



Reading

Comprehension

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McDonald's

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: McDonald'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 program in the restaurants and at æMcDonald's University" in Chicago. There they learn the McDonald's philosophy: quality control, service cleanliness and cheap prices. They also learn about McDonald's' strict rules that hamburgers must be served before they are ten minutes old and French fries seven.

McDonald's had never stopped looking for new methods to attract customer 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.



Reading Comprehension # 01

01. When was the first McDonald's built?
- A. about twenty years ago.
 - B. about forty years ago.
 - C. about fifty years ago
 - D. about a decade ago.
 - E. in the middle of the last century.
02. Who is Ray Kroc?
- A. the founder of McDonald's.
 - B. the brother of the man who built the first McDonald's.
 - C. one of McDonald's 1,000,000 customers.
 - D. the name of one of the two brothers Mr. Kroc had met.
 - E. the surname of the two brothers.
03. What was done by Ray Kroc to start McDonald's?
- A. He purchased the restaurant owned by the two brothers.
 - B. He paid for the recipe of the restaurant owned by the two brothers for success.
 - C. He paid for the formula of the restaurant followed by the two brothers for success.
 - D. He purchased the franchise of the restaurant owned by the two brothers.
 - E. He purchased the business of the two brothers.
04. What was the main purpose of Mr. Kroc in putting up signs saying how many millions of McDonald's hamburgers people had bought?
- A. to show how the business was flourishing.
 - B. to show the rapid growth of the business.
 - C. to reaffirm that Americans like success.
 - D. to show how many hamburgers were sold.
 - E. to gain international publicity for himself.
05. Who can open a McDonald's?
- A. Anyone who can purchase the franchise.
 - B. Anyone who has undergone a nine-month training program in the restaurants
 - C. Anyone who has undergone a nine-month training program at æMcDonald's University".
 - D. Anyone who has work experience in McDonald's.
 - E. Anyone who has worked for a week in McDonald's and undergone a nine-month training program in the restaurants and at æMcDonald's University".

শব্দের অর্থ

milk shakes : ঘোল / মাঠা। **ingredient** : উপাদান। **recipe**: খাদ্য তৈরি করার নিয়মাবলী।

in one : (তৃতীয় para-র প্রথম লাইন) = in a McDonald's restaurant;

drive-in windows : এই রেস্টুরেন্টে ঐ ক্রেতার তাদের গাড়ীতে নিয়ে একটি জানালার পাশে যায়। তারপর, গাড়ী বসেই জানালায় দাঁড়ানো *salesman*-কে তার খাদ্যের *order* দেয়। তার মানে, জানালাটাই হলো রেস্টুরার বিক্রির কাউন্টার। *order* দেয়ার পরে ক্রেতা তার গাড়ী নিয়ে আরো সামনে এগিয়ে পরবর্তী জানালার যেয়ে তার *order*-কৃত খাদ্যের *packet* সংগ্রহ করে তার যাত্রা শুরু করে।

Passage solve করায় Zenon টেকনিক

পরীক্ষার হলে যেভাবে আপনি এগুবেন, সেভাবেই নিচের ব্যাখ্যাটি লিখা আছে।

solve করার এই পদ্ধতির নাম exam-approach।

প্রথমে আমরা passage আগেই পড়বো না।

প্রথমে passage-টি পড়লে ঢাকার রাস্তায় রিক্সার jam-এর মতো

আপনার মাথায় তথ্যের jam বা তথ্যজট পাকিয়ে যাবে।



তাই প্রথমে question # 01 পড়া যাক।

01. প্রশ্ন হল, কখন প্রথম *McDonald's* শুরু হয়েছিল? প্রশ্নটি পড়ার পরেই চলুন Passage-এর শুরুতে চলে যাই। প্রথম থেকে মন দিয়ে পড়তে হবে। মন দিয়ে পড়তে পড়তে ২য় প্যারার ১ম বাক্যে পাওয়া যায় :

Mr. Ray Kroc opened his first McDonald's in 1955.

এখন Ans. choice-গুলো পড়তে হবে। একমাত্র (E)-তে বলা হয়েছে যে, *in the middle of the last century* অর্থাৎ, 1950-এর কাছাকাছি যা হলো 1955। অতএব, উত্তর (E)।

02. *Ray Kroc* কে ছিলেন? প্রথম প্রশ্নটি সমাধান করতে যেয়েই পাওয়া গেলো *McDonald's*-এর *founder* হলেন *Ray Kroc*; সুতরাং answer (A)।

Reading Comprehension # 01

03. প্রশ্নে জানতে চাওয়া হচ্ছে যে, *Ray Kroc McDonald's start* করতে কী করেছিলেন?
এবার Passage গিয়ে প্রথম প্যারার শেষ sentence-এ পাওয়া যায়

æ*Ray Kroc paid the brothers so that he can use their idea*”

(অর্থাৎ, Ray মূলত ‘two brothers’-এর idea-টা ক্রয় করেছিলেন।)

এখন Answer choice-এ আসা যাক :

- A. *He purchased the restaurant* । রেস্টোরা কেনার কথা Passage-এ বলা হয়নি।
B. *Mr. Ray Restaurant-এর recipe-এর জন্য paid* করেছিলেন - এটাও না।
C. এই বাক্যে বলা হলো, *Ray paid* করেছিলেন দুই ভাইয়ের *idea* তথা *formula*-টা কেনার জন্য।
এটিই উত্তর।
D. *franchise of the restaurant* কেনার কথা বলা হয়নি।
E. দুই ভাইয়ের *Business*-টি *Mr. Ray* কিনে নিয়েছেন - এমন কথা বলা হয়নি।

Answer: (C) ।

04. প্রশ্ন হল, “কত মিলিয়ন *McDonald's hamburgers* লোকজন কিনেছে” - এমন তথ্য প্রকাশকারী *sign* বোর্ড টাঙ্গানোর মূল উদ্দেশ্য কি ছিল?

Passage-এ 2nd প্যারার ২য় বাক্যে আছে, যেহেতু *American*-রা *success* পছন্দ করে, তাই *Ray Kroc* তার *Success*-এর বিবরণ জানাতে চাইলেন যেন সবাই এর প্রতি আকৃষ্ট হয়। আর, মাত্র 4 *years*-এ 100 *million* বিক্রি হয়েছিল। তার মানে, ব্যবসার বৃদ্ধি হয়েছিল খুবই দ্রুত গতিতে।

(B)-তে দেয়া আছে *rapid growth*। সুতরাং Answer (B)।

05. প্রশ্ন হচ্ছে, কে *McDonald's open* করতে পারে?

Passage-এর 3rd para-য় বলা আছে, কেউ যদি একসপ্তাহ *McDonald's*-এ কাজ করে এবং তারপর *nine-month training Program* করে *Restaurant*-এ এবং æ*McDonald's University*”-তে, তবেই সে *McDonald's open* করতে পারে।

এবার Ans. choice-এ গিয়ে পাওয়া গেলো (E)-তে এমনই বলা আছে। ∴ Answer: (E)।

02

Reading Comprehension



Earhart's Palace

In Kansas at the turn of the century, Edwin and Amy Earhart doted on their active daughters, Amelia and Muriel. Edwin gave the girls footballs and rifles, while Amy shocked the community by dressing them in gym suits instead of skirts. Edwin's job caused the family to move from town to town, and the girls' interest in rough sports and shooting rats raised eyebrows wherever they went.

Of the two, Amelia was the more maverick sister. Amelia's parents did not pressure her to reform as she grew older, even when she dabbled in the domains of science and automobile mechanics. But in 1920, when she went aloft at an air show and returned home determined to learn how to fly, even her liberal parents hesitated. They soon gave in, however, and within months Amelia was flying a Kinner Airster her mother helped her buy.



Amelia Earhart

01. Amelia's mother was named _____.

- a. Muriel b. Amy
- c. Amelia d. Kinner e. Edwin

02. The word "æthem" in line 3 refers to _____.

- a. Amelia and Muriel
- b. Edwin and Amy
- c. footballs and rifles
- d. gym suits and skirts
- e. parents and daughters

03. According to the passage Edwin gave the girls which of the following items?

- a. An airplane b. An automobile c. Footballs
- d. gym suits e. skirts

04. It may be inferred from the passage that, at the turn of the century, it was LEAST common for girls to _____.

- a. wear skirts b. have doting parents
- c. move from town to town d. play with rifles

Reading Comprehension # 01

05. In what way did Amelia's mother help Amelia in her career?

- a. By helping her to buy a plane
- b. By taking her to an air show
- c. By pressuring her to become a pilot
- d. By giving her flying lessons
- e. By helping her to shoot rats

06. Where in the passage does the author's focus move from the Earhart family to Amelia?

- a. Line 6
- b. Line 3
- c. Line 6
- d. Line 4
- e. Line 10

শব্দের অর্থ

| | | | |
|--|--|-----------------------|------------------------------|
| dote (ডোট) | : কাউকে খুব ভালবাসা। | aloft | : উপরে। |
| gym = gymnasium (জিমন্যাসিয়াম) | (জিমন্যাসিয়াম) শব্দকে সংক্ষেপে জিম বলে। | | |
| gym suits | : যে পোশাক জীমে পরিধান করা হয়। | cause | : কোন কিছুর কারণ হওয়া। |
| rough sports | : (পুরুষদের) কঠিন খেলা; | eyebrows | : চোখের ভুরু = ভ্রু। |
| dabble in (ড্যাবল ইন) | : কোন কাজ শেখার বসে করা। | raise (রেইজ) | : উঠানো। |
| girl : মেয়ে; girls | : মেয়েরা ; girls's = মেয়েদের = girls' (s-কে উহ্য রাখা হয়) | | |
| domain (ডোমেইন) | : রাজ্য। | reform | : পরিবর্তন হওয়া। |
| liberal (লিবারেল) | : উদারমনা। | as | : যখন। |
| give in | : নতি স্বীকার করা / মেনে নেয়া। | job | : চাকুরী। |
| community (কমিউনিটি) | : প্রতিবেশী সমাজ। | Kinner Airster | : একটি <i>plane</i> -এর নাম। |

পরীক্ষার সময় যেভাবে হুঁসিয়ার করতে হবে, এখানে সেভাবেই ব্যাখ্যা
লেখা হলো। চলুন প্রথমে চূড়ান্তধর্ম না পড়ে প্রশ্ন পড়া যাক:

Table of Contents

Latest 2018 ও 2019 সালের রিডিং **Comprehension** সংযোজন

| Sl.No. | Passage-এর প্রথম বাক্যাংশ | | Pg.No. |
|--------|--------------------------------|---|--------|
| A. | Nakshi Kantha is a kind of ... | : | a-1 |
| B. | Everybody is talking about ... | 36 th BCS : 2016 | a-4 |
| 124. | In Bangladesh folk music ... | DU, Unit - B : 2018-19 | 305 |
| 125. | The earth is about ... | DU, Unit - C : 2018-19 | 307 |
| 126. | Even a few years ago... | DU, Unit - D : 2018-19 | 309 |
| 127. | Modern retail, which... | DU, EMBA (41 st ব্যাচ), sp. : 2019 | 310 |
| 128. | For years, it was believed... | DU, EMBA(42 nd ব্যাচ), Su. : 2019 | 312 |
| 129. | In 1917 Marcel Duchamp... | DU, IBA(BBA) : 2017-18 | 315 |
| 130. | Here's a simple question... | DU, IBA(MBA) : 2018 | 318 |
| 131. | A new atomic clock ... | Sonali Bank, Officer : 2019 | 321 |
| 132. | Birds have evolved many... | Mutual Trust Bank : 2018 | 323 |
| 121. | After two periods of... | DU, Unit - B : 2017-18 | 297 |
| 122. | The loss of environmental... | DU, Unit - C : 2017-18 | 300 |
| 123. | When it comes to dealing... | DU, Unit - D : 2017-18 | 302 |
| 116. | The gypsies are a... | DU, Unit - B : 2016-17 | 286 |
| 117. | We know that specie... | DU, Unit - C : 2016-17 | 289 |
| 118. | Dolphins are regard... | DU, Unit - D : 2016-17 | 291 |
| 119. | What are the good... | CU, Unit - E : 2016-17 | 293 |
| 120. | In recent years, there... | CU, Unit - B : 2016-17 | 295 |
| 110. | Most men long for... | DU, EMBA (৩২ ব্যাচ) : 2016 | 276 |
| 111. | In the World Bank's... | DU, EMBA (৩৩ ব্যাচ) : 2016 | 277 |
| 112. | British oil giant BP... | DU, EMBA (৩৪ ব্যাচ) : 2016 | 279 |
| 113. | Climate is dynamic... | DU, EMBA (৩৫ ব্যাচ) : 2017 | 281 |
| 114. | An ecosystem is a... | DU, IBA-MBA, July : 2016 | 282 |
| 115. | Making online ads... | DU, IBA-MBA, Dec : 2016 | 284 |
| 102. | Most men long for... | EMBA DU, Spring : 2016 | 261 |
| 103. | Bruno panicked... | IBA-MBA, December : 2015 | 262 |

Table of contents

| Sl.No. | Passage-এর প্রথম বাক্যাংশ | | Pg.No. |
|--------|-------------------------------|------------------------------------|--------|
| 104. | Most educated people... | BBA (IBA, DU) : 2015-16 | 264 |
| 105. | The consequences of global... | Bank Asia (PO) : 2015 | 267 |
| 106. | Comfort is now one... | Midland Bank (MTO) : 2015 | 268 |
| 107. | A well-established ... | Midland Bank, Officer : 2015 | 270 |
| 108. | Many folk cures which... | National Bank, PO : 2015 | 271 |
| 109. | Most educated people... | BBA (IBA, DU) : 2015-16 | 273 |
| 98. | Singapore ranked by... | DU, Unit - C : 2014-15 | 254 |
| 99. | The first shock that I... | DU, Unit - B : 2014-15 | 256 |
| 100. | In a forthcoming book... | DU, Unit - D : 2014-15 | 258 |
| 101. | A second green... | DU, Unit - D : 2014-15 | 259 |

| Sl.No. | Passage-এর প্রথম বাক্যাংশ | | Pg.No. |
|--------|---------------------------|--------------------------------------|--------|
| 01. | Once upon a time, | ... EMBA: 2013 | 001 |
| 02. | In Kansas at the turn of | ... CU, C-Unit 2012 | 005 |
| 03. | Oil markets are full of | ... DU, C-Unit 2011-12.. | 009 |
| 04. | There are some qualities | ... DU, B-Unit : 2012-13 ... | 013 |
| 05. | Joy Card and Printing | ... DU, C-Unit : 2012-13 ... | 016 |
| 06. | Decentralization is the | ... DU, C-Unit : 2011-12 ... | 020 |
| 07. | Pahela Baishakh is | ... DU, C-Unit : 2010-11 ... | 032 |
| 08. | Man is not destined to | ... IBA, BBA-2013-14 | 038 |
| 09. | The Nobel prizes | | 040 |
| 10. | Faith in progress is | | 042 |
| 11. | The consequences of | ... DU, C-Unit : 2009-10 ... | 044 |
| 12. | Making judgments | ... DU, B-Unit : 2011-12 ... | 050 |
| 13. | Academically, Asian | ... DU, B-Unit : 2013-14 ... | 053 |
| 14. | Researches suggest | ... DU, D-Unit : 2013-14 ... | 060 |
| 15. | The Geographical | ... DU, C-Unit : 2013-14 ... | 067 |
| 16. | A leading industrial | ... EMBA, DU (22 Batch) | 071 |
| 17. | Bangladesh's spending | ... EMBA, DU (21 Batch) JAN-2012 ... | 075 |

Table of contents

| Sl.No. | Passage-এর প্রথম বাক্যাংশ | | Pg.No. |
|--------|-----------------------------|------------------------------------|------------|
| 18. | In ancient times wealth | ... EMBA, April-2011, (20 Batch) . | 079 |
| 19. | A proposal to declare | ... MBA, IBA, June : 2012 .. | 081 |
| 20. | Smallholder farmers | ... IBA, MBA, Nov-2011 | 083 |
| 21. | People say money | ... MBA, IBA, Dec-2012 | 087 |
| 22. | The Earth's magnetic | ... IBA, BBA : 2010 | 090 |
| 23. | One day in 1974 | | 092 |
| 24. | Had it not been for Matthew | ... IBA, BBA : 2007-08 | 095 |
| 25. | Despite the wave of | | 097 |
| 26. | All birds have feathers, | ... IBA, BBA : 2002-03... | 100 |
| 27. | When drawing human | | 102 |
| 28. | Art theft is only a little | | 104 |
| 29. | Since the mid-1990s | ... IBA, BBA : 2003-04 | 107 |
| 30. | The fulcrum of Saudi | | 109 |
| 31. | The term anesthesia | | 113 |
| 32. | A new hearing device | | 117 |
| 33. | Walt Whitman, born... | | 120 |
| 34. | Reliable knowledge of | | 123 |
| 35. | Another sign stimulus | | 126 |
| 36. | The American architect | | 128 |
| 37. | Water on the earth is | | 131 |
| 38. | Washington was the | ... CU, C-Unit : 2009-10 .. | 134 |
| 39. | The Alaska pipeline | ... CU, E-Unit : 2011-12 ... | 138 |
| 40. | Ever since humans | ... CU, B-Unit : 2013 | 142 |
| 41. | A new atomic clock | | 146 |
| 42. | The railroad was not | | 147 |
| 43. | The food we eat seems | | 148 |
| 44. | Because Egyptians | | 150 |
| 45. | A tapeworm is a | | 151 |

Table of contents

| Sl.No. | Passage-এর প্রথম বাক্যাংশ | Pg.No. |
|--------|--------------------------------------|--------|
| 46. | After inventing dynamite | 153 |
| 47. | Gelatin is a protein | 155 |
| 48. | The Stone Age was a period | 157 |
| 49. | Hot boning is an energy | 159 |
| 50. | In 1920, after some thirty | 161 |
| 51. | In 776 B.C. the first Olympic | 162 |
| 52. | Tampa, Florida, owes | 164 |
| 53. | Lichens are a unique group | 165 |
| 54. | Petroleum products | 167 |
| 55. | An election year is | 170 |
| 56. | Napoleon Bonaparte's | 172 |
| 57. | Sequoyah was a young | 174 |
| 58. | Vibrio parahaemolyticus | 176 |
| 59. | As far back as 700 d.c., | 178 |
| 60. | As a result of the recent | 180 |
| 61. | A recent investigation | 182 |
| 62. | Glands manufacture and | 184 |
| 63. | The next few decades | 186 |
| 64. | Elizabeth Blackwell was | 190 |
| 65. | "Did you see that?" | 191 |
| 66. | When another old cave | 193 |
| 67. | Most people can remember | 195 |
| 68. | In 1877, to celebrate the | 197 |
| 69. | Ever since they were | 199 |
| 70. | A multinational company | 201 |
| 71. | Employees need several | 202 |
| 72. | Underground water reserves | 203 |
| 73. | In recent years, scientific | 204 |
| 74. | The period commonly known... .. | 206 |

Table of contents

| Sl.No. | Passage-এর প্রথম বাক্যাংশ | Pg.No. |
|--------|------------------------------------|--------|
| 75. | The pundits claim Dhaka | 208 |
| 76. | A world conference on | 210 |
| 77. | Pundits persist in arguing | 212 |
| 78. | The least developed | 213 |
| 79. | The detailed report | 215 |
| 80. | As pecuniary and non | 217 |
| 81. | Population growth is not | 219 |
| 82. | One phase of the business | 220 |
| 83. | The whole atmosphere | 221 |
| 84. | Geometry is a very old | 222 |
| 85. | Would you prefer that your | 223 |
| 86. | The upward trend in export | 225 |
| 87. | Increasing the skill and | 227 |
| 88. | Some scientists have claim | 229 |
| 89. | There are few places in | 230 |
| 90. | It was inevitable pricing | 231 |
| 91. | A job interview is a unique | 233 |
| 92. | Physically, we are heading | 235 |
| 93. | Suppose you go into a fruit | 236 |
| 94. | Due to the involuntary | 238 |
| 95. | In an effort to produce | 240 |
| 96. | Of the six outer planets | 242 |
| 97. | Feroza's childhood was | 244 |