successful. They also trusted technology and acknowledged that machines could work as efficiently as individuals. | | So sánh với đoạn F => loại trừ.  “History” = “time in the past”  “Important reason” = the automobile growth in popularity. |
| 1. II. An important reason behind the development of the fast-food indus..   Meanwhile, the automobile was growing in popularity, and this was, by far, the most important factor that led to the enormous growth of the fast-food industry. New technology had made automobiles dependable and easy to drive. They were also affordable in the growing economy. People wanted to go places, and a national highway system, expanded during the 1950s, enabled U.S. families to drive long distances. They needed gas stations where they could refuel their vehicles and restaurants where they could eat. In time, hundreds of new gas stations were built along the highways, complemented by new fast-food restaurants where hungry travelers could get a quick meal. | |
| 1. X. The booming of the fast-food industry.   The McDonald’s model was widely copied in these restaurants, often by inexperienced owners who wanted a fast route to success. Some of the new restaurants failed, but many succeeded. Some even expanded into nationwide and worldwide chains. Among the contemporary start-ups of the 1950s and 1960s were Taco Bell, Burger King, Wendy’s, Domino’s Pizza, Kentucky Fried Chicken (KFC), and Jack in the Box. | | “industry” = many companies/restaurants/ chains |
| 1. IV. The worldwide expansion of other retail sectors.   The amazing success of fast-food chains soon inspired other kinds of retail businesses to form national and international chains of stores. Although many people reject the idea of globalization, business chains are rapidly overlapping national borders and spreading around the world. | |  |
| **Questions 9 => 13: SENTENCE COMPLETION – ONE** WORD ONLY | | |
| 9. Although their business was profitable, the McDonald Brothers abandoned their model because they  could not reduce the stresses of restaurant ownership. | (Paragraph A)  Maurice and Richard McDonald made a lot of money with their restaurant, but they grew tired of the stresses of ownership….Before abandoning their successful business |  |
| 10. The brothers came up with an idea to build a system that resembled a line in a factory. | (Paragraph B)  This new system was like a factory assembly line | Resemble (v) look like |
| 11. Ray Kroc opened almost 3,000 restaurants in just a decade. | (Paragraph D)  By 1960, Kroc had opened 250 of them. A decade later, there were nearly 3,000 McDonald’s franchises across the U.S |  |
| 12. People living in the fifties believed that the effectiveness of machines and humans are the same. | (Paragraph E)  In the 1950s,… acknowledged that machines could work as efficiently as individuals. | In **THE** 50s: 1950s  In **ONE’S** 50s (their 50s): age |
| 13. Many roadside stops were complemented by gas stations and fast-food restaurants. | (Paragraph F)  In time, hundreds of new gas stations were built along the highways (ROADSIDE STOP), complemented by new fast-food restaurants. | **Simplify the question:**  “Roadside stop” được … bởi/bên cạnh “gas stations” & “fast-food restaurants”   * Tìm passive verb cho “roadside stop” |