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《百宝箱》 阅读理解单项练习 In 1939 two brothers, Mac and Dick McDonald, started a drive-in restaurant in San Bernadino, California. They carefully chose a busy corner for their location. They had run their own businesses for years, first a theater, then a barbecue ( 烤肉 ) restaurant., then another drive-in. But in their new operation, they offered a new, shortened menu: French fries, hamburgers, and sodas. To this small 0selection they added one new concept: quick service, no waiters or waitresses, and no tips. Their hamburgers sold for fifteen cents. Cheese was another four cents. Their French fries and hamburgers had a remarkable uniformity, for the brothers had developed a strict routine for the preparation of their food, and they insisted on their cooks ' sticking to their routine. Their new drive-in became incredibly popular, particularly for lunch. People drove up by the hundreds during the busy noontime. These lf-service restaurant was so popular that the brothers had allowed ten copies of their restaurant to be opened. They were content withthis modest success until they met Ray Kroc. Kroc was a salesman who met the McDonald brothers in 1954, when he was selling milkshake-mixing machines. He quickly saw the unique appeal of the brothers ' fast-food restaurants and bought the right to franchise ( 特许经营 ) other copies of their restaurants. The agreement struck included the right to duplicate the menu. The

equipment, even their red and white buildings with the golden arches (拱门). Today McDonald's is really a household name. Its names for its sandwiches have come to mean hamburger in the decades since the day Ray Kroc watched people rush up to order fifteen-cent hamburgers. In 1976, McDonald's had over \$1 billion in total sales. Its first twenty-two years is one of the most incredible success stories in modern American business history.1. This passage mainly talks about .A) the development of fast food servicesB) how McDonald's became a billion-dollar businessC) the business careers of Mac and Dick McDonaldD) Ray Kroc's business talent2. Mac and Dick managed all of the following businesses except .A) a drive-in C) a theaterB) a cinema D) a barbecue restaurant3. We may infer from this passage that .A) Mac and Dick McDonald never became wealthy for they sold their idea to KrocB) The location the McDonalds chose was the only source of the great popularity of their drive-inC) Forty years ago there were numerous fast-food restaurantsD) Ray Kroc was a good businessman4. The passage suggests that .A) creativity is an important element of business successB) Ray Kroc was the close partner of the McDonald brothersC) Mac and Dick McDonald became broken after they sold their ideas to Ray KrocD) California is the best place to go into business5. As used in the second sentence of the third paragraph, the word "unique" means .A) special C) financialB) attractive D) peculiar 100Test 下载频道开通，各类考试题目直接下载。详细请访问 [www.100test.com](http://www.100test.com)